

Incorporating Photography Into Daily Life

Justin C.M. Brown
JCMBmade.com

Thank you for your time.



Justin C.M. Brown

“Daylight Savings Time”
Justin C.M. Brown, 2021

**If we are to create a better world,
we must begin by creating.**

To create, we must have material.

**Like a sculptor needs clay,
our minds need thought.**

**We process thought into ideas,
and ideas into media.**

**Inspiration does not come from
Imagination.**

You do not have to be “creative” to create.

**The act of creating
determines your creativity,
not the other way around.**

Photographic Memories

As we all come into this world through our own collapsing set of unique coincidences, our physical forms carry the influences of our infinite previous generations, pre-human and pre-animal.

As we journey through our physical experiences, our minds form memories of our surroundings and interactions, creating physical links between neurons deep within our physical brains.

Our familial cultures, our joys and sorrows, and our understanding of the world are all represented in infinitely small physical variations in the folds of our grey matter. These links between neurons grow and evolve to become as familiar as the length of our eyelashes. These unique coincidences are what create the unique value of one's artistic expression, especially when considering that we all draw our raw creative energy from the same well.

You can never have the same thought twice.

However, to bring a single, focused, creative work into existence, we must gather an infinitely small amount of this infinitely large resource. Once this single unit of creative energy is obtained, an artist must use their physical energy to expand and amplify it into an observable form. Through this process of amplification we imbue this fragment of creative energy with our own unique signature, marked by our bodies and minds in imperceptible but undeniable ways.

Photography is one of many amplification processes.

You can never have the same thought twice.

This reverence for original creative thought
strengthens our individual ability
to approach problems with creative solutions,
which is a mindset that can be transferred to those around us.

**What if we're creating solutions to problems
which we haven't had yet?**

Artists are teachers, and teachers are artists.

One of the greatest gifts that anyone can give to everyone,
Is the genuine freedom to express themselves
through and during the process of discovering themselves.

There is great importance in embracing and nourishing
The infinite creative potential within ourselves--

so that we may honestly inspire and nourish those around us.

We must collect what we use.

To better make use of our constant analysis of the world,
we must actively collect, store, and analyze:

ideas, images, and concepts.

**All ideas begin the same size.
All photographs are worth taking.**

If the concept of spontaneous photography is not currently within your comfort zone, here are three (of many) situational guides which I use in my daily life.

**Some days I take a lot of photos.
Some days I take none.**

Photography is not a habit. It is a reflex.

After appreciating a moment of stillness,
take a photo (sometimes.)



It may serve as a much needed
reminder in chaotic future.



If something strikes you as funny, take a photo.

When something is “funny”, there is often an underlying truth which may not readily be perceived.



If something catches your eye, there's a reason.

You don't
have to know
what that reason
is to take a photo.
It may reveal
itself years later.



When we collect and combine these images and ideas,



They can and will take on unexpected meanings.



Raise more questions than you can answer.

I would like to take us on a tour through my virtual gallery, Casual Alchemy.

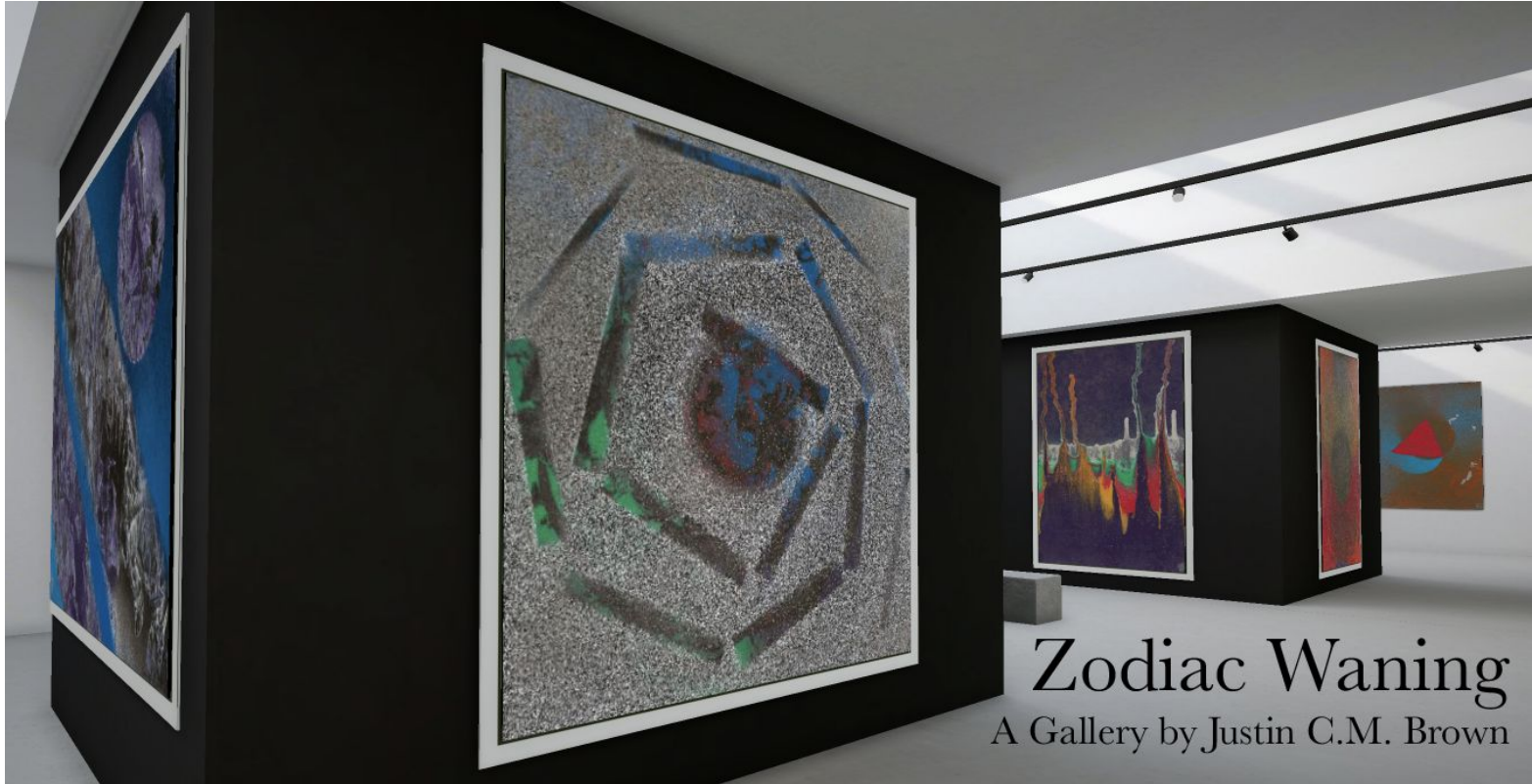
I hope this tour illuminates the abstract concept of media creation by illustrating the variations in distance between the input of photography and output of ideas.

I will be soliciting one word responses to each piece.

When you see the title of the piece pop up, type one word into chat.

I will attempt to explain why afterwards.

See these galleries and more at JCMBmade.com



You can never have the same thought twice.
Thank you for your time.



Facebook & Instagram @JCMBmade