

Exposure / the photography blog

# to look back at the next decades

**In the "2060 - Memories of a Forgotten Future" series, photographer Assaf Gam HaCohen uses a unique technique, which he calls "an archaeological dig into the realms of the future." The result is future memories that are as simulated as they are authentic**

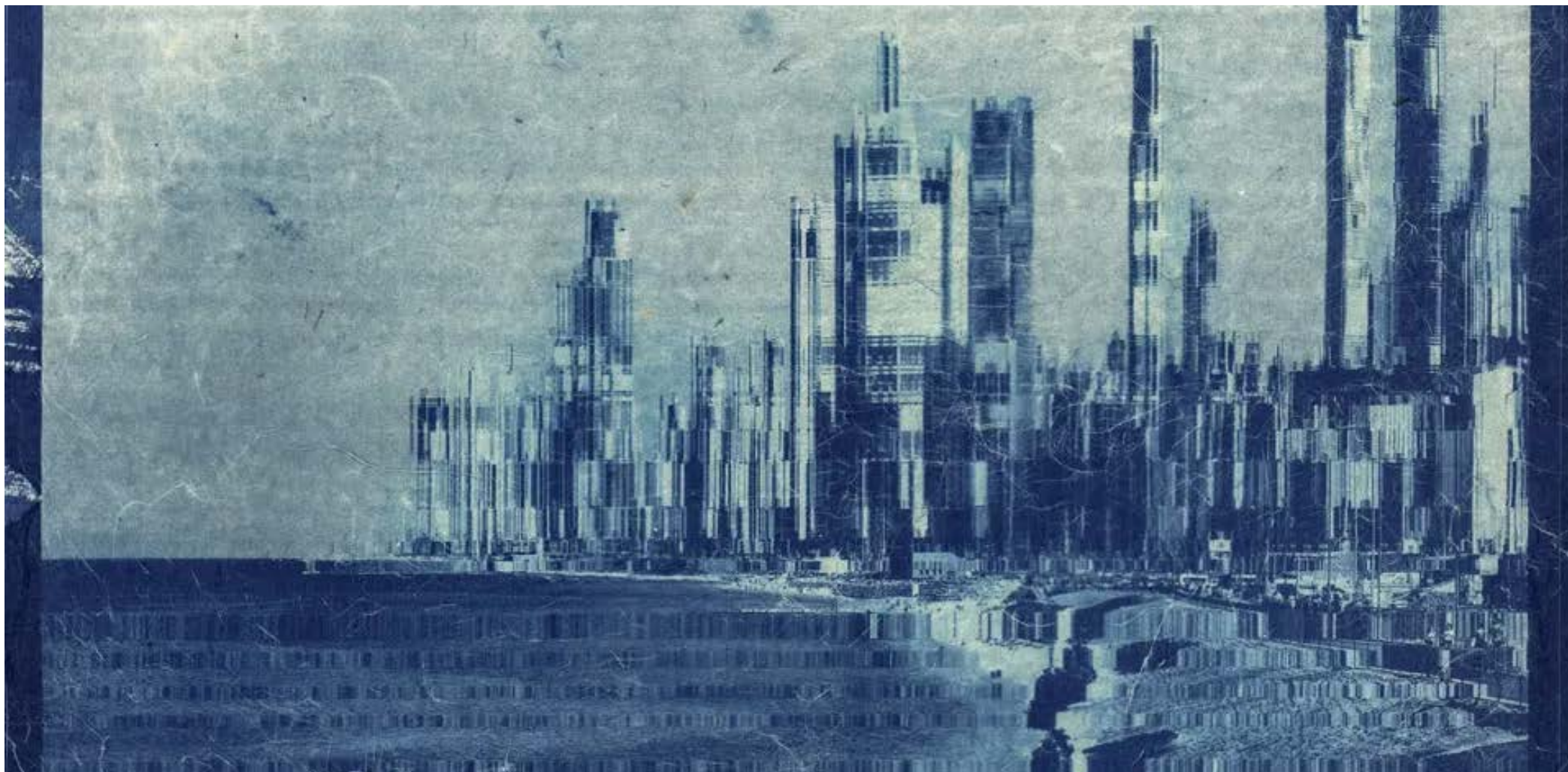


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אסף גאם הכהן  
09 באפריל 2023



## Asaf Gam HaCohen

When I was young, my parents' generation used to indulge in nostalgia for the sixties. How good and true everything was at the time... In the "2060 - Memories of a Forgotten Future" project, I "turn my gaze back" towards the following decades, in a sort of archaeological dig into the realms of the future. Using processed photographs of sites with historical and cultural charge from Israel and abroad, I explore and reveal the aesthetics of the place in the digital age, the perception of space and man in the metaverse, and the role that photography plays in these developments.

