

Nantes-based artist Docteur Paper creates a unique work to celebrate ALTKIN's 1st birthday

A year ago, ARMOR PRINT SOLUTIONS became ALTKIN. To mark the occasion, the ARMOR GROUP subsidiary dedicated to alternative printing collaborated with Nantes-based artist Docteur Paper and the Musée Atelier de l'imprimerie de Nantes to create a unique illustration. The work was unveiled a few days ago to mark the first anniversary of the company's change of identity.

Celebrating a new identity

In January 2024, ARMOR PRINT SOLUTIONS made a significant change by becoming ALTKIN. To mark the first anniversary of this transformation, the European leader in alternative printing unveiled to its customers and partners a poster created in collaboration with Nantes-based artist Docteur Paper and the Musée Atelier de l'imprimerie de Nantes. Printed in 100 unique and numbered copies, the work depicts a city with multiple references to the printing industry, the history of ARMOR GROUP and ALTKIN. *'This work was born out of our change of identity,'* explains Angélique Gohard, Computer Graphics & Communications Project Manager at ALTKIN. *'To mark this event, we wanted to offer our customers and partners something symbolic that echoed the history of the printing company'.* A reproduction of the poster was given to ALTKIN employees to celebrate the anniversary. The 100 original copies were sent to the company's customers and partners.

A 100% Nantes collaboration

For this project, ALTKIN first approached the Musée Atelier de l'imprimerie in Nantes, which quickly suggested the name of the artist Docteur Paper, with whom it regularly collaborates. *'We really liked his work and it corresponded to the messages we wanted to convey. And we liked the idea of having a 100% Nantes-based collaboration,'* reveals Angélique Gohard. For his part, the artist confides: *'I was immediately taken by ALTKIN's project. I have a particular affection for printing, and the historical aspect of this work also appealed to me.'* This historical aspect is visible in the image, but also in the printing process itself. *'The poster was printed in letterpress on one of our machines, a FAG letterpress from the 1950s,'* explains Pascal Fondin of the Musée Atelier de l'imprimerie in Nantes. *'We are delighted to have been able to add an extra historical touch to this project,'* he concludes.

About Docteur Paper

Docteur Paper is a French illustrator based in Nantes with a passion for drawing, architecture and travel. He is best known for his hand-drawn ink illustrations of architectural, urban and city-inspired scenes. His work is characterised by a meticulous attention to detail, capturing the architectural essence and soul of each subject he depicts. Since moving to Nantes in 2010, he has worked with a number of institutions and brands including Le Voyage à Nantes, Galeries Lafayette, Quo Vadis, Nintendo, Sushi Shop and Courir.

