Rob: I feel quite opposite to what you say here. Let me argue you. I am trying to do... I am thinking...

Mood: ... you are saying that it is the only position...

* On the interpretation of the surface as film (i.e. a 'magic')

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SURFACE - INTERPRETATION OF IMAGE INVOLVES TO OPPRIBATE THE PROCESS OF IMAGE FORMING AS AN ESTHICONE.

I have not given enough thought to these processes. The surface quality definitely suggests higher set of codes:

Mood, atmosphere, feelings. It not only suggests them, it radiates them, carrying our wish.
AS LONG AS WE'RE GOING TO LOOK AT THE SURFACE AS THE ONLY QUALITY OF IMAGE, THEN WE WILL BE BOUND TO DISCUSS THE QUALITY OF THAT SURFACE IN THE TERMS OF IMAGE INTERPRETATION (AS AND ICONIC OR SYMBOLIC)

FOR INSTANCE:

SINCE ELECTRONIC IMAGING, FOR ME AT LEAST, THERE IS A POSSIBILITY TO UNDERSTAND THE PRINCIPLE OF ORGANIZATION BEHIND THE SURFACE OF THE IMAGE AND THAT WOULD ACT I WISH TO QUOTE AS AN ESTHETIC ONE.

SO I HAVE THE PRIVILEGE TO COMMUNE BETWEEN THE SURFACE AND ITS INTERPRETATIVE MODES, WHICH IN GE-
Mood, emotion and feeling......

...and have also the privilege to stay silent, detached within the different logic sphere to realize

the image forming process itself.

I object to be confined into the

surface perception only. Because that

means historically proven affective it

has all the common modes perfected

enough to betray you at will.

I prepare the aesthetic appreciation

beyond the perceptual one.

When a particular event fits the

architecture of its media, and

when it performs its generic move

I confess that aspect of control

as being a content of my work.
002: All I am trying to suggest is to invent the hierarchical order of these two.
There is another way of looking at media on a number of the image. For me the most interesting is the image development and transition between images. The electronically based syntax in a qualitative and quantitative extent on of the cinematic glued modes. In many cases, it opens totally new wells of poetic justice, unspecified an unexperienced jet of emotions. It is fun to celebrate what is call "affect" in this manner, but for that I can't that is the only new quality in electronic imaging to have of any substance.
null

null
Obviously, we are surrounded by a certain complexity in which the more we look at it, the more proportionately we see of it. Thus, we are left with a great deal of theory or methodology to understand it. We are