

Shift Work Session 1:

The Blue Team

The participants in this exercise are placed in two groups, in this case the Green team and the Blue team. Each team is then split in half.

Each group is given an initial word and a camera phone. Half of each team is then asked to take a photo that they think corresponds to this word and email it to the other members of their team. Collectively, these other members attempt to find as-close-as-possible a match from the entire available images on the web. When they are satisfied that they have the best match (aesthetically, formally and/or conceptually) they should take a note of the website containing this corresponding image. A relevant word is chosen from the website's title page and is texted back to the awaiting members with the camera phones. These members in the field then take another photo illustrating this word and once more email it back to be matched to a web image. Another word is procured in this way and texted back and so on and so on.

The exercise forms a loop which can be continued indefinitely to generate images that evolve and mutate from each other in ways which stimulate creative decision-making and group discussion. Our groups follow this process for a day, swapping roles at lunch-time - the participants taking the photos in the morning switch to making the online image-matches in the afternoon and vice-versa. On day two each group gathers

together all the web-images they have found on day one. The Green group gives its web-images to the Blue group and vice-versa.

Each group's task now is to go back out into the 'real world' and find and photograph as-close-as-possible counterparts for these web images before returning the images to their original groups. This completes the loop and results in triptychs of images - real world - web - real world - along with a word which connects them. Each double page spread in this catalogue documents each of these legs in the relay. The central image appears in the context of its web page which forms the spread's background. On its left is the 'real world' picture it was matched from. On its right is the picture from the real world which it begat.

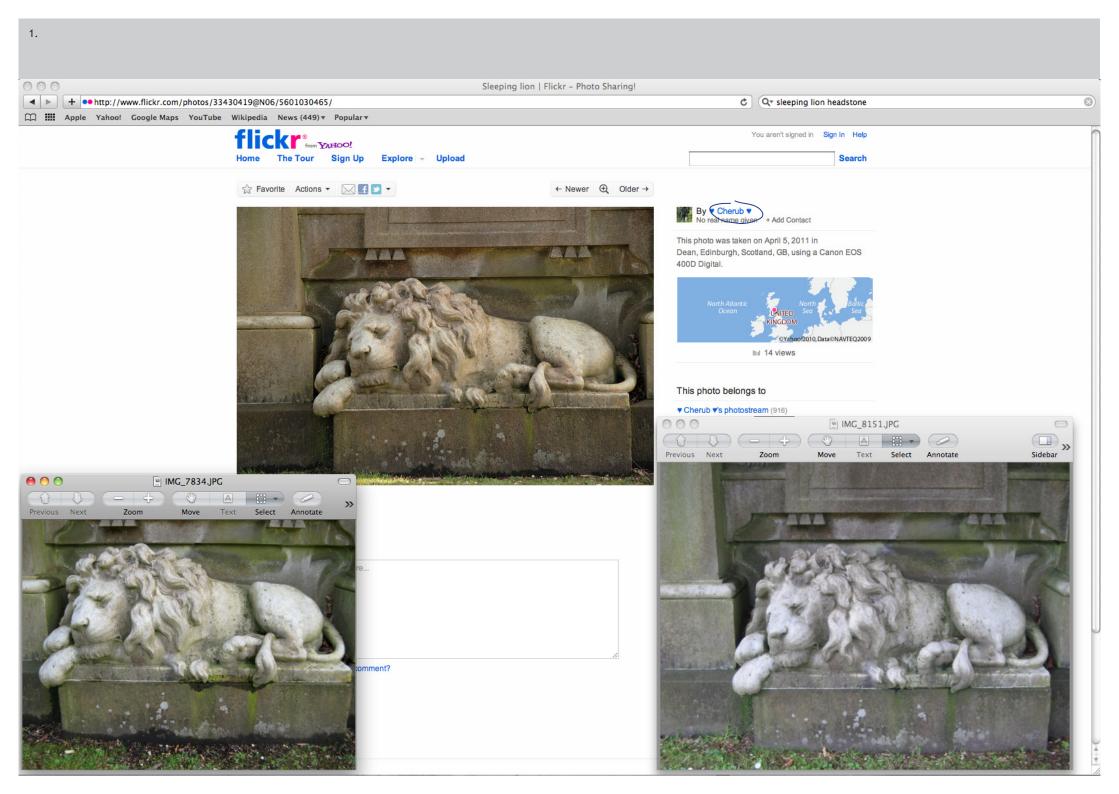
A couple of suggestions:

