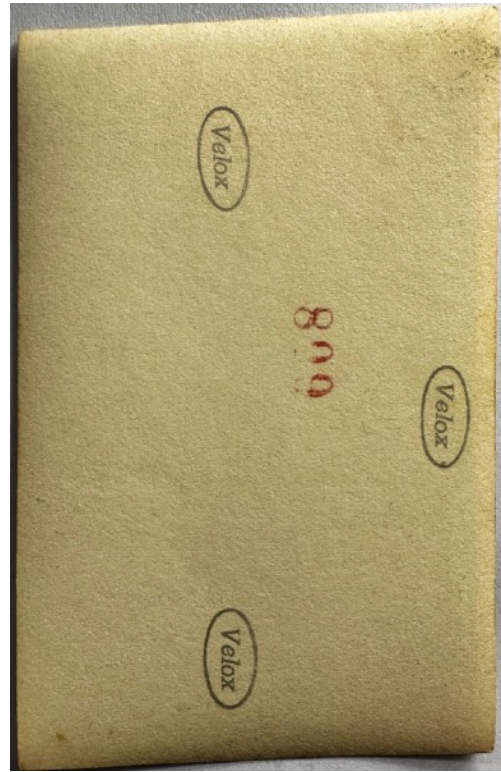


Fujitive Testimonies Evaluation

Steve Allison

2416675



The project was set off when I was given the “found photograph”. The punctum for me was the cigarette the woman is holding. My first thought was how so much has changed in recent times. Things that have been a constant for many years, in some cases, centuries. Smoking was part of daily life and very much in the public eye, driven by the advertising industry. Today smoking is not only far less common it is also seen as socially unacceptable. I started thinking of how many things that have been taken for granted for many years have, in a short space of time, become irrelevant.



My initial response was to look for people and objects whose relevance has changed over the years. Three things stood out while I was out looking for subject matter. Smoking is no longer glamorous and people who smoke are often older and usually forced outside and away from others. I was also interested to see how many phone boxes are either empty or have been repurposed since the prevalence of mobile phones. Mostly, the thing that stood out to me was the number of retail outlets that have closed down and the premises are empty. The speed of the decline in high street shopping is quite significant as it is the way people have acquired goods for hundreds of years. This made me question the purpose and relevance of the town centre and the traditional high street.

My research lead me to Zoe Leonard’s Analogue project. Leonard was motivated to create the project in response to the changing face of retail in her area. Her project was made using film, hence the name, as she wanted to use the medium common when the shops were in their heyday. I decided to try working in analogue using black and white but my thoughts changed after shooting the first roll of film. The



images looked like they were just old pictures. I wanted to capture the images in as much colour and detail as possible to clearly show that this is what the shops look like now.

Dramatic images catch the viewers attention immediately but can be discarded quickly for the same reason. Mundane images invite the viewer to spend time with the image and discover all the detail. With that in mind, I started researching 'Twentysix Gasoline Stations' by Edward Ruscha. I had previously researched the use of phone boxes. I discovered that there are 27 red phone boxes in the Vale of Glamorgan. I decided to combine both pieces of research and attempt to photograph the phone boxes as an alternative to the retail outlet project.



My feelings were that the retail project had developed better and it was something I was passionate about, so I put all my attention into it. I would like to revisit the phone box project in the future. Initially I wanted to show the entire shop and some of the surrounding area, which meant the images were taken from different viewpoints. The images did not have a coherent feel so a change of methodology was required.



The next step in the process, once the methodology was defined, was to re-shoot the shops front on to give the images a consistent look. Having looked at the results, two things became apparent. The images would look better in 4 by 3 format and they would benefit from having more detail. I decided to use a medium format camera, which is how the final images were produced.

The inspiration for the portfolio was Gerry Johansson. I felt the work suited a book type format with one image per page, each image having white space around it. Other than the image, only a single line of text giving the location of the image.

The multimedia component was made up of a combination of still images and video. The video was shot to show streets of shops with very few shoppers, giving an empty, almost lonely mood. The audio was inspired by Pink Floyd's Dark Side of the Moon. I asked shoppers questions about shopping and put clips together of their answers. The link is below.

Multimedia Outcome link.

<https://youtu.be/RFNOypNi8xc>