Kram Kran Photo Expands Its Offerings for Collectors and Designers

Kram Kran Photo, a studio based in Jacksonville, Florida, has built a reputation across event, commercial, architectural, drone, travel, and fine art photography. The company recently announced an expanded focus on making its work available as fine art photography prints for collectors, interior designers, and anyone looking to bring high-quality photographic art into their spaces. The move positions the studio to serve a growing demand for original, museum-grade prints that go beyond standard framing services.

For years, the studio has been known for capturing everything from corporate events to sweeping aerial views of the Florida coastline. With the new emphasis on print sales, the company is now offering a curated selection of images that were previously seen only in galleries or private collections. The prints are produced using archival papers and pigment-based inks, ensuring that each piece meets the longevity standards expected by serious art buyers.

Why Fine Art Photography Prints Matter in Today's Market

The market for fine art photography prints has grown steadily as more people seek original artworks that reflect their personal taste. Unlike mass-produced posters, fine art prints are created in limited editions or as unique pieces, each signed and numbered by the photographer. This gives buyers a sense of connection to the artist and assurance that their investment holds value. Kram Kran Photo's decision to offer prints directly from the studio taps into this trend, giving customers access to images that are not available through stock photography sites.

Interior designers have also taken notice. A single large-format print can anchor a room's design, providing a focal point that ties together furniture, color schemes, and lighting. By offering prints in multiple sizes, the studio makes it easier for designers to source artwork that fits specific spatial requirements. The expanded print service includes custom sizing and framing options, though the studio advises clients to consult on matting and frame choices to preserve the integrity of the image.

What Sets These Prints Apart

Kram Kran Photo's fine art photography prints are distinguished by the technical skill behind each image. The studio's photographers work with high-resolution digital cameras and often employ techniques such as long exposure and panoramic stitching to capture scenes with exceptional detail. This attention to clarity means that even at large sizes, the prints retain

sharpness and depth. The studio also handles color correction and proofing in-house, so the final print matches the photographer's original vision.

Another factor is the printing process itself. The studio uses giclée printing, a method that sprays microscopic droplets of pigment onto acid-free paper. This technique produces a wider color gamut than traditional photographic printing and is more resistant to fading over time. For buyers who plan to display prints in bright rooms, this is a significant advantage. The studio can also produce prints on canvas or metal, giving clients additional texture options.

Who Benefits from the Expanded Print Service

The primary audience for the new offering includes art collectors who want to acquire works from a recognized regional photographer. Collectors often seek out artists whose style aligns with their existing collections, and Kram Kran Photo's range of subjects - from urban architecture to natural landscapes - provides variety. The studio's travel photography, in particular, appeals to those who appreciate documentary-style images that capture a sense of place.

Corporate clients are another key group. Hotels, law firms, and medical offices frequently commission artwork to enhance their lobbies and meeting rooms. Fine art photography prints offer a professional aesthetic without the high cost of original paintings. The studio can work with corporate buyers to select images that match the company's brand colors or the architecture of the building. For example, a coastal hotel might choose a series of drone shots showing the nearby shore, reinforcing a sense of location.

Event planners also stand to benefit. When staging a high-end wedding or gala, planners often look for unique decor elements. A large-scale fine art print can serve as a dramatic backdrop or be used as a centerpiece for a photo booth area. Because the studio already provides event photography services, clients can coordinate the print selection with the overall visual theme of the event.

The Technical Side of Archival Printing

Archival quality is not just a marketing term; it refers to specific standards for paper, ink, and storage. Kram Kran Photo uses papers that are lignin-free and buffered to resist acidity, which prevents yellowing over decades. The pigment inks are formulated to resist fading from UV light, though the studio recommends that prints be displayed away from direct sunlight to maximize longevity. For clients who want to rotate their artwork, the studio can provide storage recommendations that maintain the print's condition.

Each print is produced with a border that allows for matting, and the studio can advise on the appropriate mat width based on the image and frame size. The studio also offers a certificate

of authenticity with each print, detailing the edition number, title, and date of production. This documentation adds value for future resale and gives buyers confidence in the work's provenance.

How the Announcement Fits Into the Studio's Broader Work

The expansion into fine art photography prints does not change Kram Kran Photo's core services. The studio continues to offer event coverage, commercial shoots, architectural documentation, drone photography, and travel assignments. What the new focus does is create a secondary revenue stream from existing work. Many images that were originally captured for a commercial client or a personal project can now be repurposed as limited-edition prints. This is a common practice among photographers who want to monetize their archives without taking time away from client work.

The studio's location in Jacksonville also plays a role. As a growing city with a vibrant arts scene, Jacksonville provides a local market for fine art prints. The studio can host viewings by appointment, allowing potential buyers to see the prints in person before purchasing. This personal touch is something that online-only sellers cannot replicate. For out-of-town buyers, the studio ships prints in protective packaging, with insurance coverage for the full value.

Practical Considerations for Buyers

Anyone interested in purchasing a fine art photography print should start by reviewing the studio's portfolio. Kram Kran Photo maintains an online gallery where visitors can browse images by category. Once a selection is made, the buyer can discuss size and medium with the studio. Prices vary based on dimensions and material, and the studio can provide a quote before production begins.

Turnaround time depends on the complexity of the order. Standard prints are typically ready within two weeks, while custom sizes or special substrates may take longer. The studio also offers a preview proof for large orders, so the buyer can approve the color and cropping before the final print is made. This step is especially important for corporate clients who need the artwork to match a specific design scheme.

For those who are new to collecting fine art photography, the studio's staff can explain the differences between edition types. Open editions are printed on demand and are not limited, while limited editions are capped at a certain number of prints, after which the image is retired. Limited editions typically carry a higher price but offer better long-term value. Kram Kran Photo produces both types, giving buyers options depending on their budget and collecting goals.

The announcement reflects a broader shift in the photography industry. Many photographers are moving away from relying solely on assignment work and are building direct-to-consumer

sales channels. By offering fine art photography prints, Kram Kran Photo positions itself to capture a share of the growing market for original photographic art. For collectors, designers, and corporate buyers in Florida and beyond, the studio's expanded service provides a reliable source for high-quality, archival prints that can be enjoyed for generations.