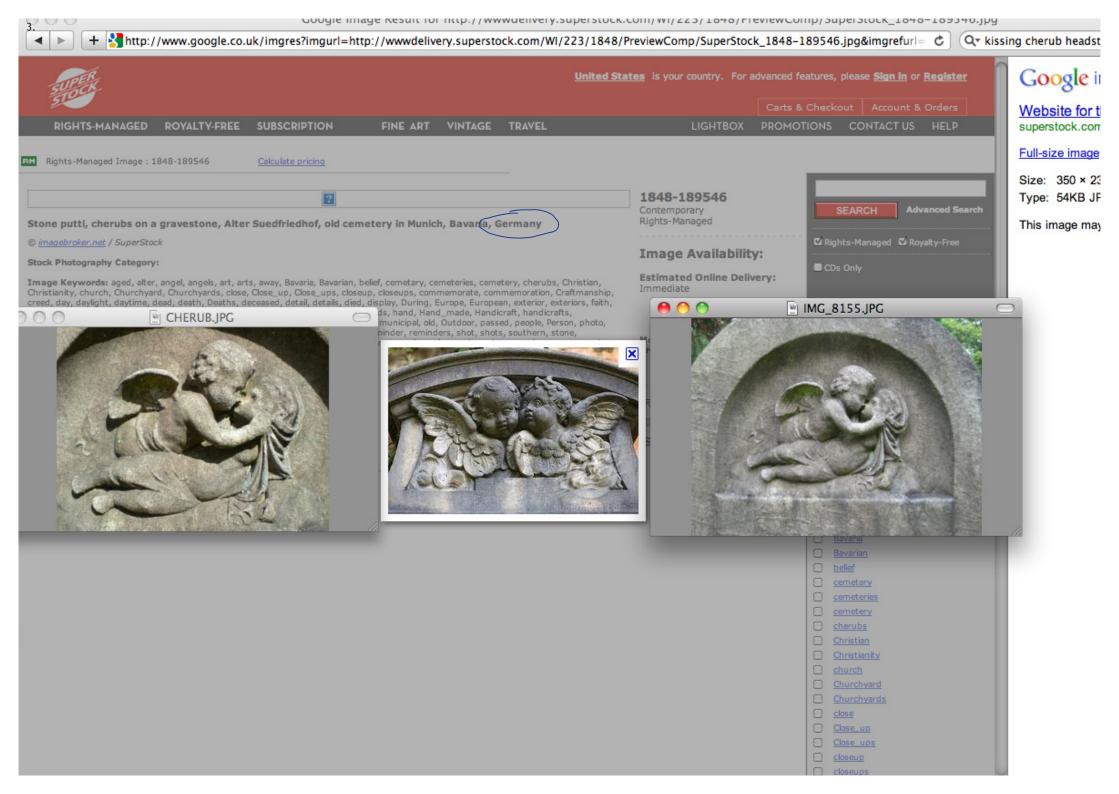
No taking photos of photos as this makes the exercise too easy.

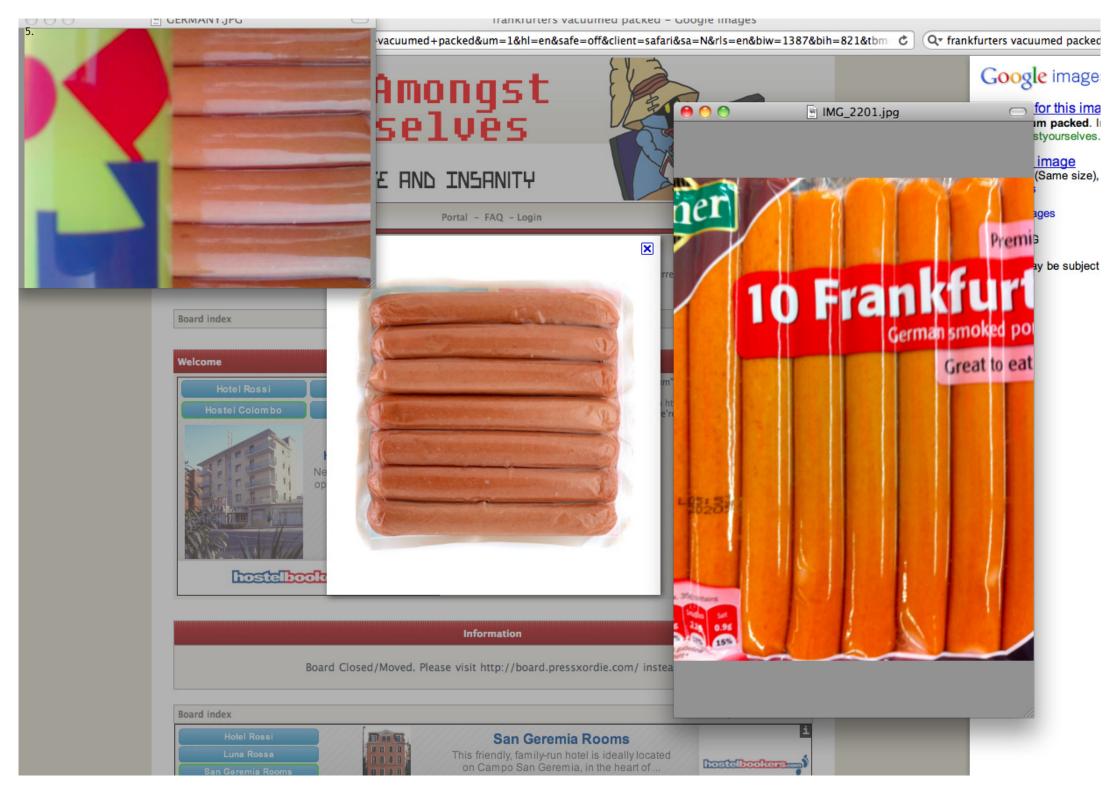
When the online image-search leads to an arbitrary website with no relevance to the subject of the image (i.e. flickr. com) extra care should be taken to find a word with some relevance to the image. This will allow for the images to evolve in a more meaningful way.

