

PERSPECTIVES ON ASIA

# KYOTO

Journal

55

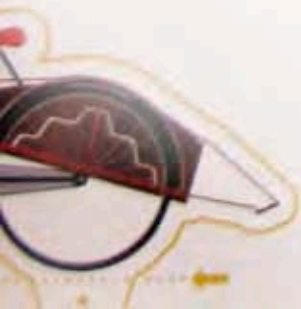
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street

*print club's street*



*kyoto*



# seoul



## puricura arto プリクラアート

Photography of another culture seems dishonest because of its essential subjectivity. Although images of 'exotic' locales may look natural, their angle, framing, focus, lighting and choice of subject are all contrived. The plethora of coffee-table travel picture books threatens to reduce the world's cultural diversity to a series of visual clichés.

More realistic are images from Print Club photo-sticker machines: digital cameras installed on city streets everywhere. Simply lift the background curtains, and the machines can directly capture unmediated images of their surroundings. In found cameras from Osaka, Kyoto, Seoul or Pusan, subject and medium, content or context all merge into one, allowing the culture to express itself as it is.