

No – Shortage – of Bodies

CULTURE & TREND REPORT

Josh Sender

“Each decade, we pore over data and signals from the world around us – strolling, scrolling, being scrolled past. There are so many insights to glean from our simple strolls – where we can see the next decade ahead unfolding. This decade, we’re going further.”

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A CULTURE & TREND REPORT

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An Introduction to a
Meandering Synope
About Stock Images
From a Few Twenty-
First Century Culture
Trend Reports



“To see a stock image is... to know you're seeing a stock image,” Megan Garber wrote for the Atlantic in 2012, continuing, “one of the more wacky/wondrous elements of stock photos is the manner in which, as a genre, they've developed a unifying editorial sensibility.”

There is this funny designation of stock photography as being removed from the reality we know and understand. Maybe you've even seen

some memes featuring their awkward staged smiles, glassy empty stares, or their too-specific descriptions and poses. But this designation has been reshaped by the bloodshed of startup culture and the disintegration of our digital and real identities.

Stock photography is no longer eerily removed from our shared experience — instead, stock photography of the new decade has become aspirational,

masquerading as a genre of photography known as 'Lifestyle photography'.

'Lifestyle photography' is about telling a story and to inspire a, yep - you guessed it - a particular lifestyle. Being so closely associated with advertising and capital, stock photography has turned to reflecting a centuries-long cultural trend towards romanticizing an accessible, feasible, just-out-reach wealth.

The stock photo industry, which began to gain hold in the 1920s, has established models including traditional macrostock photography, midstock photography, and microstock photography.

Conventional stock agencies charge from several hundred to several thousand United States dollars per image, while microstock photography may sell for around USD 25 cents. Professional stock photographers traditionally

place their images with one or more stock agencies on a contractual basis, while stock agencies may accept the high-quality photos of amateur photographers through online submission.

Traditional stock photo agencies have large catalogs that may include press archives and works by notable photographers. More recent trends in microstock photography include "lifestyle" photographs of people "at

work and play," food, sports, and fashion. Other stock photo themes may include stereotypes, expressing common emotions and gesticulations, pets, and images related to travel and tourism.

In the early 1990s, the stock industry focused on "conceptual images," which could encapsulate themes such as "global communication, success, and teamwork." After the consolidation of many stock

photo agencies in the 1990s and early 2000s, new companies began focusing on "niche collections."

Megan Garber wrote in *The Atlantic* in 2012, "and while stock images' stockiness may be in part due to the common visual tropes that give them their easy, cheesy impact - prettiness, preciousness, pose-iness - there's part of it that's more ephemeral, too."

Though they have little in common, shots of a German Shepherd typing on a laptop and a man contemplating the sunset can both be, in their special way, stocky."

Each decade, we pore over data and signals from the world around us. Our experience navigating the world - strolling, scrolling, being scrolled past, etc etc tends to be overwhelming. I know!

There are so many insights to glean from our simple scrolls - where we can see the next decade ahead unfolding.

*Introduction text partially appropriated from the Wikipedia page for 'Stock Photography'

A Meandering Keynote About Stock Images From a Few Twenty-First Century Trend Reports





No Shortage of Bodies

Culture Report

No Shortage of Bodies

CITIZENS BECOM

2007 - ???

Begin

No Shortage of Bodies, 2019 ☆

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7 No Shortage of Bodies is a living document, cataloging

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No Shortage of Bodies Culture Report

No Shortage of Bodies


Culture Report

CARLOS BOBOW

2007 - ???

Begin

The image shows a Beamer presentation slide. The slide features a background image of a young child on a beach. Overlaid on the image is the title 'No Shortage of Bodies' in large white font, with 'Culture Report' in a smaller font above it. Below the title, the name 'CARLOS BOBOW' is written in a white, stylized, handwritten font. In the bottom left corner, there is a small text '2007 - ???' and in the bottom center, the word 'Begin' is visible. The slide is part of a presentation with 9 slides, as indicated by the slide navigation pane on the left. The Beamer interface includes a menu bar at the top with options like File, Edit, View, Insert, Format, Slide, Arrange, Tools, Add-ons, and Help. There are also icons for Present and Share in the top right corner.



No Shortage of Bodies, 2019 ☆

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8 **1 How Did We Get Here,
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9 We live in a *fast-paced, intensely visual* age. Which means that images are one of the *most important* ways brands connect with consumers & culture.

10 We live in a *fast-paced, intensely visual* age. Which means that images are one of the *most important* ways brands connect with consumers & culture.

11 Or in other words... Which means that images are one of the *most important* ways brands connect with consumers & culture.

12 Or in other words... Which means that images are one of the *most important* ways brands connect with consumers & culture. **CONNECT**

13 We live in a *Golden Age of Images*. We live with the sense that our stories are increasingly *meaningless*.

14 We live in a *Golden Age of Images*. We live with the sense that our stories are increasingly *meaningless*.

15 We're surrounded by images that capture passion, beauty,...

We live in a *fast-paced, intensely visual* age.

Which means that images are one of the *most important* ways brands connect with consumers & culture.

No Shortage of Bodies, 2019

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No Shortage of Bodies Culture Report How Did We Get Here Where Are We Going

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9 We live in a fast-paced, intensely visual age. The speed at which images search connect with consumers & culture.

10 We live in a fast-paced, intensely visual age. Which means that images are one of the most important ways we connect with consumers & culture.

11 Or in other words.... The speed at which images search connect with consumers & culture that surrounds us in this moment.

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13 We live in a Golden Age of content. We live with the sense that our stories are increasingly meaningful.

