

## AN IMPULSIVE WORD. IN SEARCH OF LOST PHOTOGRAPHY

This was not supposed to be my first contribution to the 8x8 site.

Another text was prepared; it will follow later.

There's no hurry.

I felt the need to seize the moment of the photograph.

We just don't get it.

Jaded photographers are complaining. Many clients are disappointed.

Space and times are reduced more and more as supply increases unexpectedly

The times they are wrong

Legions of artists continuously churn out reams of shots, without realizing in the least bit that having downgraded the thought process, they are only producing copies, sometimes even bad copies, of *dejà vu* shots.

Lavish sponsors and distracted governments subsidize them

Pathetic accessories of the curriculum.

Will something remain? Nothing at all.

Let's go. Let's reconsider the days of photography.

Important steps, now downgraded for such a long time, must return in full force. Thought, design, visualization, choice, frame, negative

One ultimate goal: the photographic print.

Look.

The frame, the only one, thought about and captured on film. This is a living thing, not the "best" pre-determined burst by the digital reflex camera.

Not the Photoshop treatment, with the desired effect, wanted, stylized. Like Operetta.

Taking the time to look into a viewfinder that links and aligns the thought, the idea, with the real world.

After the shot, it will be gone.

It will bring us back a Magritte transcript. This is not what is.

This is what should be.

Slowly.

Work does not demand this speeding up of time

Are we in a hurry to exhibit? Are we anxious to finish first? Do we have to satisfy the ego?

This is a suspicious, doped race.

More telephone than brains.

The task.

Finally, I invite you to visit the Fondazione Fotografia in Modena and visit the exhibition "Ansel Adams. Nature is my Kingdom" (until January 29th, 2012). This is not for everyone, but it is essential to bury yourself in this work, to be in touch with the divine.

I will write on it in detail.

But for now this is only the very first step in search of lost photography.