

Just when I thought the discussion was all over

Written by Pedro Meyer



We made a survey which was responded by our audience in more than 32 countries. We want to thank you all for your invaluable feedback; it will provide us with substantial guidance going forward, on the things you expect and which you would like to see happen at ZoneZero.

Half of you claimed that the topic "*from analog to digital*" had been mostly surpassed and that we now live in a full digital photographic environment, and the other half believes that film and the dark room are still doing well and will be around for the foreseeable future.

I bring to you some evidence of some of the things I have seen in the last thirty days, and which can give you a clear indication that things apparently do not look so promising for those that are still attached to the analog tradition. I am not passing any judgement on the merits of their preferences, I am merely presenting you with factual information, to be evaluated of course, according to your own personal choices.

The first evidence that frankly surprised me, was to enter a store that had replaced all the film section where film would have been sold, with batteries of every type.

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