WELCOME TO OUR 66TH YEAR!

That’s right, sixty-six years and counting . . .

And, growing stronger with new club members and even, occasionally, a new member club.

Thanks to great trainers, we’ve added a crop of new names to our Judges List, folks who are ready to start judging competitions at Member Clubs. These judges have been added to the List on the website and appear in Green. Check them out! We thank them for their willingness to step up.

Lots is being planned but, there’s one immediate need. That’s a volunteer to assume the responsibility to coordinate Photorama 2019. The position requires someone with organizational skills and has a minimal time commitment. The outgoing Chair has committed to assisting the transition to a new chairperson. Please note that if no one volunteers, there will be no Photorama in 2019.

We are also looking for people who would be interested in serving on a committee to identify candidates for positions as Officers of the Federation.

2018-19 COMPETITION SCHEDULE

We want everyone to have as much time as possible to prepare for this year’s Competitions. Be sure to mark your calendars and, then, start checking out you recent archives for possible winners.

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You can contact me by e-mail: rkurgwczak@gmail.com or call (908) 241-0500

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A Man, A Plan, A Can
by Rick Berger
Member: HUB Camera Club
Livingston Camera Club

This is the story of an artist who, in 1962, shook up the art world with a series of paintings depicting the iconic Campbell’s Soup can. Okay, you’re thinking, “So what’s that got to do with photography?” Without presenting a dissertation on this topic (which might get really b-o-r-i-n-g), suffice it to say that photography came along as a product of art and eventually was accepted as an art form in itself. So now we know that you, the photographer, are considered an artist! And here you are, the artist, on a Monday night at a camera club meeting seeing your image up there on the screen and hearing the words “Disqualified. It’s a picture of someone else’s art.” After the nausea subsides, you begin to question (only in your head... please don’t scream at the judge) what this means. Now for the fun part, the debate! How do you define “stealing someone else’s art”? If you took a photo of someone else’s painting then entered it into a camera club competition, obviously you’ve stolen another person’s creativity, his art. But what if you just shot a portion of the art? For example, let’s say you’re on vacation, walking down a street when you come upon a large beautiful mural on the side of a building. It’s done in tiles showing a rainbow of color. You can’t resist taking a shot of it. First you take a shot with your phone so you can share it with friends back home. You then go into full camera club member mode, grab your “real” camera, zoom in on just a few of the tiles and create an abstract of just one corner of the mural, all the while thinking, “I can’t wait to get this baby onto my computer when I get home. This is a 9’ for sure!” Now you decide to take it one step further so you get in even closer and shoot a macro image of just a portion of one of the tiles. Have you stolen another person’s art, even though it’s just a small portion of the original? We now fast forward to you sitting at home on your computer and editing your prize-winning mural shot in a program such as Photoshop. Here, you manipulate the image so as to create an abstract which in no way reflects the original piece of art. Are you still an art thief? Somebody call the FBI!

Now let’s go back and take a look at the man, his plan, and his can (not sure that sounds okay). Anyway, by now you’ve probably figured out that the man is the artist Andy Warhol. His plan was to shake up the art world by creating a new wave called “Pop Art”, and his famous painting of the Campbell’s soup can was the vehicle he would use to do this. Andy’s plan was to take everyday objects and show us how these, like paintings and sculpture, were also pieces of art. Looking at this process from a camera club’s perspective, wasn’t Andy stealing someone else’s art? Did he not, without altering it in any way (unlike your mural) abscond with some artist’s rendition of a label? After all, some artist sat at his easel and created that label. To go one step further, if you were to glance at one of the older cans of Campbell’s you’d see that smack dab in the middle of the label is a rendering of a gold seal. That seal is the artist’s version of a medal that the Campbell’s soup company was awarded at the Exposition Universelle de 1900 in Paris.

Bottom line...Did Andy not only steal the label art, but also the artist’s drawing of the medallion? Once again, dial 911 or call the FBI!

My personal standard is that if you take art and photograph or edit in a way which changes it so that it no longer resembles the original, it’s not stealing. You have, instead, presented it as your interpretation of how you see it.

A final example is found by taking a look at the famous statue of a seated Abraham Lincoln which is located in the Lincoln Memorial on the National Mall in Washington, D.C. If a photographer takes a shot of this is he stealing the sculptor’s art? Perhaps he is, but if he takes the picture with two little kids looking up at Mr. Lincoln, he is now changing that art and making it his own version which reflects his take on how he sees things. Wanna have some fun? Think of all the zillions of shots of the Statue of Liberty, the Eiffel Tower etc. Have we all stolen the art?

As I see it, this discussion poses an unanswerable question. It’s all subjective. Set up your own standard and let your photographic tastes and skills guide you.

Right now I’m going to stop thinking about all this heady stuff and go have a nice hot bowl of Campbell’s Tomato Rice soup and stare at the “stolen” label as I eat.
## WHAT’S HAPPENIN’ AT NJFCC MEMBER CLUBS in September 2018?

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Z7 Body with 24-70mm f/4S lens $3,999.95 (expected Oct. 3)

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- Fuji X-T2 body, $1,099.95, a $500 savings
- Fuji X-T2 w/ 18-55mm lens, $1,499.95, a $400 savings
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- 8mm f/1.8 Fisheye PRO, $899.99, a $100 savings
- 12-40mm f/2.8 PRO, $849.99, a $150 savings
- 12-100mm f/4 PRO, $1,199.99, a $100 savings
- 40-150mm f/2.8 PRO, $1,399.99, a $100 savings
- 75mm f/1.8, $749.99, a $150 savings
- 60mm f/2.8 macro, $399.99, a $100 savings

More Olympus lenses on special, contact me for details!

Photographically yours,
Alan Samiljan

A link to my September Specials: