

Treat Everything as a Potential Photograph

"There's potential in any inanimate object, person, place, or thing. To truly see it, you must approach the world with a fresh perspective each day."

Embrace a Childlike Vision

Imagine you're a big kid with a camera. Free yourself from any preconceived ideas about what makes a photograph "good" or "bad." When you let go of tradition and approach photography with a childlike curiosity, you open yourself to discovering new visual possibilities. There's a beauty in seeing the world without filters or expectations—just pure, raw observation.

"Would a child have the knowledge of Alex Webb, Bruce Gilden, or Walker Evans in the back of his mind when making pictures?"

No. A child sees the world in the present moment, without the weight of references or the need to conform. This unburdened view allows us to capture moments authentically and intuitively.

Rediscover the Mundane

The world around us, no matter how mundane it may seem, is infinitely photographable. **Every detail, every shadow, and every shape** has the potential to be captured in a new and fascinating way. Transcend the "rules" of photography and treat each detail you observe as an opportunity.

Wander with an Open Mind

To capture the full potential of the world, let your body and mind wander without purpose or aim. **Forget everything you think you know about photography** and instead allow your subconscious to lead. The act of observing every detail with intensity opens you to a vast, visual playground where every inanimate object and fleeting moment becomes worthy of your lens.

So, start each day anew, ready to see the world as it is, without preconceptions. Treat everything you encounter as an opportunity for discovery and creativity.