



From the world to your wall: Picfair launches prints

Picfair building a new ecosystem for photographers, today launched a range of printed products giving art buyers access to a new generation of printed images.

LONDON, UNITED KINGDOM, September 10, 2018 /EINPresswire.com/ -- "[Picfair's](#) mission is to help any photographer, from any background, make money from their creativity," says Picfair founder Benji Lanyado. "Until now, we've focussed on digital downloads - creating a radically simple way for photographers to license their images to publishers and businesses across the globe for editorial, marketing and advertising use."

"With the addition of print and wall art products, we're giving art buyers everywhere access to a new generation of photography from across the world, and giving our 35,000 photographers a brand new revenue line."

Picfair's "open-to-all" principle allows any photographer, from any background, to upload their images and name their price. The platform's curation algorithms then rank the images to surface undiscovered photographic talent from its community spanning 130 countries. Images taken by "amateurs" and championed by Picfair have already been used on the covers of top-tier publications and in marketing campaigns by global brands.

"Every day we see thousands of images being uploaded to the platform," says Lanyado, "and while many of these are from the lenses of experienced pros, we also see unique, authentic, on-the-ground perspectives from a huge number of budding photographers taking their first steps into the industry. The demand for this new generation of images is increasing across the editorial world and creative industries, and we want to bring this to the world of interiors too."

Images available as prints and wall art include stunning work from Emma Williams, a Milton Keynes-based paramedic who won 2017's Women Behind the Lens competition hosted by the Guardian; and Trevor Mills, a Belfast-based engineer whose Picfair images have been licensed for the cover of National Geographic Traveller.

Picfair's [prints and wall art products](#) facilitates the entire process on behalf of the photographer - from order to production to delivery. The professional prints are giclee, inkjet-printed onto Matte Ultra 240gsm paper in a choice of Lustre Photo or Smooth art finishes; the canvas wraps will be printed on high-quality artist stock and wrapped around timber frames with a choice of white or black white wrapped edges; and the framed prints will come printed on gloss paper with a choice of black or white timber frames. All products will be shipped ready to hang.

About Picfair

Picfair was launched in 2014 by former Guardian and New York Times journalist Benji Lanyado. The company received initial investment from a range of angel investors including Reddit co-founder Alexis Ohanian. The platform allows any photographer to upload their images and name their price, and gives the vast majority of the royalties back to the photographer when they are used for editorial, marketing, advertising or print use.

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