

## Art, Photography & Reproduction

It is nothing new. Commercialism maybe somewhat more aggressive now than in Rembrandt's day, but the studios of his era were just as equally skilled at producing the same painting many times over, than a digitally enhanced limited edition of today's genre. The question it raises is that as technology moves apace where is the 'line drawn' between what could be described as an artist's preparation and that which is computer generated origination? More specifically does it matter?

One could argue that artists have always sought to enhance their work and utilizing today's technology is no different to the past. The fact is that what can be achieved today is far greater than anyone could have possibly imagined even 20 years ago. It really all comes down to how you define what is art and what constitutes an artist's preparation. Projection and scaling tripods through to Obscura cameras were commonly used in the works of many of the 'masters', so why should using photoshop be viewed any differently. Photography and art are like two cousins, related disciplines. But that ignores the fact that painting was the 'photography' of its day. Royal courts would send ambassadors with realistic miniature portraits for prospective suitors, in much the same way as a photographic portfolio captures the lines and cheekbones for a model agency. People often forget where they have 'come from' and this is also true of all types of art including abstract art and contemporary art. It was as much about advertising, marketing and politics as the beauty or skill of its creator. To me the use of any technique or process by the artist must be seen as part of the work and methodology. Surely the point is this. It is not the technique or process that is important, it is how you use them. Indeed there is a whole separate area of creativity here. A good artist will always try something new. They will embrace techniques and use them to 'create' and whilst a purist may not agree, they do so out of ignorance to the past.