

## Conceptual photography

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### Article History

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**Abstract:** Conceptual photography is a genre of photography where the main goal of the photograph is to convey pre-planned ideas that will make the viewer think.



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Conceptual photography is an interesting and important genre of art. Conceptual photography is not just beautiful or simply realistic shots. It is a visualization of a concept or message, where the concept or idea of the photo image is brought to the forefront. In this type of photography, every detail in the frame has its own meaning and serves the main theme of the photo, which often deals with abstract, emotional and social topics. Conceptual photography is not a spontaneous shoot, first the idea appears, all the details for the shoot are planned in advance, and only then the desired photo image is taken. Conceptual photography requires creativity and deep thinking. This is a skill that gives complete freedom to express ideas and emotions. Conceptual photography often tells the whole story in one shot. This story can be both concrete and abstract. Photographers use words, sentences, and often long paragraphs to convey an idea, so that viewers can look at the photos and simultaneously read what story and idea the photo conveys.

French photographer Sophie Calle presents words and photographs with equal importance. With this concept, she shows that their synthesis serves to express an idea. The photo titled "Plastic Surgery" is a self-portrait, which shows the profile of the artist with closed eyes, a sad expression and a hooked nose. Reading the text brings the story behind the portrait to life and gives the photo a completely different emotion. Her parents offered her plastic surgery to straighten her and push her protruding ears back. She suffered a lot, hesitated for a long time, but finally agreed. This photo was taken two days before the operation.

Jeffrey Wallin is the author of the series "Police Days". He was a criminal photographer when he saw the severed head of a man who had been executed. With the permission of the Biology Department, he captured this shocking image on camera, and filled the empty background of the photo with sentences that reflected these tragic scenes. The series "Then and Now" tells the story of the sad and tormented lives of people living in a poor neighborhood through a combination of words and photographs.

British photographer Gillian Wearing would give passersby a blank piece of paper on the street and ask them to write whatever they wanted on it. Then she would take a picture with the paper. The photographer worked on this series for a year and took 600 photos, which she called "Handwriting". The series turned out to be very interesting and unique, where people reveal their feelings and emotions. One of the most outstanding among them was a photo of a man dressed in formal clothes called "I am desperate".

Lorna Simpson is an African-American photographer. Her work deals with acute social and political issues. Her work mainly focuses on themes of identity, race, and gender. Simpson's work is characterized by a combination of photographs and text, which gives the work a deeper meaning. She covered the face of a black woman with five new white circles and wrote letters in them. These letters are the first letter-sounds of words with different meanings. Simpson described the difficulties of the life of African-American women in this way. Her series of works, consisting of black and white photographs, is known. This series shows women who are photographed from behind, which makes them impersonal, they lack independence, and they experience pressure from society.

Cindy Sherman is a renowned photographer. Her photographs explore issues of female identity and societal stereotypes. She is known for her work using herself as a model and creating characters. Her photographs often resemble film stills, making the viewer think about what it means to be an individual, to look, and to express themselves.

Photographer Andreas Gursky is known for his large-format, highly detailed photographs that analyze modern society and globalization. His photographs are taken from extremely high vantage points, and therefore his photographs include incredible detail, allowing the viewer to see the wider picture of the world in the context of gigantic infrastructure.

Photographer Robert Mapplethorpe is known for his sophisticated and provocative work. His photographs often deal with sexuality, the human body, and gay culture. Although his works were quite scandalous, he was able to introduce a new aesthetic and conceptual vision to photography. His photographs are distinguished by sculptural forms, masterful use of light and shadow, and intense emotions.

Photographer Man Ray is known for his surreal and conceptual works, which often deal with identity and beauty..

Photographer Bernard Faucon is known for his staged color photographs. His works often reflect childhood dreams and memories. The photographs connect reality and imagination, life and inanimateness. Through his works, he creates his own world, where puppets interact with nature and people. His photographs are characterized by vivid colors and plot tension that often touches on emotional and psychological depths.