



ADRIAN MARCH

ARTIST STATEMENT

To my core, what I am all about is variety ... because it makes me happy. So I photograph that which delights me—architecture, flora, horses, and rain—sometimes dancing with my camera.

While most photographers are aiming for precision, I embrace distortion. While some insist a great photograph requires very little post-processing, 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 enjoy creating with a computer because it is tidy, environmentally safe, and forgiving. My favorite feature, the one I use most, is "Undo."

I begin with photographs taken in natural light instead of the clean slate of a blank 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 syncopated drum beats. 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 cultivate fields of color, coaxing a richness of light and the illusion of 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.