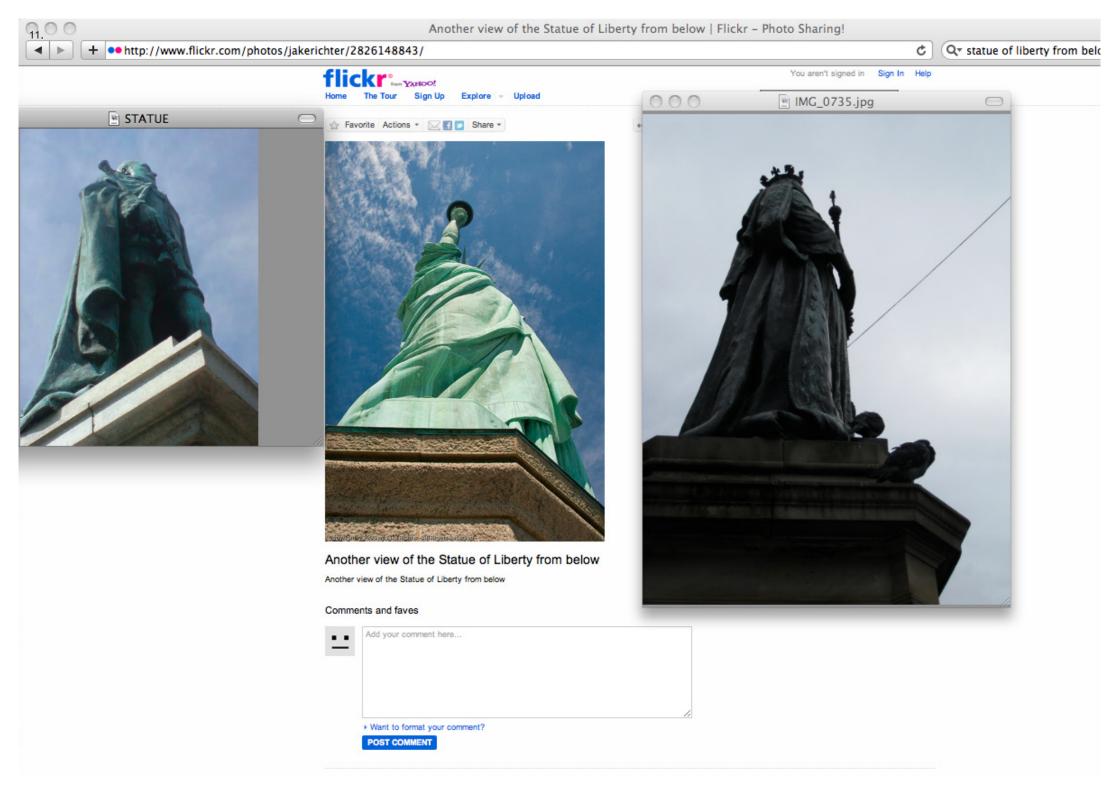


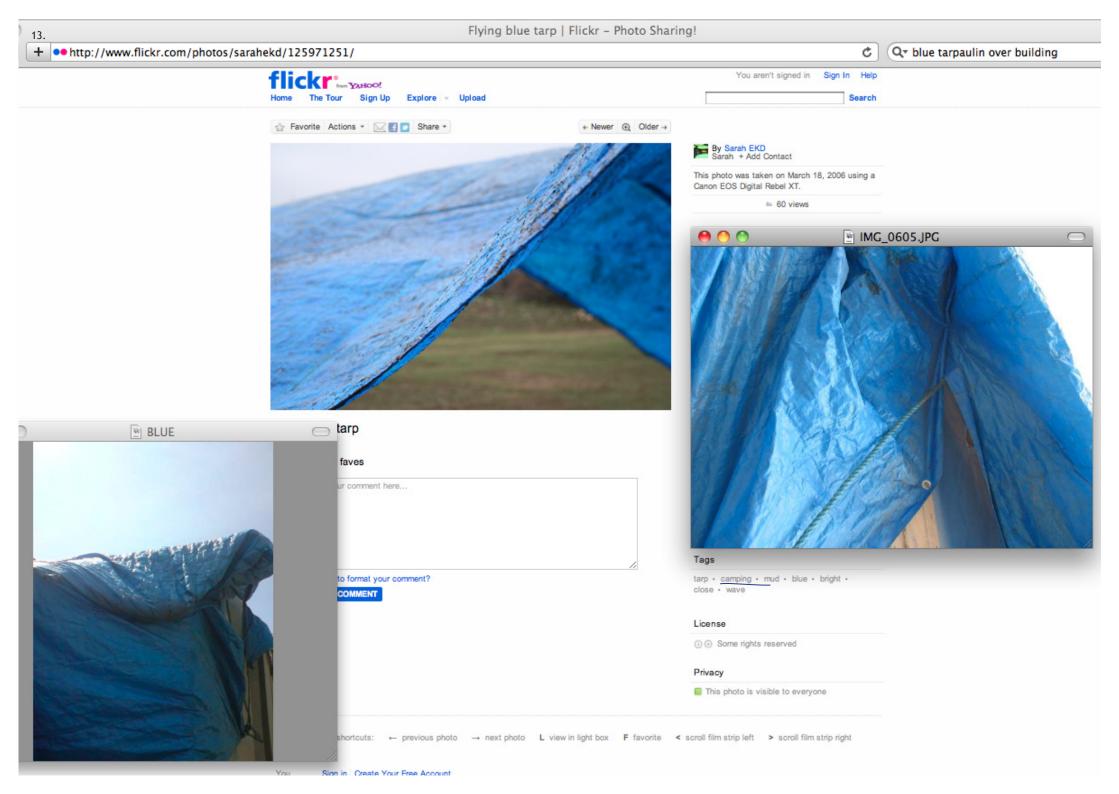
CHERUB	3-4
GERMANY	5-6
ELEVATED VIEW	7-8
RIVER	9-10
STATUE	11-12
BLUE	13-14
CAMPING GEAR	15-16
SHELF	17-18
TREEHUGGER	19-20
METER	21-22
ELECTRIC	23-24
ACOUSTIC	25-26
A LITTLE SCABBY	27-28
BIG I ADY	29-30













+ Inttp://www.google.co.uk/imgres?q=hats+on+a+car+parcel+shelf&um=1&hl=en&safe=off&client=safari&sa=N&rls=en&biw=1373&bih=796&tbm=

