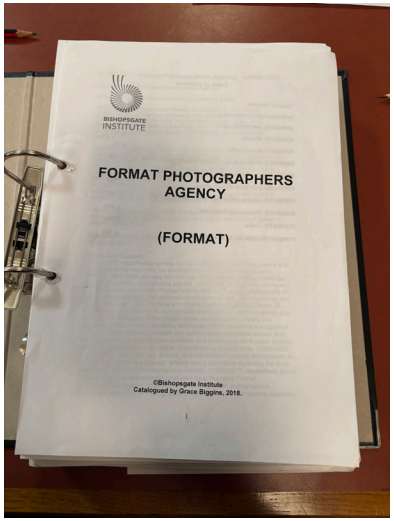
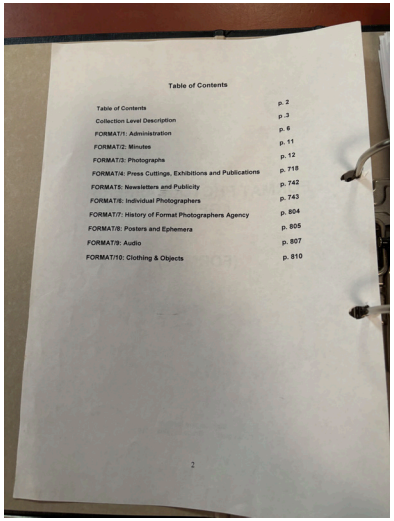
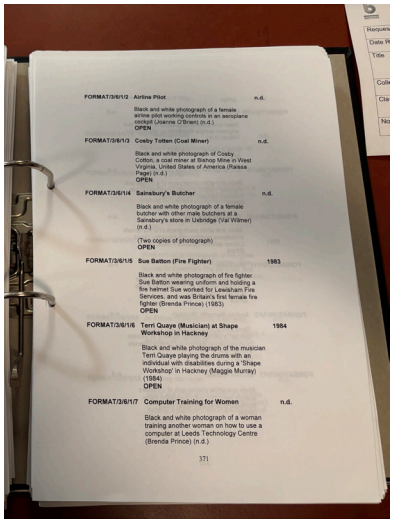
Unit 3: Week 1
XY Studio Societies

Format Photographers Archive







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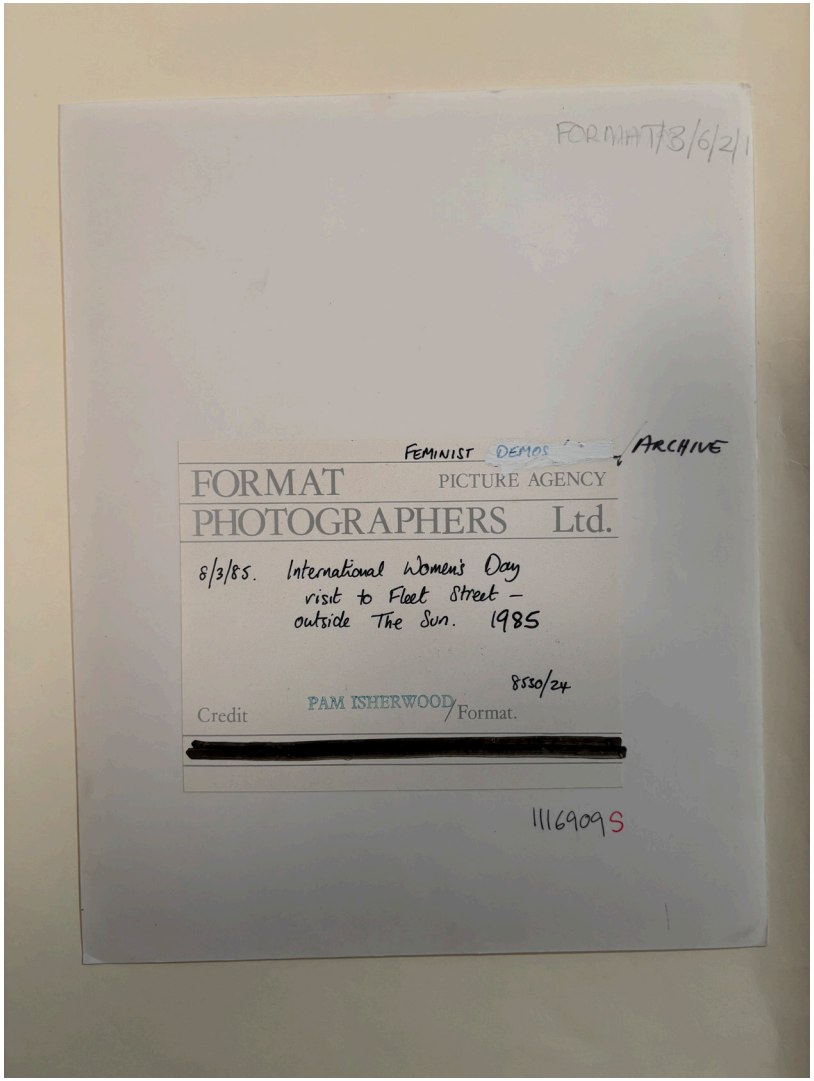

Format Photographers Archive
Societies

Classification as sorting (into groups) – what ‘societal groupings’ could this material belong to?

Feminists
Magazines
Newspapers
Photographers
Londoners
Protest Groups
Anti-Capitalist Groups
Anti-Sexism Groups
Womens Rights
Womens Liberation
Graphic Design
Typography

(Imagined)
Women Love Mullets
Spontaneous Activism
Say What You Think
Calling it what it is

Format Photographers Archive Societies

Classification as systematizing (these groupings into larger systems, taxonomies, and data infrastructures) – what ‘societal systems’ does this material play a role in?

Government
Politics
Publishing
Libraries
Archives
Museums
Police

Trust
Fact
Reporting
Male dominated industries

Format Photographers Archive Societies

Classification as assigning (use systems to assign classifications of things) – what information has this material been ‘assigned’, and what impact does this have on the societies in which it is associated?

Format Photographers Ltd, Picture Agency - - An agency, access to photographs, use of photographs, cost of photographs
‘Feminist’ ‘International Womens Day’ ‘Pam Isherwood’ - All female. Highlights sexism in society and industry in 70s/80s/90s/00s.
Feminism - suggests its marginalised, not mainstream
Number - Archive. Old. Past. Not now. Part of a larger system, category, one of others.
Number - Dehumanises the photographer, devalues the woman that took it, it is now identified by a number not a name. The archive becomes the prominent carrier rather than the person who took the image or the agency that was celebrating women.
Feminist Demos Archive - Demos written over tipex. What did it say before? Who is creating the language of classification? Archive suggests past and not a present issue - which it is.
Pam Isherwood - Name of photographer, positive impact in recognising women photographers of the time, and prompts questions of what is happening now.
Date - image taken. Places it in the past, in a certain climate, is that justifying image or making it ‘safe’ as it was in the past? Suggest this is no longer a problem?

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End