wilde

ISSUE 2
magazine for visual storytelling

OASIS & FATA MORGANA

THE ORIGINAL PICTURE
What just happened? Why did we see that one image and not the hundreds of others that busily brush against us like overeager pets begging for attention? What is it that that one image had, that the others didn’t?

The Visual Tribunal

13 milliseconds. The time it takes for batting an eyelid. In this tiny fraction of a second, the human eye scans a picture and decides if it is worth looking at - or move on to something else.

Every picture has to pass this subconscious sniff test. If it doesn’t, the eyes move on and we’ll never know about the image - like an ad in an ad blocker.

We are swimming in an endless stream of images. Like autumn leaves they whirl against us, propelled by incessant publication that pushes them through our digital devices. They are everywhere. They come and go, and mostly we don’t even notice them like the faces of strangers on crowded New York City sidewalks.

Until one image suddenly rises out of the visual quagmire like an exotic bird that flies up from a landfill. We stop. And we look.

why we see only some pictures and overlook the rest
Most images do not pass this test and land in our visual spam folder. Why do we ignore commercial pictures? Because we know they have an agenda: to sell us products. And they have been flattened so much to do that, that they contain literally nothing to look at.

And how about those snapshots that drown the viewers of social media streams in sameness? Forgotten the moment they were seen like random conversations overheard in the street.

Why does so much money get spent on pictures nobody wants to see? Because of industry standards. Industry standard is a lazy habit to do what everybody else is doing - and a great chance for innovative companies to make a killing by acting against them.

The Power of Original Pictures

What our eyes need are visuals straight from the heart and mind of a creator. Eyes want a straight connection to the eyes of the artist whose perspective is in everything: composition, color, light, texture. Our eyes demand originality.

Original pictures are deeply human and attract people in a natural manner. Original pictures have a strong visual impact. They are real and honest. The lack of a hidden agenda means they are trusted.

Original pictures are the only pictures worth having. We never forget them, and some even accompany us for our whole lives. They are an asset for every outstanding company.
1. If you want to stand out, do not try to stand out. Everybody tries to stand out the same way: by being loud.

2. Do not adapt to industry standards – go against them in an intelligent and innovative way.

3. Originality triumphs naturally where copycats and industry standards noisily fail.
AND FATA MORGANA

Pool Days Cool Nights

She lived at the edge of a desert. Illustrious town. All the fancy birds of the nearby metropolis had escaped there. After pool days of voluptuous sun, as she touched the horizon, the nightbirds feathered up and went to town. The stars above looked on the stars below, a twinkle in their eyes.
The Cat in Her Basket
Wildlife.
I have always been Wild.
My Life.
Every house had its own runway.
The Road Cut Into The Desert Like A Blazing Thought.
Alone

Time.

Just

You

And

Me,

Desert.
Fantasy World Upside Down
On My own Terms
White Nights
Sand Glowing From Hot Days
Nothing Holds me At home When the Phoenix flies.
May These Days Never End.
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