

## The *dettagli* process

People often ask whether David's work should be considered photography or painting. In fact, it's both. As he set out to create the artwork in his collection, he developed a process that others are calling *dettagli* because of the extremely fine detail in his work. You can literally see grains of pollen on the stamens of a hibiscus in the *Nightflowers* collection.

"*Dettagli* is really the entire process from my original inception to the final reproduction. At every step along the way, I am extremely sensitive to the image I had originally envisioned. I belabor every aspect of the artwork to make sure it has extreme detail, personality, movement and lasting interest and quality," Leaser says.

Leaser uses his artistic sense, technology and his extreme attention to detail to create his final artworks. He studies hundreds of flowers before he makes a final selection. "I think of it as an audition. The subject must show personality to make the first cut. When you carefully study botanicals, you see dramatic differences in each one; only a few will make it to the studio."

Using state-of-the-art technology, including equipment from Nikon® and others, he captures his raw images. He then uses innovative techniques he developed to turn these images into artwork. "I am looking for perfection, but I am also conscious that nature is not perfect – only God is. So, every flaw in these flowers demonstrates that every beauty has its imperfections. I want viewers to see that reality."

To experience the extreme detail in his work, the *dettagli* process requires sophisticated reproduction onto canvas. Canvas surfaces are first coated with gesso to provide a flawless canvas surface. We use archival inks in the giclée process that will not fade for generations. Our inks are rated to last 100 years. We also apply a UV inhibitor spray to seal the prints and give the canvas an elastic quality that helps to prevent cracking. Our canvas is a high quality, water resistant poly-cotton blend. It has a PH neutral, acid free coating with a pure white point.

Our limited edition prints are then custom-framed by hand with the highest quality woods available. We frame all of our artwork with museum-style floating frames. Your gallery-wrapped artwork is placed "inside" the frame without the need for glass. "Glass sometimes gets in the way when you are experiencing art. I want people to be able to get up close and see the fine detail without reflection."

Leaser believes the *dettagli* process will change the way you view botanicals. "When you see the *Nightflowers* collection, I am convinced you will see flowers like you've never seen them before."