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15 We're surrounded by images that capture passions, beliefs,

Or in other words....

— images are one of the most important ways we connect to the culture that surrounds us in this moment.

No Shortage of Bodies, 2019 ☆

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Culture Report

How Did We Get Here Where Are We Going

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No Shortage of Bodies, 2019 ☆ 📁
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1 How Did We Get Here, Where Are We Going
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We live in a **fast-paced, intensely visual** age.
The good: **Instagram** helps brands connect with consumers & culture.

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No Shortage of Bodies Culture Report How Did We Get Here Where Are We Going

We are in a **Golden Age** of *content.*

We live with the sense that our stories are *increasingly meaningless.*



We're surrounded by images that capture passionate, beautiful,

We're surrounded by images that capture passionate, beautiful, contentious

We're surrounded by images that capture passionate, beautiful, contentious, messy cultural conversations about values,

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We're surrounded by images that capture passionate, beautiful, contentious, messy cultural conversations about values, how we express our individuality and experiences, and how we find refuge in *tumultuous** times.

*These are not especially tumultuous times. In fact, we are the healthiest, most educated, longest-living, most connected, most fulfilled, and happiest groups of humans to ever exist on the earth.
*Fulfilled by whose standards? The same standards as one who would write about connecting to consumers/brands/markets.

No Shortage of Bodies, 2019 ☆

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15 We're surrounded by images that capture passionate, beautiful, contentious,

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21 We're surrounded by images that capture passionate, beautiful, contentious, messy cultural conversations about values, how we express our individuality and experiences, and how we find refuge in tumultuous* times.

22 They make ideas, feelings, progressive ideals, consumable.

No Shortage of Bodies Culture Report How Did We Get Here Where Are We Going

We're surrounded by images that capture passionate, beautiful, contentious, messy cultural conversations about values, how we express our individuality and experiences, and how we find refuge in *tumultuous times.**

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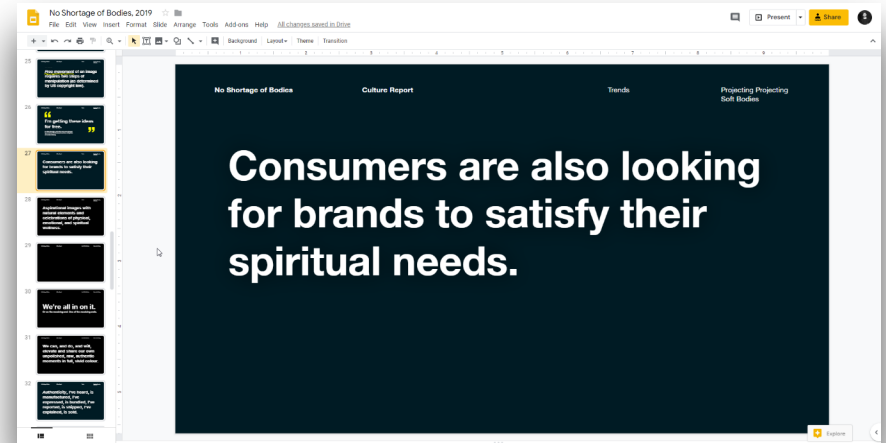
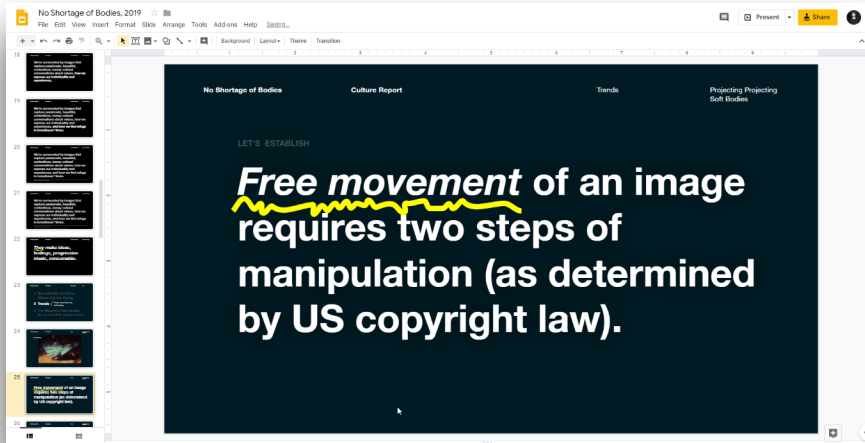
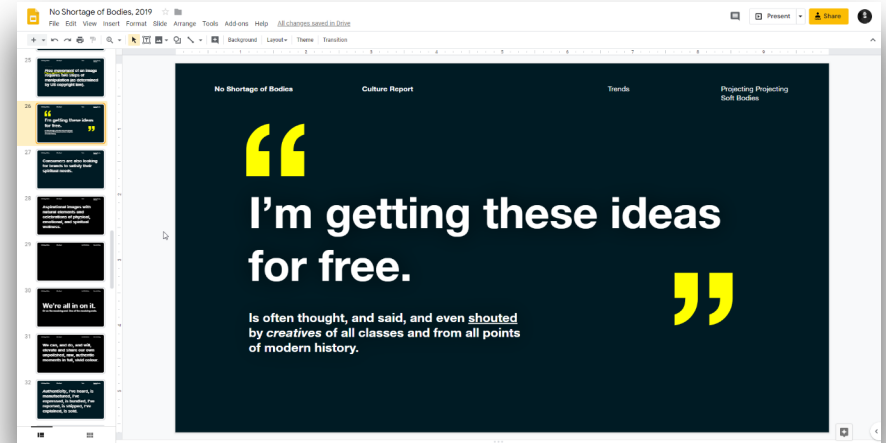
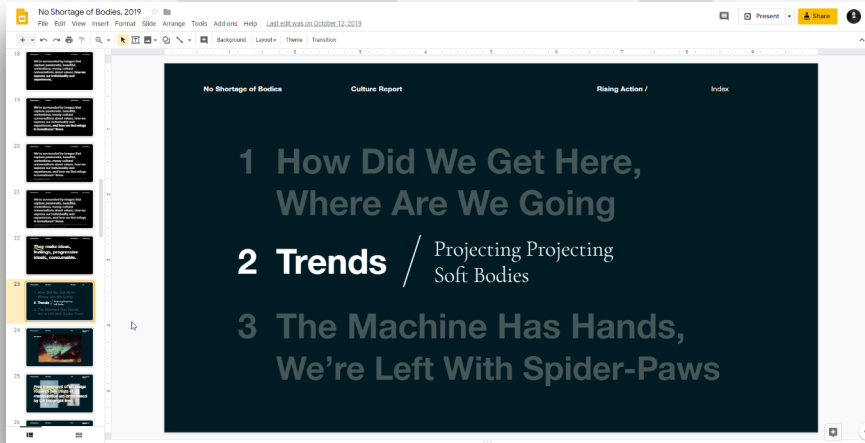
22 **They make ideas, feelings, progressive ideals, consumable.**

