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ELAINE MARTINO, PHOTO RESTORATION ARTIST & PRINCIPAL OF ANEW PHOTOGRAPHIC ART & RESTORATIONS IS AWARDED THE TOP PRIZE IN PHOTO RESTORATION AT THE PHOTOSHOP WORLD '07 CONFERENCE & EXPO IN LAS VEGAS.

To Win The Prestigious Guru Award For Excellence In Photoshop Artistry, Martino's Entry Had to Best Competition From Photoshop Professionals Worldwide.

Danvers, MA, December 19 , 2007 ... Elaine Martino, photograph and document restoration artist and principal of ANEW Photographic Art & Restorations (ANEW) with studios in Danvers and Pocasset, offers custom services focused on the restoration, repair and recreation of photography and documents spanning the 19th Century to digital imagery, has won the "Guru Award", the top prize in *photo restoration* in an international competition at the Photoshop World '07 Conference & Expo held in Las Vegas. The Guru Award is one of the most prestigious and coveted awards in the international digital imaging industry.

A former teacher, and systems analyst at Fidelity Investments - five years ago with inspiration drawn from a family loss, Martino combined her natural artistic talents, high tech know-how and entrepreneurial spirit to launch ANEW fulfilling her abiding interest to apply her skills to save clients' cherished photos at risk of permanent loss from aging, deterioration or damage caused by neglect, accidental mishap or catastrophic events.

the approach

The centerpiece of Martino's approach goes beyond her artistry in guiding her digital paintbrush, to focusing on the essential component – the client collaboration. Martino draws the client into the initial discovery phase inviting them to take an active role by providing their insights and expectations for a restored image. Often there are the heartfelt "back stories" that bring images to life creating an emotional bond for Martino, as she gains a deeper understanding of the meaning an image holds for the client, and what needs to be achieved.

"... when gas was .22 cents"

The photo restoration entry that won the Guru Award Martino entitled "Returning Clarity...When Gas Was .22 Cents", a 1930's photo of a local Swampscott, MA icon,



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Lally's Garage, operated by the same family to this day. The owner's sister brought the badly damaged image to Martino to see if it could be restored for a gift for her brother. The collaborative relationship was an imperative. The photograph was so badly damaged that without the client's knowledge of its elements Martino couldn't continue. With her input the process evolved as Martino's exacting work increasingly exposed features long concealed.

"I entered Lally's Garage in Photoshop World because of the challenge, it was quite complex. The photo arrived stuck to glass, and much of it was deteriorating. Part of the restoration involved recreating imagery... a car of the period, building back the sky, the garage doors and revealing decorative features previously unrecognizable. And, there was the piece de resistance, an irresistible image of a simpler time when gasoline was just twenty-two cents. " explained Elaine Martino, principal and restoration artist, ANEW Photographic Art & Restorations. *"For each client, the process begins with an analysis of the environmental conditions that have adversely impacted their image, for example ... light, humidity, mould, acidity, improper handling among others. Artistic assessments and digital tools direct the restoration design concluding with recommendations to maintain and display their restored images. Of note, I preach not to give up on a damaged photo or document – rather, placed in expert hands remarkable results are possible."*

ANEW workshop

Martino is currently producing a lecture and demonstration on the preservation and restoration of photography that includes the evolution of the art from the 1830's to the present using case studies featuring "before and after" photos to illustrate the artistic reach of digital tools, along with the steps that can be taken to preserve and display meaningful images. Upcoming programs will be posted online – anewphoto.com

"Besides the excitement of the award, the conference served to provide an amazing array of workshops and lectures. For me, these learning experiences serve to expand my technological palette and techniques with inspiration to take restoration art to new levels of expression." noted Martino.

Entering the marketplace in 2002, ANEW Photographic Art & Restorations founder and restoration artist Elaine Martino provides restoration and preservation advice, and artistically focused services utilizing leading-edge digital capabilities to restore, repair and/or recreate cherished and significant photographs and documents serving individuals, frame shops, museums, organizations and corporations throughout eastern Massachusetts.

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