

THE NATURE OF AUTHENTIC PHOTOGRAPIC IMAGES

# FRESH SQUEEZED VS. TANG™



# A “Fresh Squeezed” Photo Image Theory.

The **FRESH SQUEEZED VS. TANG™** theory is the closest I’ve come to what I believe draws me to certain photo images over others. Allow me, for a moment, to use this metaphor to make my point. The fresh squeezed juice of an orange provides us with an abundance of rich nutrients. On the other hand, Tang™, the orange drink that travelled to the moon on the Apollo mission, offers few real nutrients. I recently came across these Chromogram images, on the right, that illustrate this. A chromogram is an analytical technique which identifies the components of a substance by means of color absorbed on paper. The chromogram images show the natural or organic orange juice has a rich pattern due to its biological activity and enzyme formations, while the synthetic orange drink shows no definite pattern. The more natural the substance the more alive its biology the higher its function.

This is exactly how I feel about authentic photographic images. They reflect an organic nature that is alive. Encoded with genuine attributes that produces a higher level of connectivity to those viewing them. Images of this nature communicate their message in a far more dynamic manner.

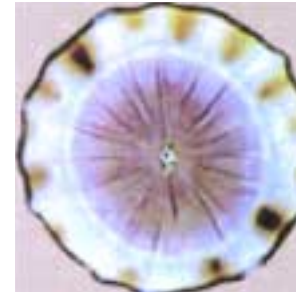
## “FRESH SQUEEZED” FAMILY IMAGE

The family is in water, where all humanity sprung from. They are formed in a circle, a continuum, looking into each others faces. You can feel the connection and bond.

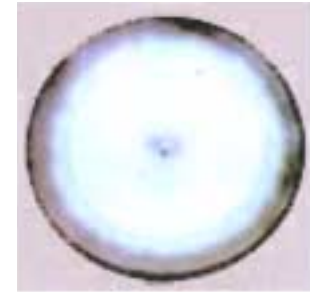
## “TANG™” FAMILY IMAGE

The family on the right communicates a sort of joy but in a commercial context that does not connect to the deeper, authentic human experience.

### CHROMOGRAM IMAGES



ORGANIC/NATURAL  
ORANGE JUICE



SYNTHETIC  
ORANGE DRINK

### FAMILY IMAGES



ORGANIC FAMILY  
“FRESH SQUEEZED”  
IMAGE



COMMERCIAL FAMILY  
“TANG™” IMAGE

*Patt  
Cottingham*

Contact Info

201-612-5533

[pattcottingham@genuineimprints.com](mailto:pattcottingham@genuineimprints.com)



[genuineimprints.com](http://genuineimprints.com)