Kram Kran Photo Adds Fine Art Prints to Its Service Roster

Kram Kran Photo, a photography studio based in Jacksonville, Florida, has expanded its offerings to include fine art photography prints. The move broadens the studio's range beyond its established event, commercial, architectural, drone, and travel work, giving collectors and interior designers a new source for museum-quality images.

The decision to enter the fine art market reflects a growing trend among commercial photographers who see limited-edition prints as a way to reach a different audience. Instead of selling one-time usage rights to a client, the studio now produces signed, archival prints that can be displayed in homes, offices, and galleries. For buyers, that means owning a physical piece of art rather than licensing a digital file.

What the Announcement Covers

According to the studio's statement, the new service line focuses on producing fine art photography prints from the studio's existing portfolio. The images span landscapes, architectural studies, and travel scenes, all captured by the studio's photographers over years of assignments. Each print is made on archival paper using pigment-based inks, a standard combination that resists fading for decades under normal display conditions.

The studio has not disclosed specific edition sizes or pricing, but the general practice in this segment is to limit each image to a small number of prints, often between 10 and 50, after which the negative or digital file is retired. That scarcity is part of what gives a fine art print its value. Collectors typically receive a certificate of authenticity with each piece, and the studio is expected to follow that convention.

Why Fine Art Prints Matter for the Photography Industry

For years, the photography business has been split between commercial work, where images are used for advertising or editorial purposes, and fine art, where the photograph itself is the finished product. Many photographers who start in commercial work eventually want to see their images treated as art. Prints allow them to do that without leaving their existing client base behind.

The fine art photography prints market has grown steadily as more people seek original wall art that is not a mass-produced poster. Interior designers, in particular, have driven demand for large-scale photographs that can anchor a room's design. A single well-chosen print can define the mood of a lobby, a corporate office, or a high-end residence. For photographers, the

margins on fine art prints can be significantly higher than on a typical commercial assignment, because the same image can be sold multiple times as long as the edition is not sold out.

How the Studio's Background Supports the New Service

Kram Kran Photo has been producing travel and architectural images for years, and those genres translate naturally into fine art. A dramatic shot of a city skyline at dusk or a minimalist study of a concrete staircase can work as well on a gallery wall as it does in a brochure. The studio's experience with drone photography also gives it access to aerial perspectives that are harder for ground-based photographers to capture.

The Jacksonville location is relevant because the city has a growing arts scene. Local galleries, hotels, and corporate headquarters are always looking for distinctive work that reflects the region. The studio can now offer those buyers a product that is both locally produced and of a quality that competes with work from larger markets such as Miami or New York.

What Buyers Should Expect

Anyone interested in purchasing fine art photography prints from the studio can expect the same level of attention to detail that goes into a commercial shoot. The studio handles the entire process in-house, from selecting the image to proofing the color to overseeing the printing and packaging. That control ensures consistency, something that matters when a client orders multiple prints for a single project.

Buyers typically work with the studio to choose the image, the size, and the framing options. Some clients want a print that matches a specific color scheme in a room; others want the photographer's personal recommendation. The studio can guide that decision based on its familiarity with the image and the conditions under which it was shot.

The Broader Context for Photography Collectors

The move by a regional studio to offer fine art prints is part of a larger shift in the art market. As online sales of art have grown, the barriers to entry for photographers have fallen. A photographer no longer needs gallery representation to sell prints. Social media and a well-designed website can serve as a storefront. Collectors, for their part, have become more comfortable buying art sight unseen, trusting the reputation of the artist and the accuracy of the reproduction.

That said, fine art photography prints still require a level of trust that is not present in other transactions. The buyer cannot see the texture of the paper or the subtlety of the tonal gradations on a screen. The studio's existing reputation in commercial photography should help bridge that gap. Clients who have worked with the studio for event or architectural

photography already know the quality of the work. That existing relationship can make the leap to fine art feel smaller.

What This Means for Other Photographers

For photographers watching from the sidelines, the announcement offers a reminder that a commercial portfolio can have a second life as fine art. The key is to shoot with both uses in mind from the start. An image destined for a brochure might also work as a 40-inch print if it is composed cleanly and captured at sufficient resolution. Photographers who already own the copyright to their work can begin selling prints at any time, as long as they have not signed away those rights to a client.

The studio's decision also highlights the importance of production quality. A mediocre print can ruin a great image. Working with a professional print lab that uses archival materials is essential. Many photographers outsource the printing to specialized labs, but some, like Kram Kran Photo, prefer to manage the process internally to maintain quality control.

Final Notes on the Announcement

The expansion into fine art photography prints does not change the studio's core business. Event, commercial, architectural, drone, and travel photography remain the primary services. The fine art prints are an additional revenue stream and a way to reach a different audience. For collectors and design professionals in the Jacksonville area, it means a new local source for high-quality photographic art. For the studio, it is a natural extension of work it was already doing.