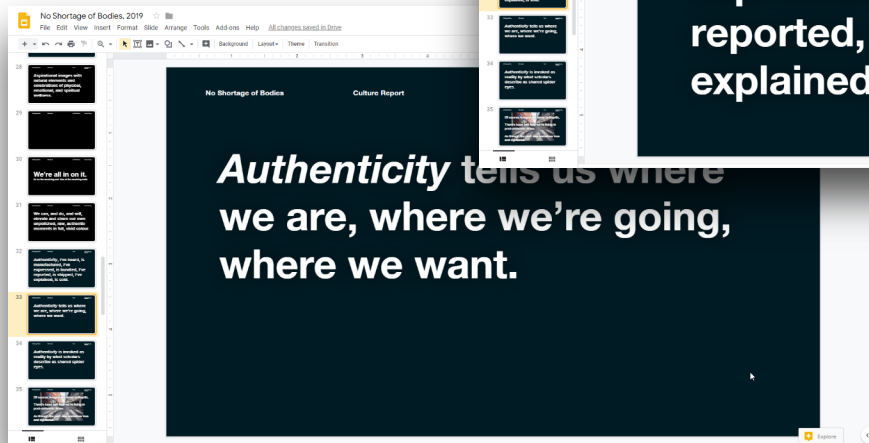
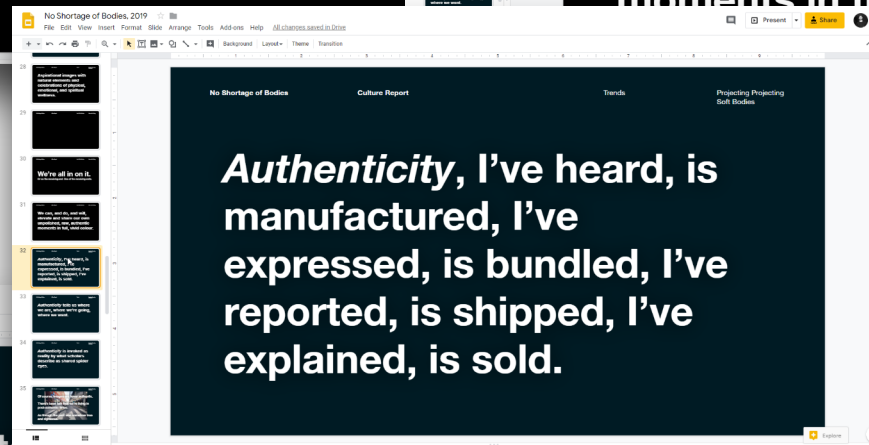
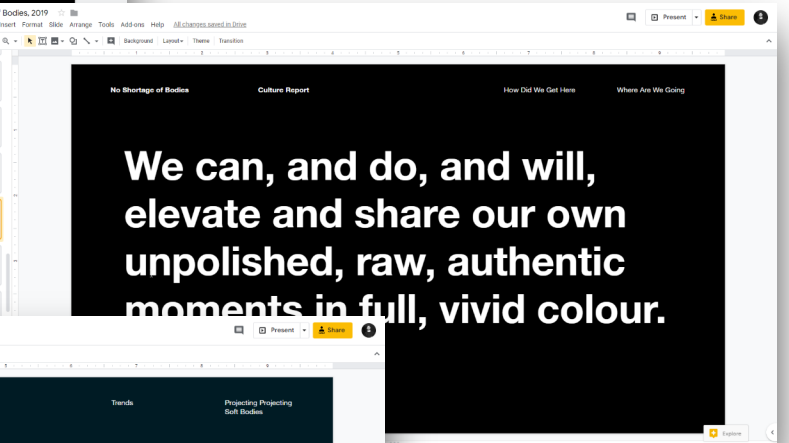
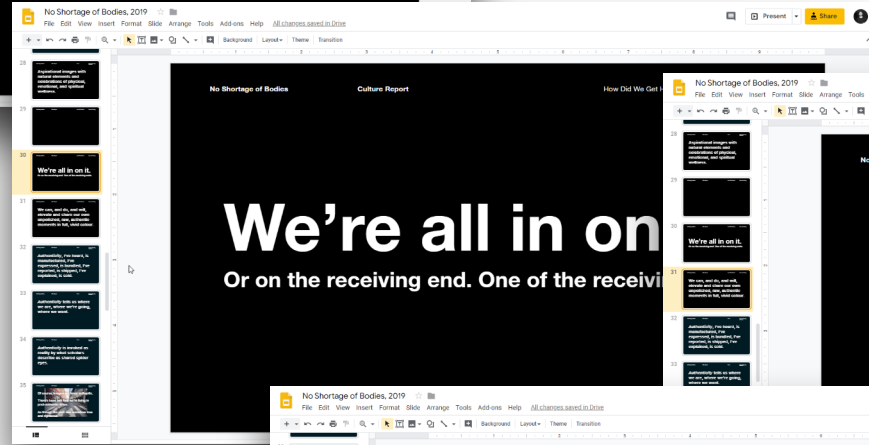
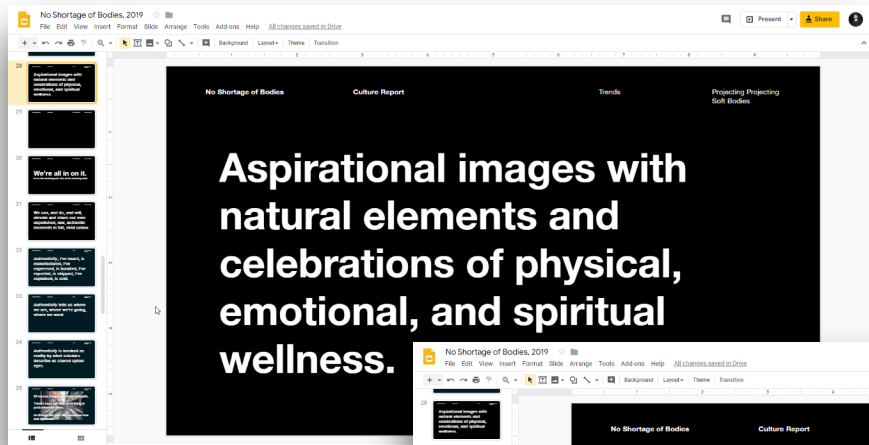
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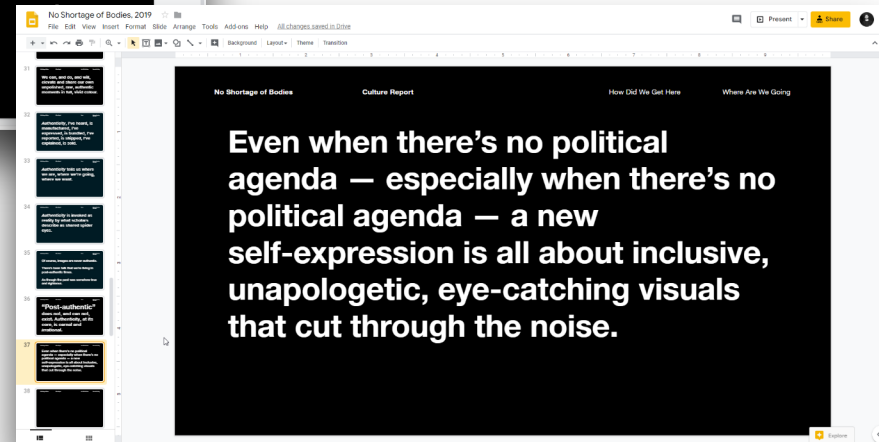