The future memories I create are as imagined as they are authentic. They rely on centers of power in the public space (the Kirya, the Bhima, Central Park and more). This is an artistic move that stems

from the desire to establish certainty in an era of extreme uncertainty, which raises fundamental questions regarding the status and validity of the existing power structures in society and the .state superstructure in the future

The creative process begins with digital still photography. The image undergoes Photoshop processing during which I break it into pieces and stretch one pixel at a time manually and laboriously - without using automation. In doing so, I perform a reconstruction of the space and at the same time reveal the genetic sequence of the brightness and color values of the photographed space. Next, I print a "negative" of the new image and print it using the cyanotype technique. This print has a double function: it gives the image I created a nostalgic feeling for the good and familiar of the past and sets it in stark contrast to the sharp and calculated digitality of the .images themselves

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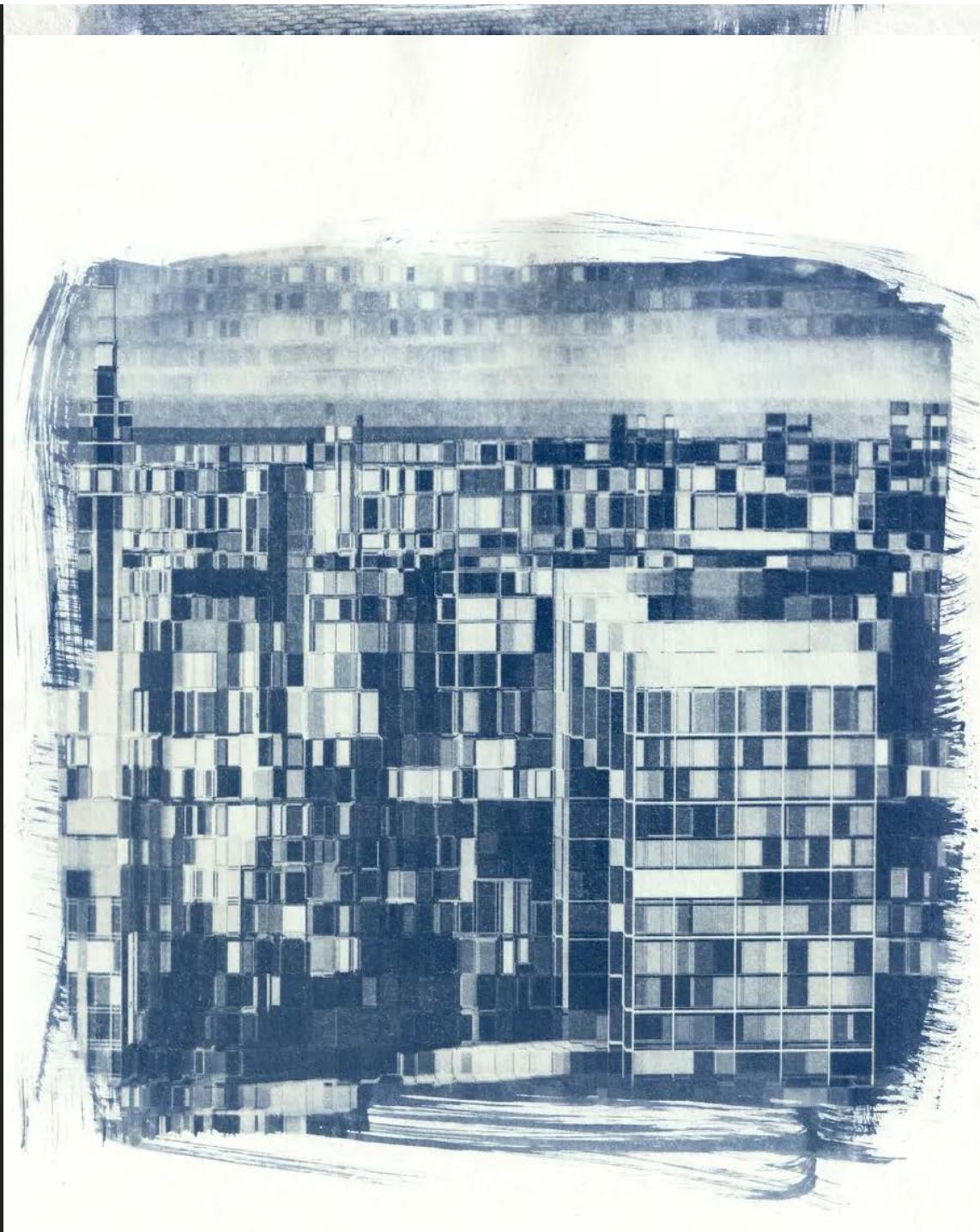
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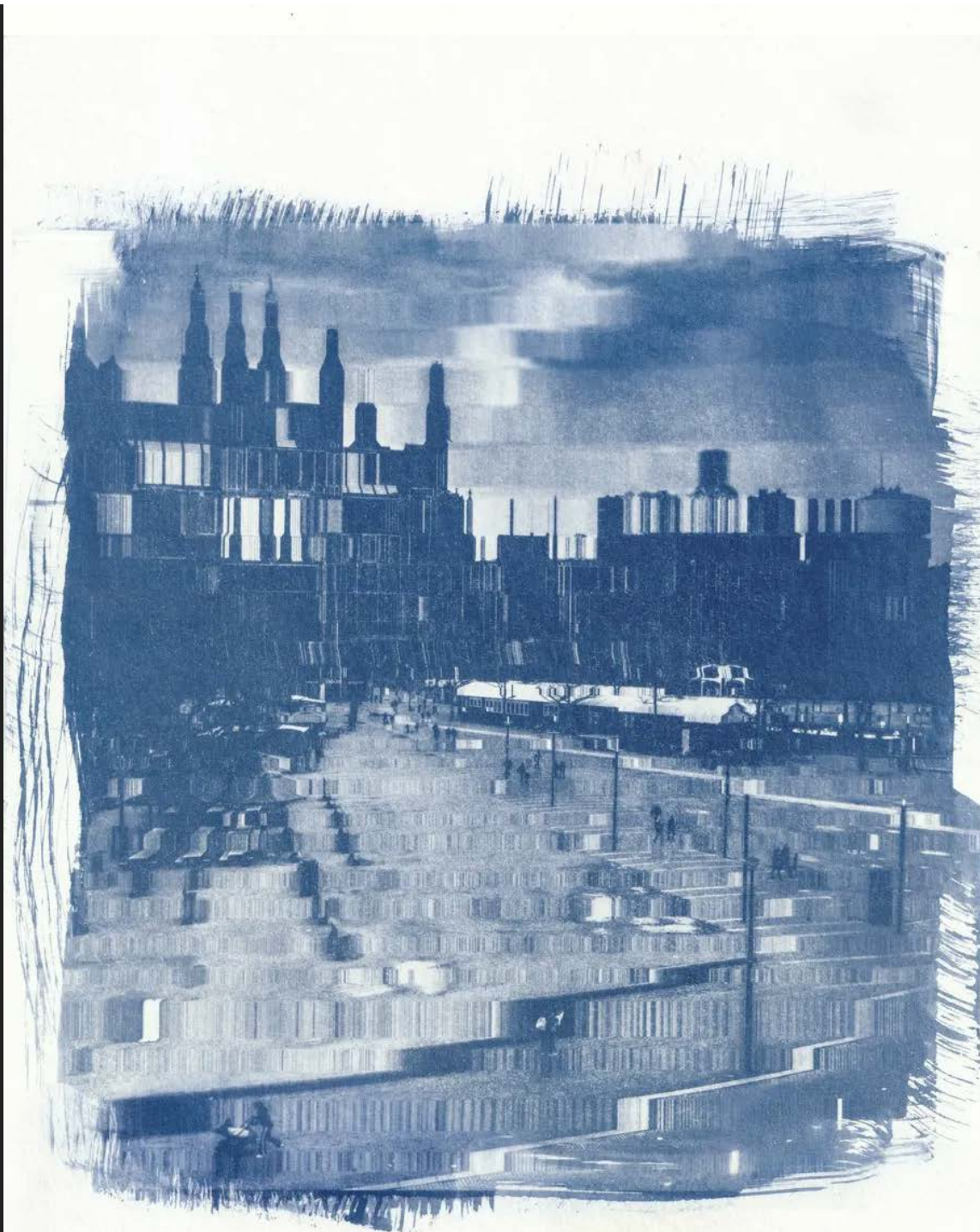
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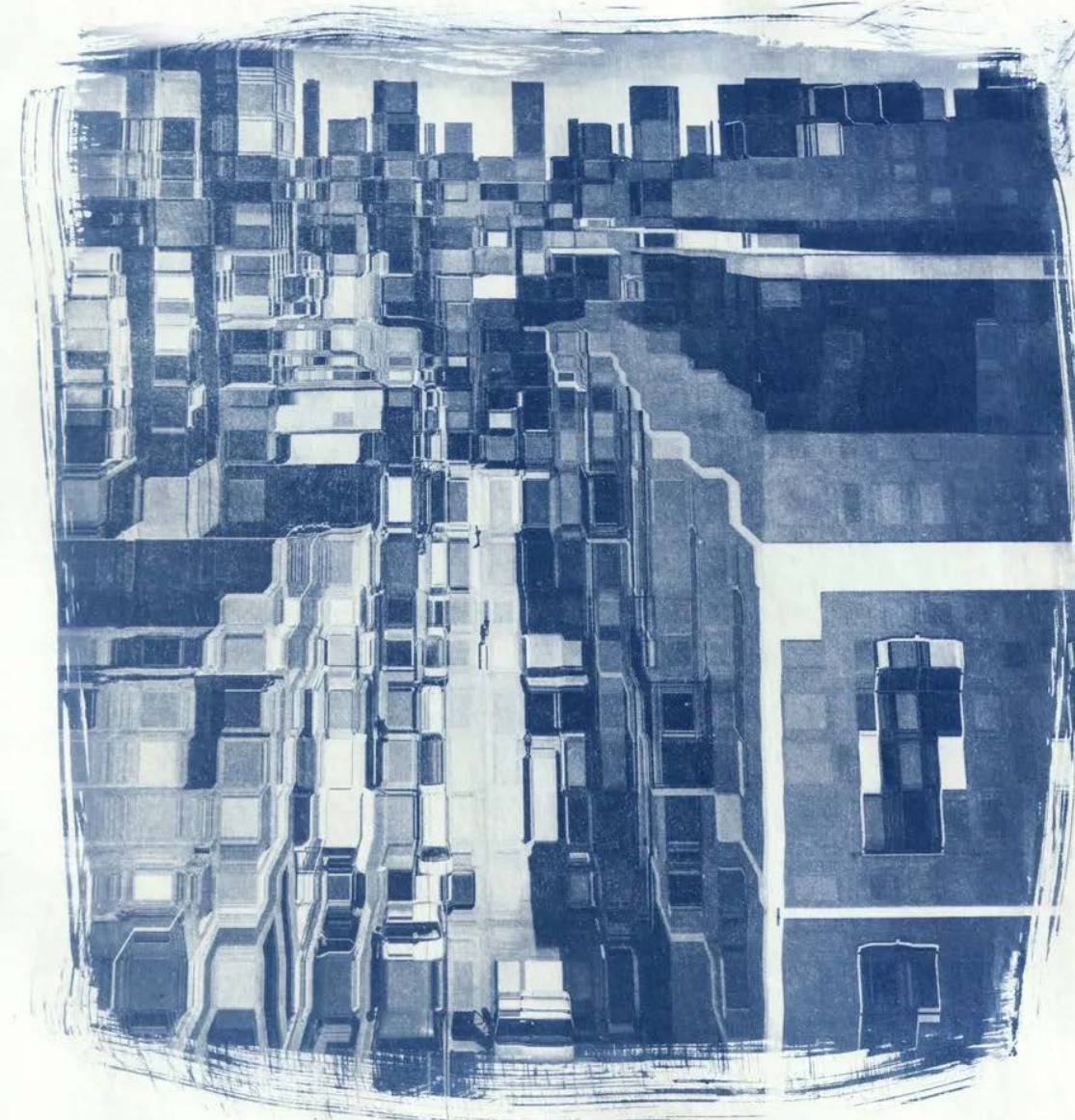
*The series is currently on display as part of the Future Perfect exhibition at the Memoire De L'avenir gallery in Paris*













Ibn Gvirol, Tel Aviv, 2022





Hamima Square, Tel Aviv, 2022



### About the blog exposure

About the blog: Daniel Chechik - has been working at "Haaretz" since 2003, taking pictures for Mosfi Galeria and the weekend. Initiator and editor of

Haaretz's photography blog. His works have been exhibited in the best museums in Israel as well as in several exhibitions and fairs abroad. You can get an impression of his works on the website: [danieltchetchik.com](http://danieltchetchik.com)  
Suggestions for publication can be sent to: [danielt@haaretz.co.il](mailto:danielt@haaretz.co.il) Photos with a width of 2,500 pixels and text with a short description of up to 400 words. The materials in [wettransfer](#)

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