Qr hats on a car parcel shelf



Go to Facebook.com









Website for this
Straw hat on the Pa

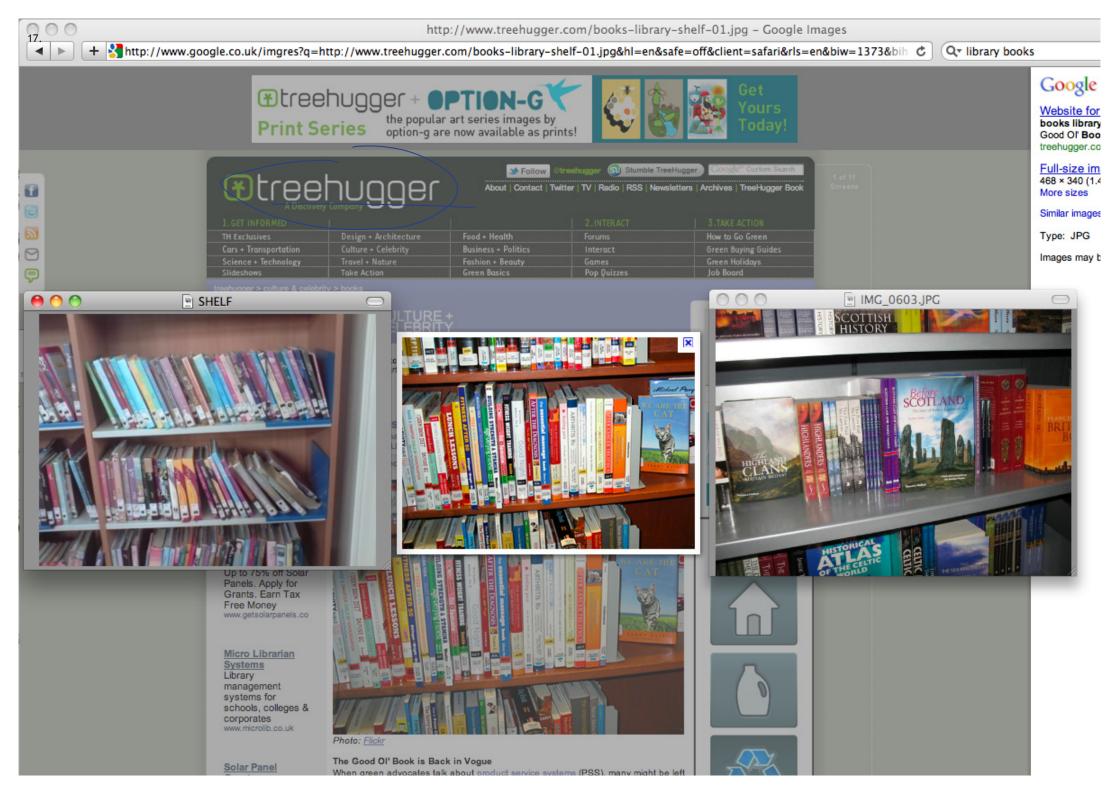
facebook.com

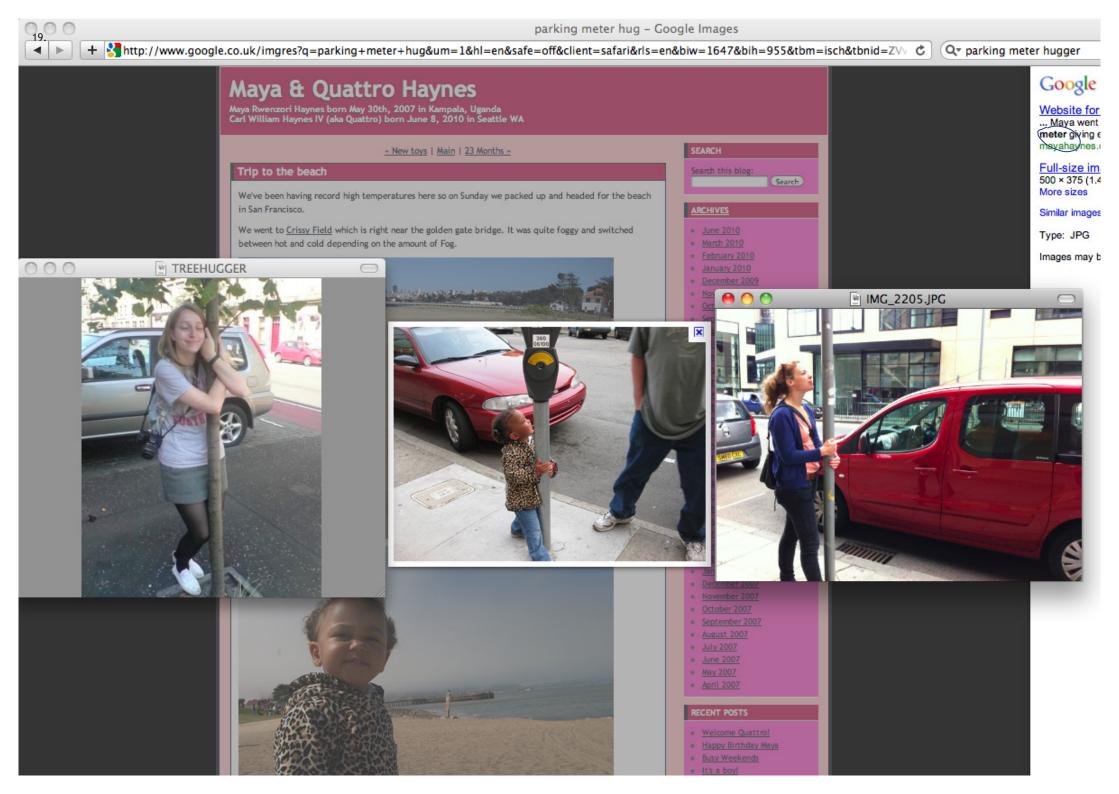
Full-size image 200 × 266 (Same si More sizes