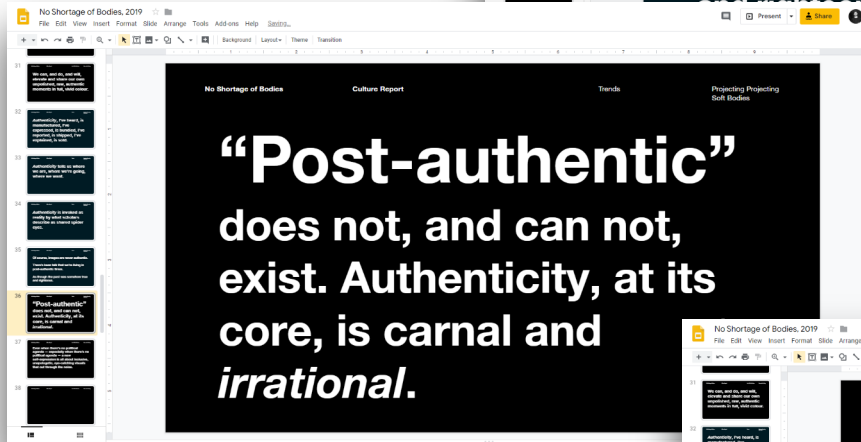
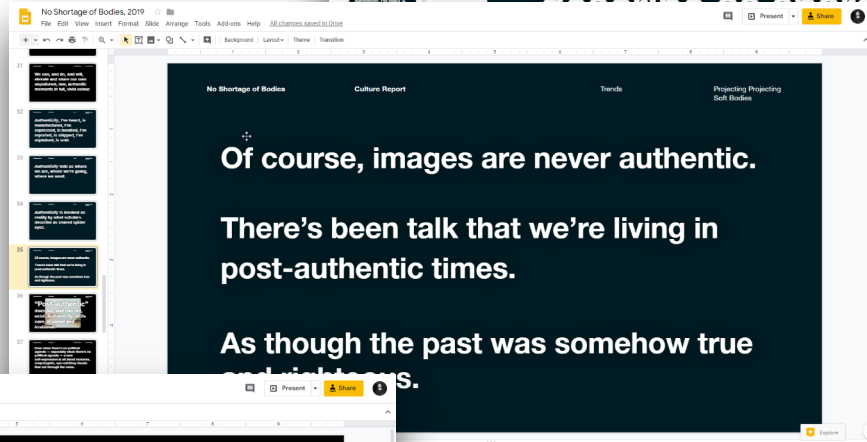
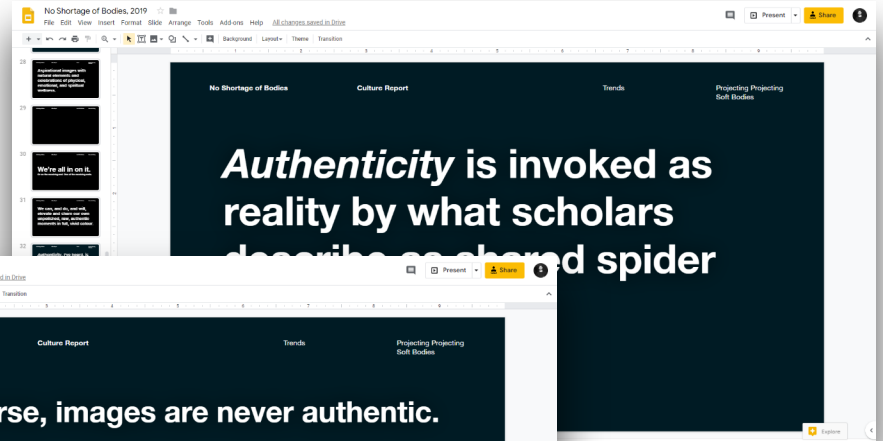
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No Shortage of Bodies Culture Report How Did We Get Here Where Are We Going

