

OakBook Magazine & PixelsAtAnExhibition.com

*present*

IPHONTOGRAPHY: MAY 2010

*The Unfolding*

at the art@theOakBook Gallery

May 15-June 13 2010

Jack London Square, Oakland

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“Our fine arts were developed, their types and uses were established, in times very different from the present, by men whose power of action upon things was insignificant in comparison with ours. But the amazing growth of our techniques, the adaptability and precision they have attained, the ideas and habits they are creating, make it a certainty that **profound changes are impending in the ancient craft of the Beautiful.**”—Paul Valéry, *Aesthetics*

#### THE ART OF THE IPHONE

The iPhone IS a simple, limited, almost awful camera, which is part of its great allure for me personally. And I love the apps used for image manipulation, some of them clearly created by madmen. Almost every iPhontographer has a toolkit of apps he or she favors.

The images here are not manipulated as those in advertisements, or fashion magazines, or Playboy, to sell something, but rather to bring out the greater truth of the image for the artist - and this is where, after the initial shot is taken, the artist's personality emerges. And, naturally, the subject of the photo tells us volumes about the artist as well.

The rule for this show, as always, was **no manipulation on a computer**, only on the iPhone.

It is a mistake, though an easy one to make, to compare iPhontography to traditional photography. *It is a new medium, which simply begins with the photographic process.*

These are images taken in the moment, and most artists then spend a long time massaging the image and combining or layering it with others which have also been filtered, sharpened, tinted, saturated, desaturated, vignetted, or whatever ... which would be akin to pushing the film and dodging and burning prints in the darkroom in old time analog photography.

This is all brand-new. The iPhontographic community is a global one and, as yet, is mostly underground, communicating via the web, on blogs, on flickr, as artists share their works in this emergent and rapidly maturing art form. This show is simply one more step in the process of bringing the art forth into the real world, from wave to particle, as it were, and into print and galleries and the public mind.

Already, there is a handful of artists pushing the form and bringing a new beauty into the world. I happen to think this group is well-represented with this show. There are many artists out there we haven't discovered yet, so I don't want to say this is the *definitive* group, but this show certainly represents the state of the art as of May, 2010.

Thank you for joining us. Please enjoy the show. This is the third gallery show of iPhontography in the world. The first was ours last February at the Giorgi Gallery in Berkeley. Last month, there was a show of iPhone car pictures in Italy. Please sign our mailing list, so we can keep you apprised of new shows and art.

—Knox Bronson

<http://theoakbook.com> <http://pixelsatanexhibition.com>

Archival prints are available in different sizes and papers.

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