

Thomas Demand - Clip 22

New technology

Photography is changing so quickly, the medium is changing so quickly that it's unavoidable to use new technology. They stopped producing certain film materials already and the scanning process is so popular now that everybody scans things and manipulates them on the screen. On one hand we're going to lose a big part of this, on the other hand we lost it like years ago already anyway, so the trust in the picture is going away but that's the thing which a photographer has to deal with all the time because the technology isn't there anymore. Even professional photography is changing massively and as in all industry and industrial processes, instead of the painter in front of his easel, hardly anything happened in the last hundred years. If you work with technology like film or photography you have to keep up with it because nobody would give you work. Nobody would print my work on old printers for instance. So there's constantly this kind of need to ...update on the equipment but that also means that you have to constantly think about what impact it has on the content of the work. Very often my things look a little bit like a computer animation but hand made, and the tedious element in computer animation is very often at the surfaces and the appearance of it on a monitor or something are very user unfriendly because it's actually not giving the eye what the eye deserves. We see much more

than what reality can give us. Still you know, even if you can calculate 30,000 hairs at the same time we know that this is not what we're looking at. It's a different thing in the process of retouching, like Photoshop or the way the film industry is using computers at the moment. But that's like painting basically and making it like faking it. I think my work is very much about the fact that you look at things and you know how much is faked or not. Part of the outcome of the work could be that you understand more about the pictures that you're surrounded with and you trust them less but you also know more what you can get out of them.