They make ideas, feelings, progressive ideals, consumable.







Stock Images from a
few Twenty-First
Century Trend
Reports with the
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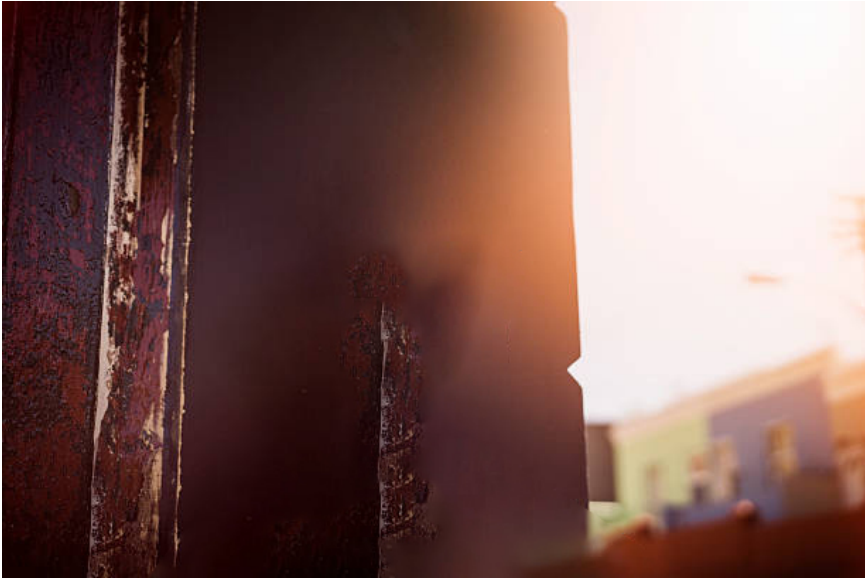
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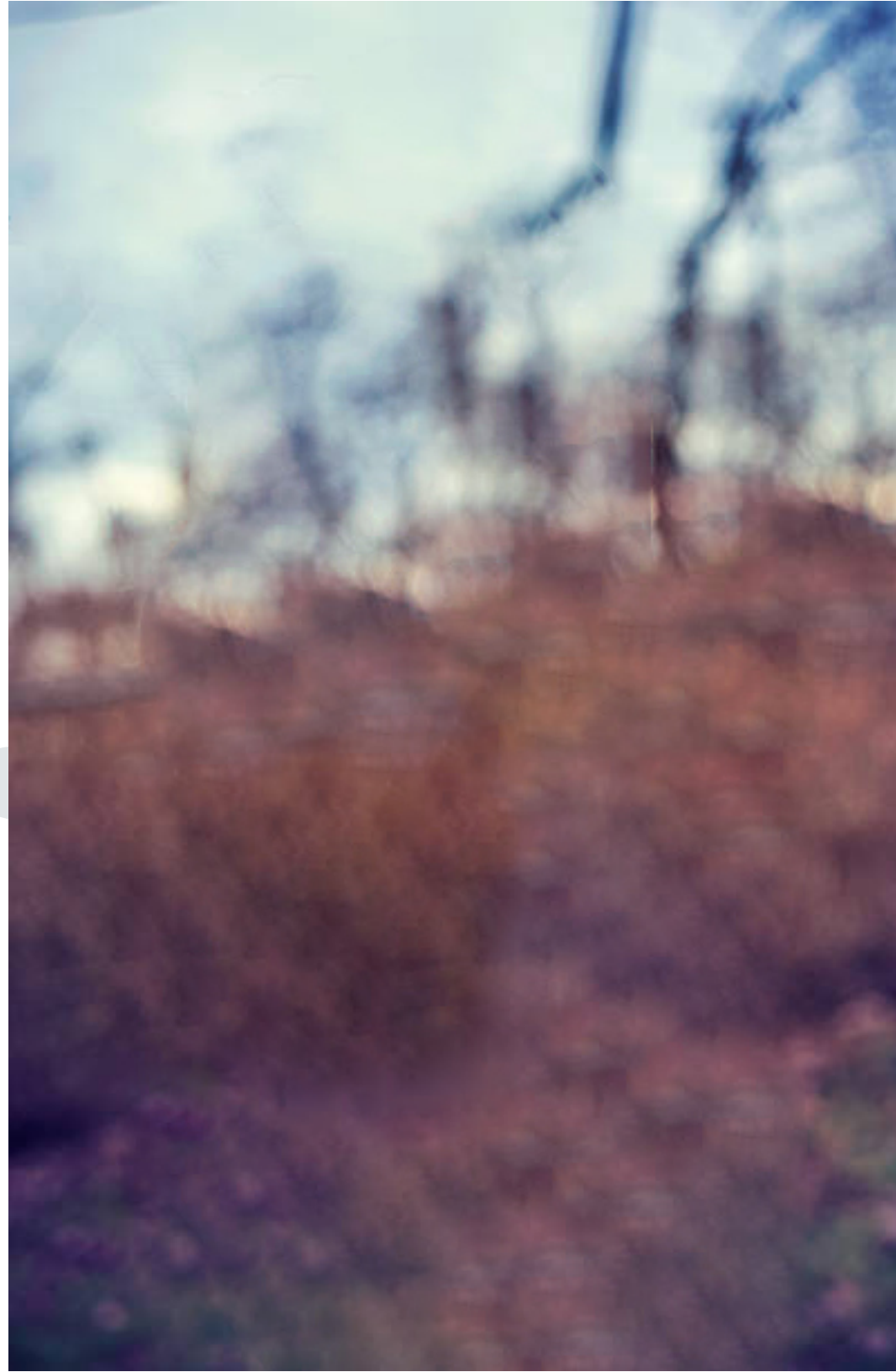
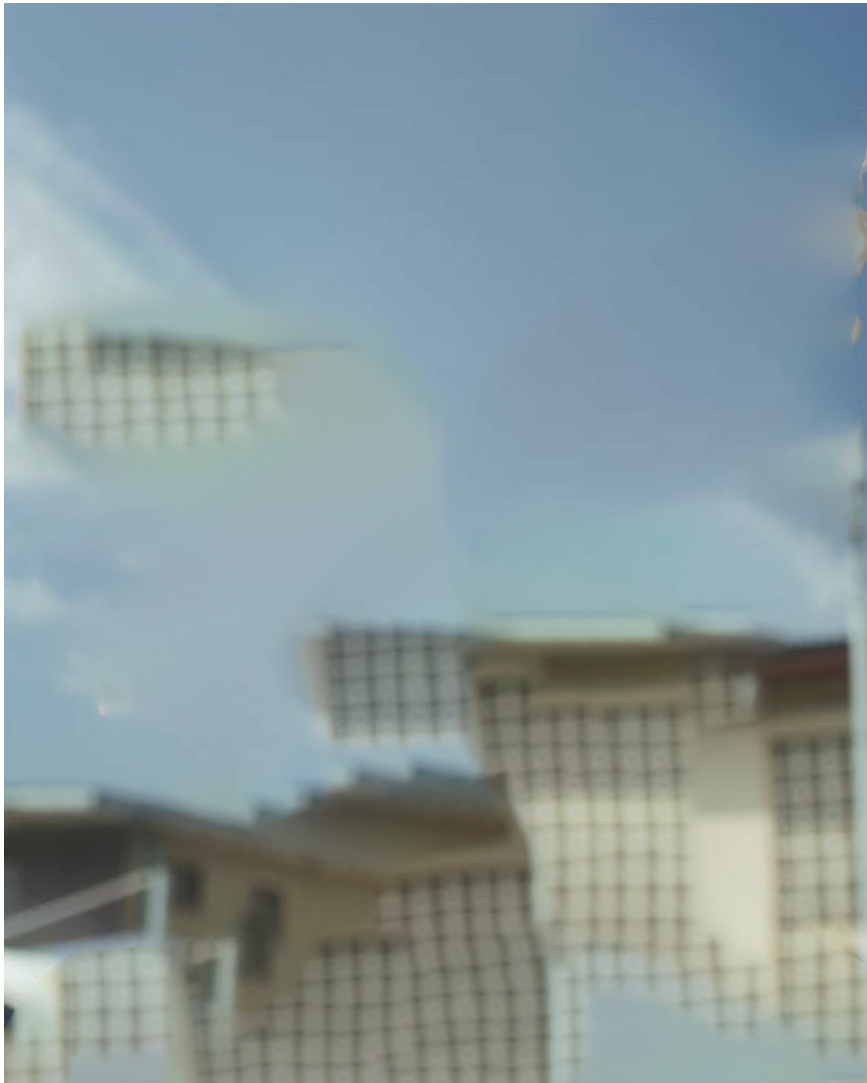


