

## Hot Stamping Meets Holography: a Symbiosis of Artistic Vision and High-End Finishing Technology



With Primatec™, Artist J. Demsky and LEONHARD KURZ Have Created an Extraordinary, Vibrant Surface Design

Holographic shapes and brilliant colors that shimmer vividly in the light, bringing hot stamping on paper to life: With the support of LEONHARD KURZ and its subsidiary Hinderer + Mühlich (H+M), J. Demsky, a well-known artist from the graffiti scene, has succeeded in building bridges between art, design, and technology with the Primatec™ project to realize an artistic work with its own design language.

## Initial Situation: Perfect Interplay of Creativity, Design, and Technology

Spanish graffiti artist J. Demsky is known for his diverse, unconventional art, which developed out of the sense of freedom of the 1990s and continues to break through the boundaries of graffiti art to this day. He collaborates with renowned artists, designers, brands, and galleries, and has also worked with KURZ in the past. His cross-media art forms, which he designs in his studio Neofvtvro, play with holographic effects and emotions and are intended to stimulate the senses of the audience. For the Primatec™ project, the aim was to create an artistic embossing on paper that goes beyond the classic idea of a print and instead becomes an experimental prototype with its own holographic design language.

From previous projects, J. Demsky was familiar with the possibilities offered by KURZ as a finishing specialist, and so both sides brought their expertise together to create a unique art experience. J. Demsky's visionary artistic ideas, combined with KURZ's high-end finishing products and technologies and H+M's embossing dies, have led to an extraordinary result thanks to close, inspiring collaboration.

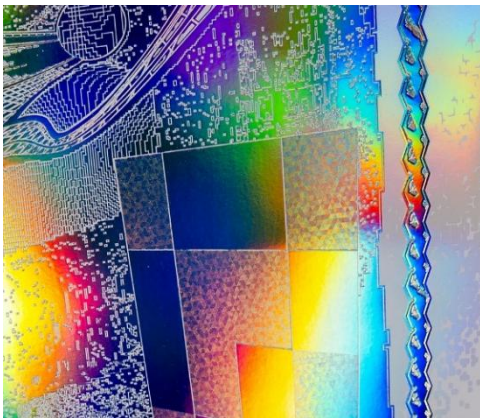


"I have been researching and experimenting with new materials and holographic effects for years. The collaboration with LEONHARD KURZ arose from a shared interest in pushing the boundaries of materials and high-security printing processes. Our collaboration was a natural encounter between creative vision and state-of-the-art technology."

**– J. Demsky**

## Objective: Special Features and Conceptual Challenges

Prismatec™ is not just hot stamping: It is an experimental project that combines holographic elements and design in a single work. To fully unleash its visual potential, the work requires direct sunlight. The holographic embossing and the transfer product LIGHT LINE® Laser Seamless AL-XL transform the work into a dazzling, dynamic, and unique experience that constantly reinvents itself.



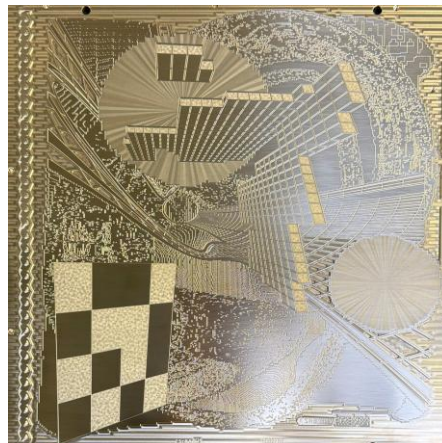
"I have always been fascinated by how technology can expand the language of art. With Prismatec™, I wanted to transform paper from a passive medium into an active material – a material that can react, change, and be brought to life by light."

– J. Demsky

The central challenge was to translate industrial high-tech finishing processes into an artistic embossing, which meant that the design had to be adapted to the embossing requirements. Coordinating complex industrial finishing processes, which are normally used in the luxury packaging industry, and implementing them in an artistic paper format was challenging, but thanks to the excellent cooperation of all those involved, it was a success

## Production: Transfer Products and Technology

Two embossings were carried out on the 50 x 50 cm artwork using a BOBST hot stamping machine, which was operated by Abellan in Barcelona. In the first step, flat embossing was carried out using the transparent LIGHT LINE® Laser Seamless TS-XL, and in the second step, relief embossing was added using LIGHT LINE® Laser Seamless AL-XL. The embossing tools used for this were



supplied by KURZ subsidiary H+M. A total of 500 copies were embossed in a limited edition.



The avant-garde embossing captivates with its elaborate holographic surface finish, which is a real experience both visually and haptically. Two-dimensional and three-dimensional shapes flow into one another and form a dynamically

moving image composition. The holographic embossing with LIGHT LINE® Laser Seamless AL-XL supports the dynamic design by reflecting different areas of the color spectrum depending on the incidence of light, thus creating dynamic color gradients.

## Conclusion: Collaboration between Innovative Partners

The Primatec™ project clearly shows how interdisciplinary collaboration can produce unique and innovative results when technological innovations and artistic visions come together.



Why is KURZ your best partner for demanding projects? We have decades of experience in the fields of design, finishing products, and printing and embossing technologies. We are happy to support your projects from the very

beginning to perfectly coordinate design, finishing, and finishing technologies and realize your projects in the best possible way. With KURZ, you have a partner at your side who supports you from the initial idea to the finished product.