

# APJA NEWS

Issue 3. July 2015 Marketing and Publicity: Mark Teague

## *Editorial Opinion*

Photography has an ingrained competitive side at club, State, National and International salons but this competitiveness is also carried out at Lions, Rotary, Show and Gallery exhibitions. The Australian Institute of Professional Photography National Print Awards (16 - 18 October in Melbourne) is a recommended event for APJA members to attend - more about this in future newsletters. However, the competitive and lucrative area which members could consider, as they are open to amateur, professional and overseas entrants are the gallery competitions. By far the richest photographic competitions in Australia with fewer entries than at International salons they worth considering for exhibition work. The prestige of these gallery competitions outweighs those of the professional and amateur.

Next newsletter in this column will list gallery competitions - you may be surprised at what is on offer!

## *Press Clippings*

On Sunday 28 June the APJA had its first general meeting at St. Anthony's "The Glen" meeting room with about half the membership present. Gerry Gibson gave a quality presentation about large group photography. For those who were not in attendance Gerry does school group photography of any size groupings up to about 1,000 students/teachers. The complex method of going about this together with name placement is carried out over about a five to six week time scale per group image. This was a new experience for most present, further widening our understanding of photography. Well done Gerry.

A further short presentation was given about Still Life, its history going back over thousands of years, its variations, and contemporary photographic interpretations of the historic themes.

Brief discussions were held about post production work in photography, multi-solarization and duplex polarizing dealing with plastic materials.

The agenda for the rest of the year is further consolidating and although this was placed in the last newsletter the following is a more settled:

6 July: Monday - Committee Meeting at 8pm at St. Anthony's Parish "The Glen" meeting room behind St. Anthony's Church, corner of Grange and Neerim Rds., Glenhuntly. (Melway Map 68 F4).

July 19<sup>th</sup>: APJA's AGM

17th Aug: Monday - Committee Meeting at 8pm

20th Sept: Sunday 1pm (Ron Cork presentation)

4th Oct: Sunday Intern Workshop at St. Peter's Hall (Caulfield Photographic Society Meeting Room)

12th Oct: Monday - Committee Meeting at 8pm

8th Nov: Sunday - Beginners Judging Course at St. Peter's Hall (TBC)

15th November: Sunday 1pm (Re-scheduled to 8 Nov 2015 in conjunction with the Beginners Course)

### ***APJA Facts***

Astrophotographer Jerry Lodriguss recently wrote the following article (partly reproduced here) concerning **Ethics and Aesthetics**.

"When we correct, manipulate and enhance images in Photoshop, we must deal with questions of both ethics and aesthetics. This discussion is not only limited to digital manipulation, but also includes conventional darkroom methods.

Ethics are a set of rules that we invent that define what we think is good and bad. The dictionary says ethics are "a set of moral principles or values" and that ethical means "conforming to accepted professional standards of conduct".

Aesthetics, on the other hand, deal with the nature of beauty, art and taste, and things that are pleasing in appearance.

With digital processing, there is almost no limit to what can be done to an image, and many things are done to images with the best intentions. The question is, when does the pursuit of aesthetics violate our ethics?

Changes can be made to images that are undetectable, so much so that there is now discussion that photographs will no longer be allowed as evidence in courts of law.

Today's viewers however, are very sophisticated visually. They know full well that anything, literally, can be done to an image. They have seen dinosaurs and aliens portrayed with lifelike realism in the movies.

Problems arise though because viewers *expect* to be fooled in the movies, and tend to get upset and feel betrayed when they are fooled in an allegedly factual medium such as the news business.

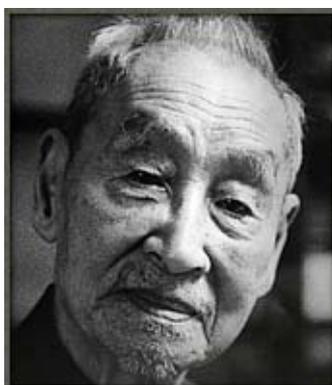
In this discussion, there will be no simple black and white answers, everything will fall along a continuum and it is humans who decide the rules for what is considered ethical behaviour and these rules can and do change over time.