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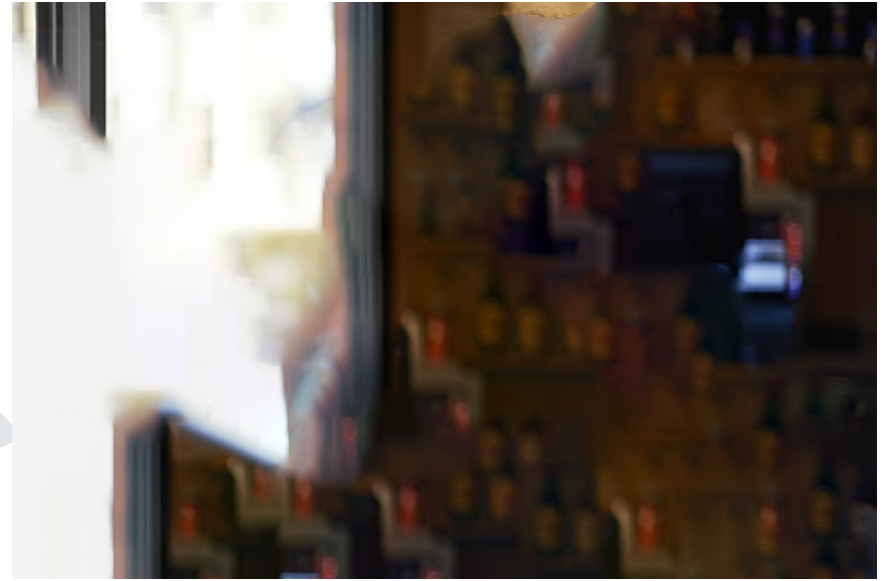


