

What's going on?

Written by Pedro Meyer



From the image above we can't really gather what these men are looking at, we can only

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speculate. As soon as we see a group of people looking into a specific direction we usually turn our heads and join them, in an attempt to find out what is going on. Our curiosity is not simply an idle effort for the sake of some banal piece of information –obviously there is some of that too- but in essence it's related to our survival. We want to know if we are in danger. A deep-seated animal instinct meant to protect us. The fact that we see here a puppy quite content and with his ears placidly at ease, provides us with the feeling that nothing serious is about to happen.

As we move ahead in this digital world of ever changing technological realities, speeding along at an ever-faster pace, we are confronted with events that somehow mirror this picture. Not only can we find the equivalents of a content puppy, but also those that are looking towards what for us are unknowns. We can't really appreciate if the vantage point is of importance let alone know what are they looking at? In the end, what is the significance of what is going on for our continued existence?

If we take the metaphor of this image — and apply it in our case to photography— we can surely make a case for scouting around to see if we are in need to "protect" our professional future. Dealing with issues of technology is not something solely for those so inclined. Their impact (the technologies) is also about major conceptual and formal transformations that affect the world of photography in equally significant ways.

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