(To be continued in the next newsletter)

### ***Photographic Artist Review***

In this issue we look at Chin-San Long who visited Melbourne in the 1970's. He was one of the most influential photographers of China. Born Zhejiang Province in 1892 he passed away in 1995 at the age of 104. Long was notable for his pursuit of Chinese aesthetic and lifestyle. While western photographers captured images of opium addicts, foot-bound women, poverty and dark sides of pre-modernized China, Long was enthusiastic about the delivery of his country's rich culture and natural beauty to foreign audiences. Since the 1930's, he started experimenting in the technique of photomontage, through which he processed photographic negatives of mountains, trees, people and animals separately shot in one photograph. He produced photographs of ideal landscapes unifying nature and human beings with photomontage.

Unlike usual documentary photographs, Long's photographs can be regarded as Chinese pictorialism – inspiring viewers with fresh surprise and impression through a “deep” spiritual nature and excellent creativity. Even though he employed photography, Long revived traditional aesthetics of Chinese landscape paintings through elaborate craftsmanship in the dark room. His works provide a great opportunity to examine the phenomenon of the “contemporary revival of traditional arts” which can be seen widely across Asia.



### ***Current Photography Exhibitions***

The following photography exhibitions are current. Call the gallery prior to visiting to obtain their opening times.

**Matthew Stanton** opening 17 July 2015

Solo exhibition 'Deep North' at Wallflower Photomedia Gallery in Mildura

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**Centre for Contemporary Photography** opened Thursday 2 July 2015

GALLERY ONE

Larissa Hjorth  
*The Art of Play*

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GALLERY TWO

Arlo Mountford  
*The Copse, parts 2 and 3*

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GALLERY THREE

*For Future Reference*  
Sophie Calle, Rodney Glick, Siri Hayes, Nova Paul, Julian Aubrey Smith and Justine Varga  
Curated by Pippa Milne

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GALLERY FOUR

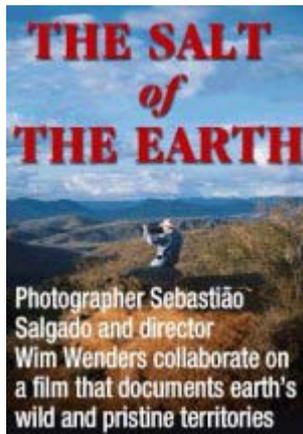
Tracey Moffatt  
*Art Calls*

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NIGHT PROJECTION WINDOW

Angela Pye " *Space that we are*"

## *Recommended viewing*



Times: Weekdays 3:20pm and this coming weekend 4:45pm (Check first)  
Showings close next Wednesday, 8 July.

380 Lygon Street, Carlton  
Tel: 9347 5331

Winner of the Un Certain Regard Special Jury Prize at the 2014 Cannes Film Festival, *THE SALT OF THE EARTH* focuses on Brazilian photographer Sebastião Salgado, who has spent his life travelling the world capturing images of workers and migrants within hyper-industrialised environments, becoming one of the biggest names working in the realm of social documentary photojournalism. The harrowing things he witnessed, however, began to take their toll, and he retreated both into wildlife photography and the Brazilian rainforest, where along with his wife Leila he has become involved in environmental activism.

Wim Wenders (*Paris, Texas*; *Wings of Desire*) and Salgado's son Juliano Ribeiro Salgado direct this powerful monument to the photographer's life, charting his youth in Brazil, his famous photo series of the Serra Pelada goldmine, his chilling experiences of the Rwandan genocide, and his love for the environment. With incredible archival footage of Salgado at work, as well as the chance to see his photographs luminously realised on the big screen, *THE SALT OF THE EARTH* is a vital exploration of an artist coming to the

## *Committee Activities*

In summary the committee has been working to carry out several activities:

1. Arranging an Introductory Judging Workshop
2. The next competency level, an Intern Workshop with guest speakers.
3. A website is being developed
4. Bedding in a meeting venue

5. Organizing equipment
6. Working out what is the best way to go about the content of this newsletter
7. Settling in an agenda for the year.

Obviously the association depends upon volunteers and their availability. One area which urgently needs to be addressed is training development. If anyone in the association is prepared to work in/with the committee about this activity then please contact Paul Robinson.

***NOTICE***

A speaker is needed for a 15 to 20min presentation on Sunday 8th Nov between 12noon and 1pm on a topic of your choice which would benefit members and expand our knowledge. Please contact Paul Robinson