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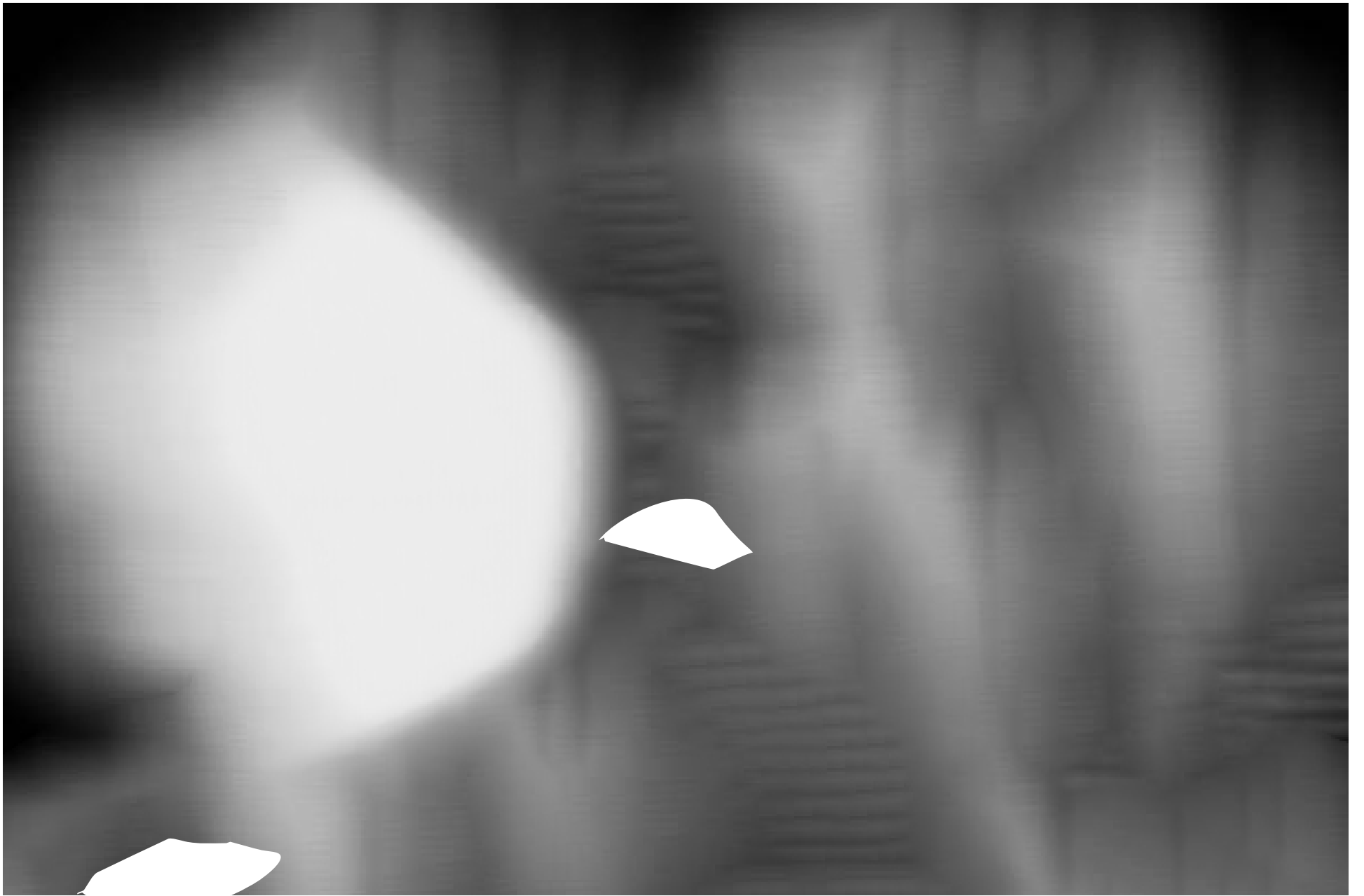
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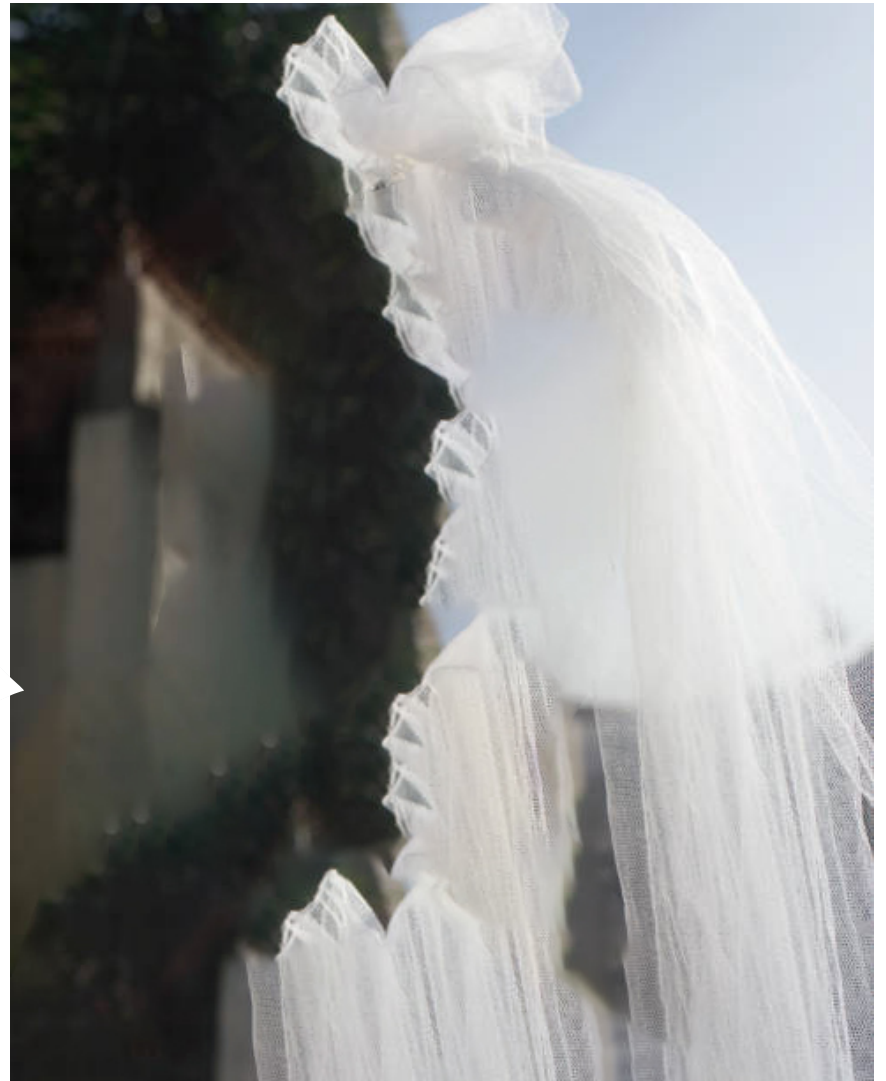


