



## Technical fetish versus art

Ideas about art in the times of HEILAND ELECTRONIC, MOERSCH & GIGABITFILM

Nowadays in black-and-white-photography **a simplification of classic working methods** comes up. This leads to easier working methods – high-quality results now can produced much easier.

We are accustomed to study fat books and calibrate endlessly, now we nearly can forget this all. Now the mind is free for art itself. But forgetting seems to be a problem because we adhere to these ancient mental structures. A realistic point of view about the technology is needed because **technology has to serve for art and not inverse!** This in mind gives us the chance to realize new pictures with the help of these new more passive acting technologies. No more technic for itself is up-to-date – lets come to art now!

**Using technic is not art – with technic one makes art!**