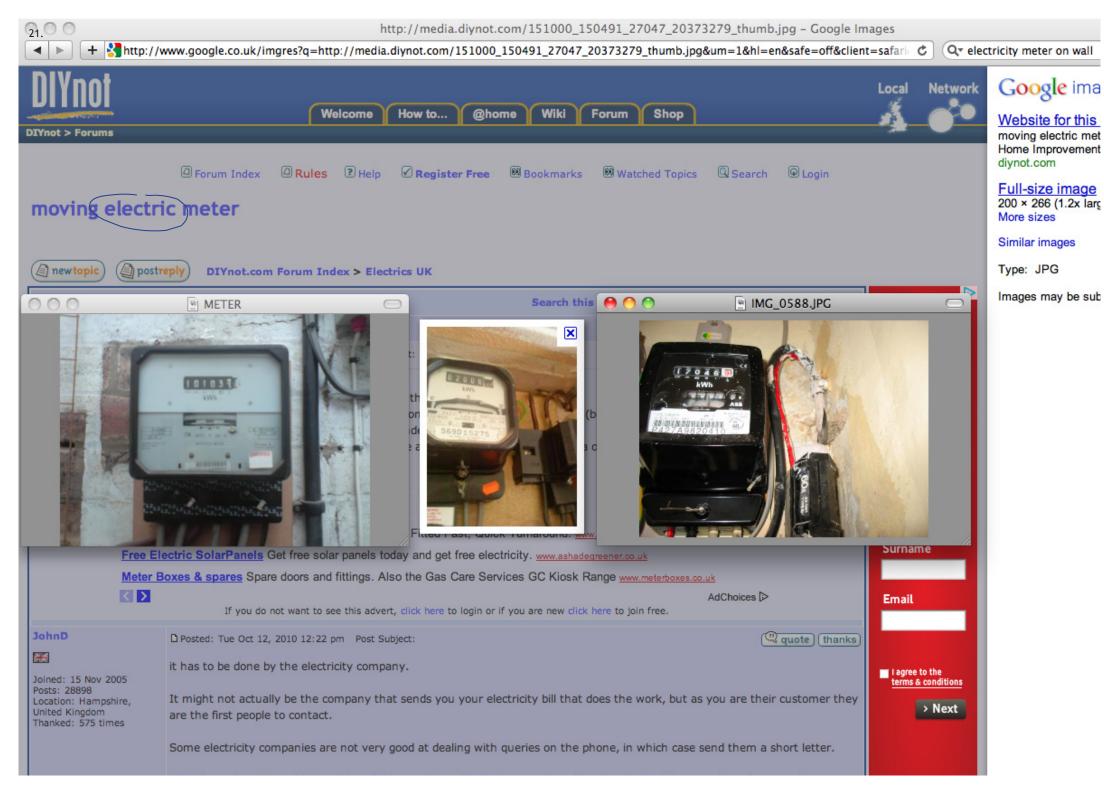
Similar images

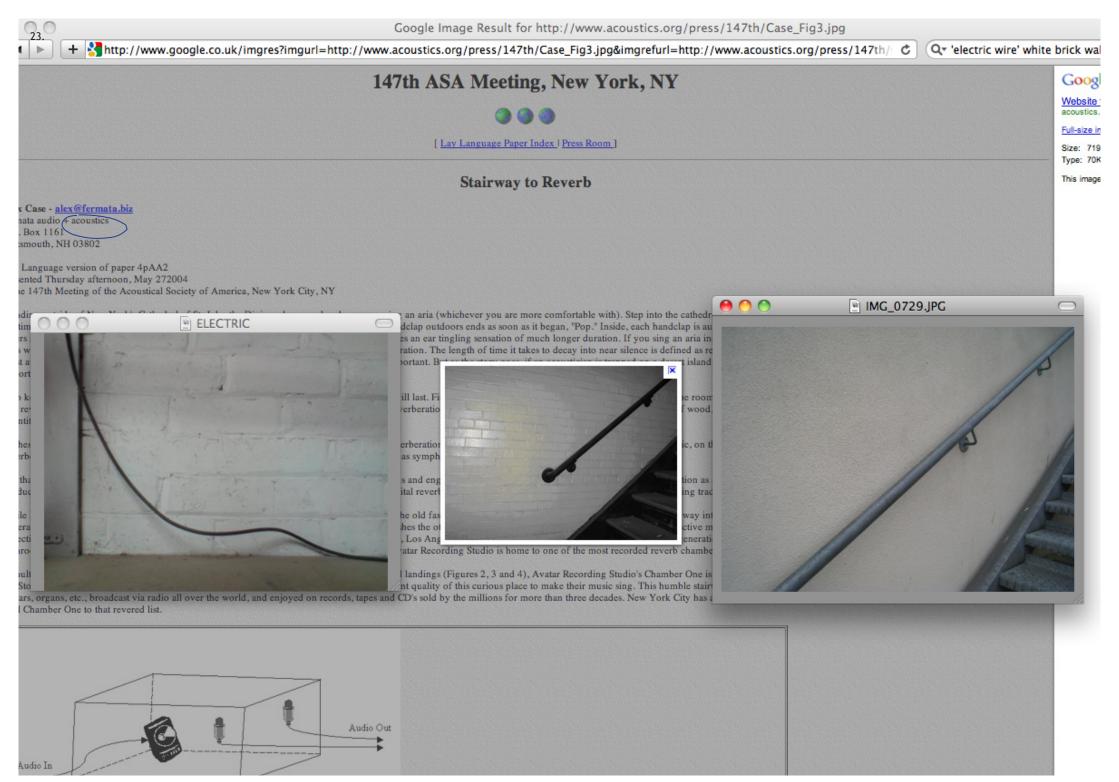
Type: JPG

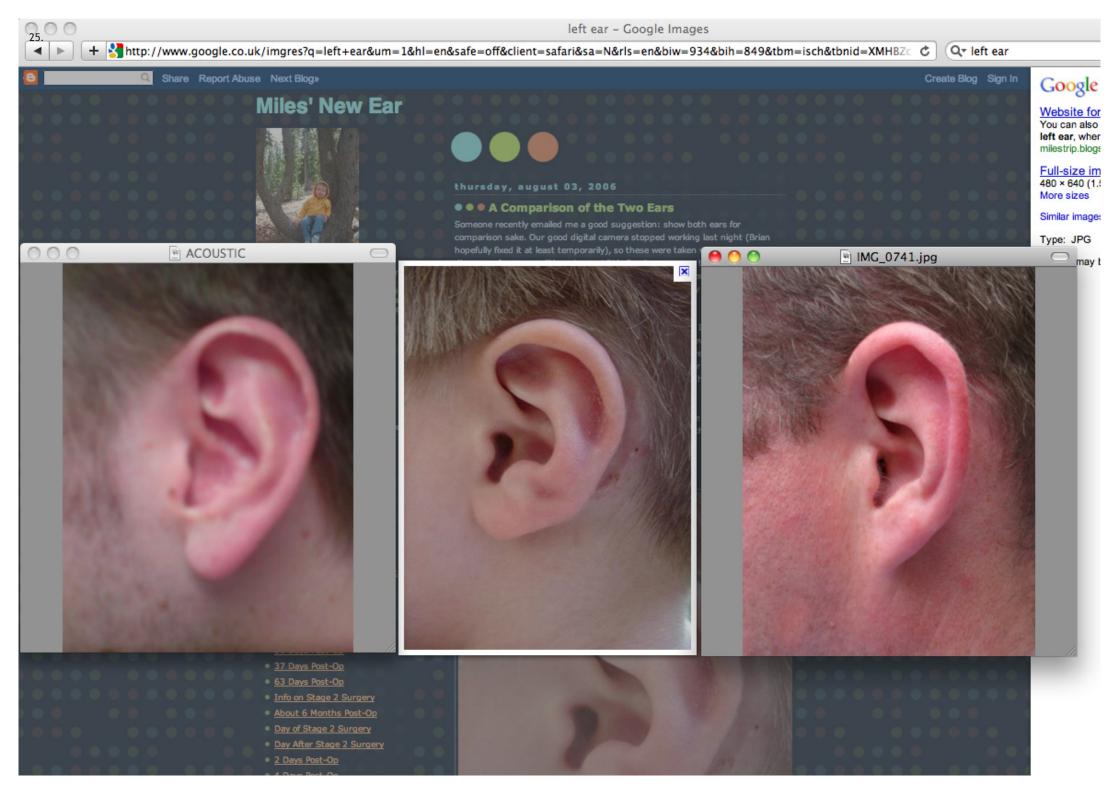
Images may be sub

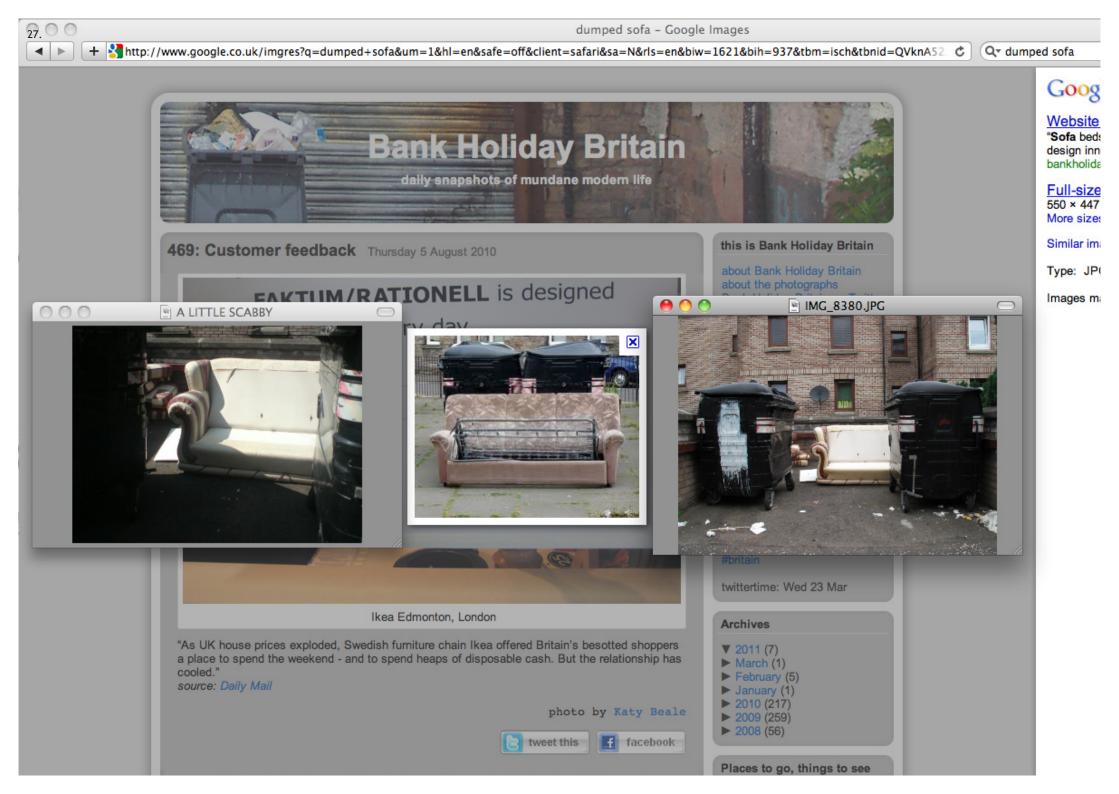


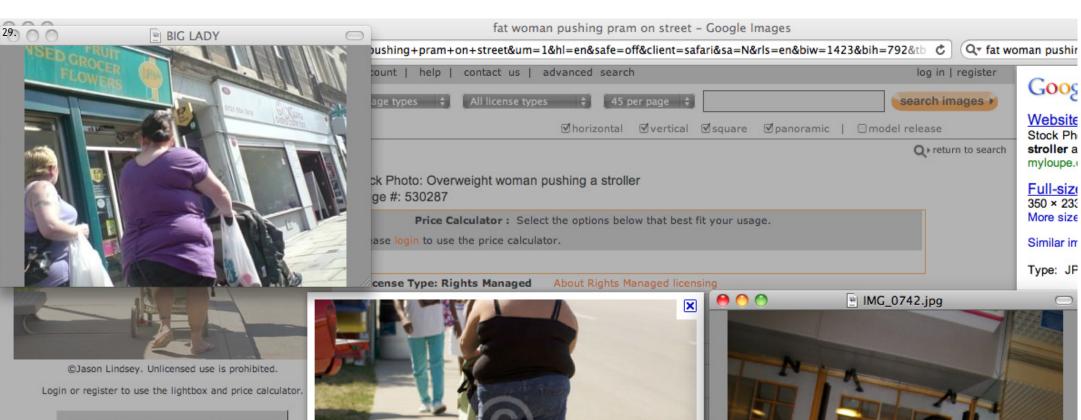












## Caption:

Overweight woman pushing a stroller along a sidewalk.

## Keywords:

Jason, Lindsey, color, image, horizontal, overweight, obese, adult, fat, obe outdoors, people, woman, female, sidewalk, street, stroller, push, pushing walking, back, view, summer, tank, top



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STOCK IMAGES





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These catalogues designed by the participants

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