

COLAVITO ART FORM

Colavito Art Adheres to 21 Fundamental Principles of Pure Photography

The founding masters and inventors of fine art photography advocated “straight photography” for over a century (also called pure photography). Colavito Art **redefines** this concept as it relates to **the science of photography** regarding film and light with **no interferences whatsoever**. The masters can not stake claim to this purity as they manipulated their negatives in the darkroom and also used “photographic trickery” contradicting their own terms. Their sense of straight photography was more of a political declaration departing from other art forms at that time. My claim to absolute film purity is uniquely different as Colavito lifetime body of original art illustrates the most comprehensive art style based on pure photography ever created by an individual artist.

21 Fundamental Principles of Pure Photography:

Colavito Fine Art is created on large format 8x10 chrome film that can not be manipulated like an image from a negative in the darkroom:

All forms of Colavito film work are created on the original film following ethical film principles with no digital programs, no computer graphics imagery, no special effects editing of any kind, no blue/green screening, no in camera masks, no painting on the film itself, no painting on bodies, no projection of images, no shooting through glass or mirrors, no color backdrops, no filters of any kind, no photographing of printed images or transparencies, no photographing of reflections, no polarizations, no colorations, no cross processing, no darkroom manipulation, no optical assemblage, no airbrushing, no retouching digitally or otherwise and no photoshop: nothing whatsoever outside the natural boundaries of traditional image capture on the film emulsion – absolute film purity through film and light.