



ADRIAN MARCH

ARTIST STATEMENT

Most photographers aim for precision — but I embrace distortion. Some say that a truly great photograph requires very little post-processing — but my own work completely relies on it. That's why I coined the term Photographic Art to describe what I do. It sparks questions so I can explain.

All I want the camera to do is to capture shapes and shadows: the stuff of which dreams are made. I use a handheld point-and-shoot to generate ideas and then I expand upon them using my medium of choice: digital.

I like creating with a computer because it is environmentally safe, it's tidy, and it's forgiving. My favorite feature, the one I use most, is "Undo." Although my process begins with a simple photograph, my end product is an image created in my imagination and made visible with a computer.

I begin with photographs taken in natural lighting instead of the blank slate of a white canvas, and I can expect each photograph to respond differently to identical treatment. It is a truly creative and satisfying process.

Sometimes I arrange my photographs edge-to-edge, forming patterns like drum beats in a syncopated composition. Sometimes I achieve a chorus effect by seamlessly overlaying them. By blending multiple points of view or different subjects into a single image, I am encouraging the expansion of something new.

Texture is as important to me as color so I encourage the illusion of depth by cultivating fields of color, coaxing a richness of light and depth. I allow the unexpected to happen, trusting the work itself to let me know when it is finished.

When an image POPS, when it fizzes, when it cries to be held ... that's when I know it's ready.