**29 November 2021**

**Fujifilm hails the success of Rankin PERFORMANCE book launch**

*Fujifilm Jet Press 750S adds vibrancy and character to Rankin’s new photo book*

Fujifilm has collaborated with globally renowned photographer Rankin on the release of his new PERFORMANCE book, which pays tribute to the resilience of London’s theatre industry during the pandemic.

A short run of copies was printed on the Fujifilm Jet Press 750S with the remainder printed offset using Fujifilm’s Superia processless printing plates, by Emmerson Press.

The book showcases a variety of unique, striking portraits of those who work in the West End: from actors, dancers, writers, directors and producers; to stage managers, dressers, designers, technicians, pit musicians and puppeteers. Alongside the portraits are inspiring and heartfelt reflections from the subjects about the 18 months in which the West End was severely impacted by the pandemic lockdowns. All the portraits for the book were shot on a Fujifilm GFX100 medium format camera, making the project yet another example of the powerful combination of Fujifilm photographic and print technology.

During the launch event, which took place at Fujifilm’s House of Photography in Covent Garden, London, Rankin discussed the project with Emma De Souza, Head of Marketing and Communications at the Society of London Theatre, director Jamie Lloyd, and producer and theatre owner Nica Burns – all of whom are featured in the book.

During the discussion, Rankin said: “I met so many incredible people working on this project. The pictures bottle up the spirit of theatre and live shows, and that is why the book is called PERFORMANCE.”

The discussion was followed by a book signing with Rankin.

The book is part of Rankin’s wider PERFORMANCE project, which also includes a free-to-attend exhibition at Fujifilm’s House of Photography.

The project is in partnership with the Official London Theatre as part of its #BackOnStage campaign and received funding from the Mayor of London as part of the city’s Let’s Do London campaign.

All proceeds from PERFORMANCE are being donated to the Theatre Artists Fund and a selection of charities in London that support the homeless.

Andy Kent, Division Managerat Fujifilm Graphics Systems, commented: “Fujifilm is proud to have been involved with such a unique and exciting project. The technology used to print the books delivers on quality and colour, helping to portray the powerful spirit of the West End as it bounces back from the pandemic.”

**ENDS**

**About FUJIFILM Corporation**

FUJIFILM Corporation is one of the major operating companies of FUJIFILM Holdings. Since its founding in 1934, the company has built up a wealth of advanced technologies in the field of photo imaging, and in line with its efforts to become a comprehensive healthcare company, Fujifilm is now applying these technologies to the prevention, diagnosis and treatment of diseases in the Medical and Life Science fields. Fujifilm is also expanding growth in the highly functional materials business, including flat panel display materials, and in the graphic systems and optical devices businesses.

**About Fujifilm Graphic Systems**

Fujifilm Graphic Systems is a stable, long term partner focussed on delivering high-quality, technically advanced print solutions that help printers develop competitive advantage and grow their businesses. The company’s financial stability and unprecedented investment in R&D enable it to develop proprietary technologies for best-in-class printing.  These include pre-press and pressroom solutions for offset, wide-format and digital print, as well as workflow software for print production management. Fujifilm is committed to minimising the environmental impact of its products and operations, proactively working to preserve the environment, and strives to educate printers about environmental best practice. For more information, visit [fujifilm.eu/eu/products/graphic-systems/](http://www.fujifilm.eu/eu/products/graphic-systems/), or [youtube.com/FujifilmGSEurope](http://www.youtube.com/FujifilmGSEurope) or follow us on @FujifilmPrint

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