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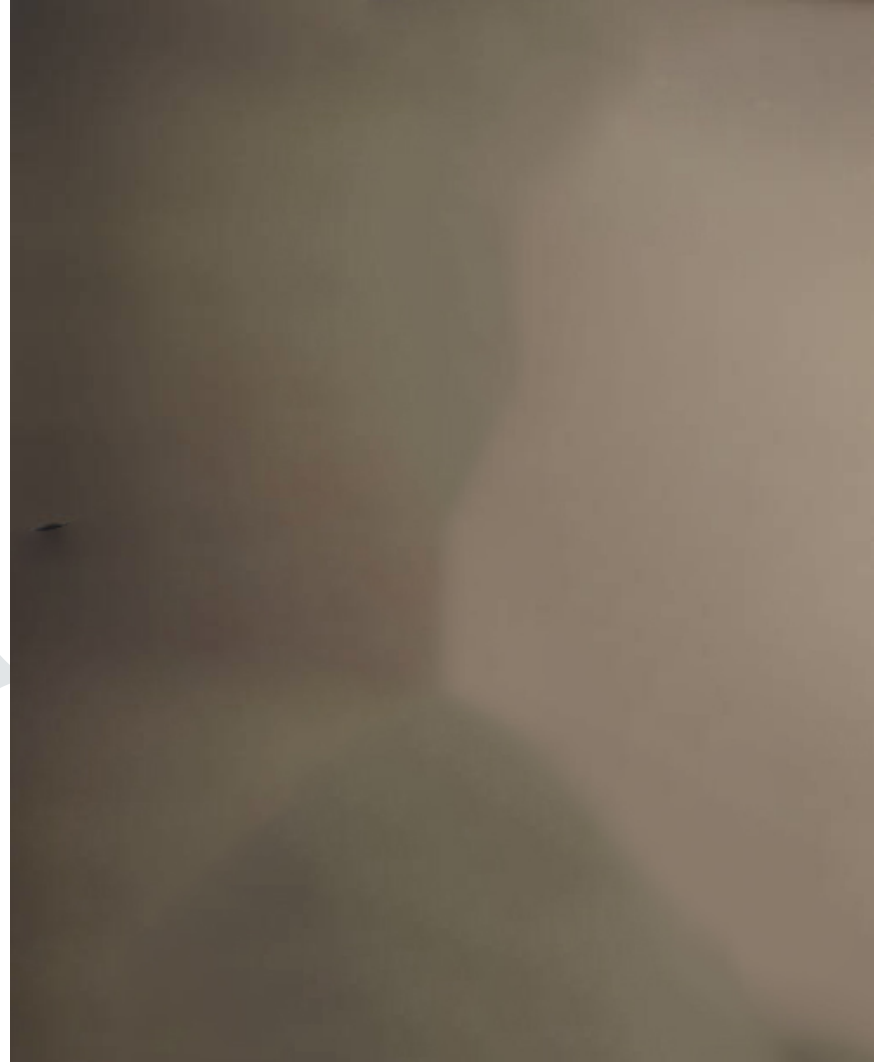


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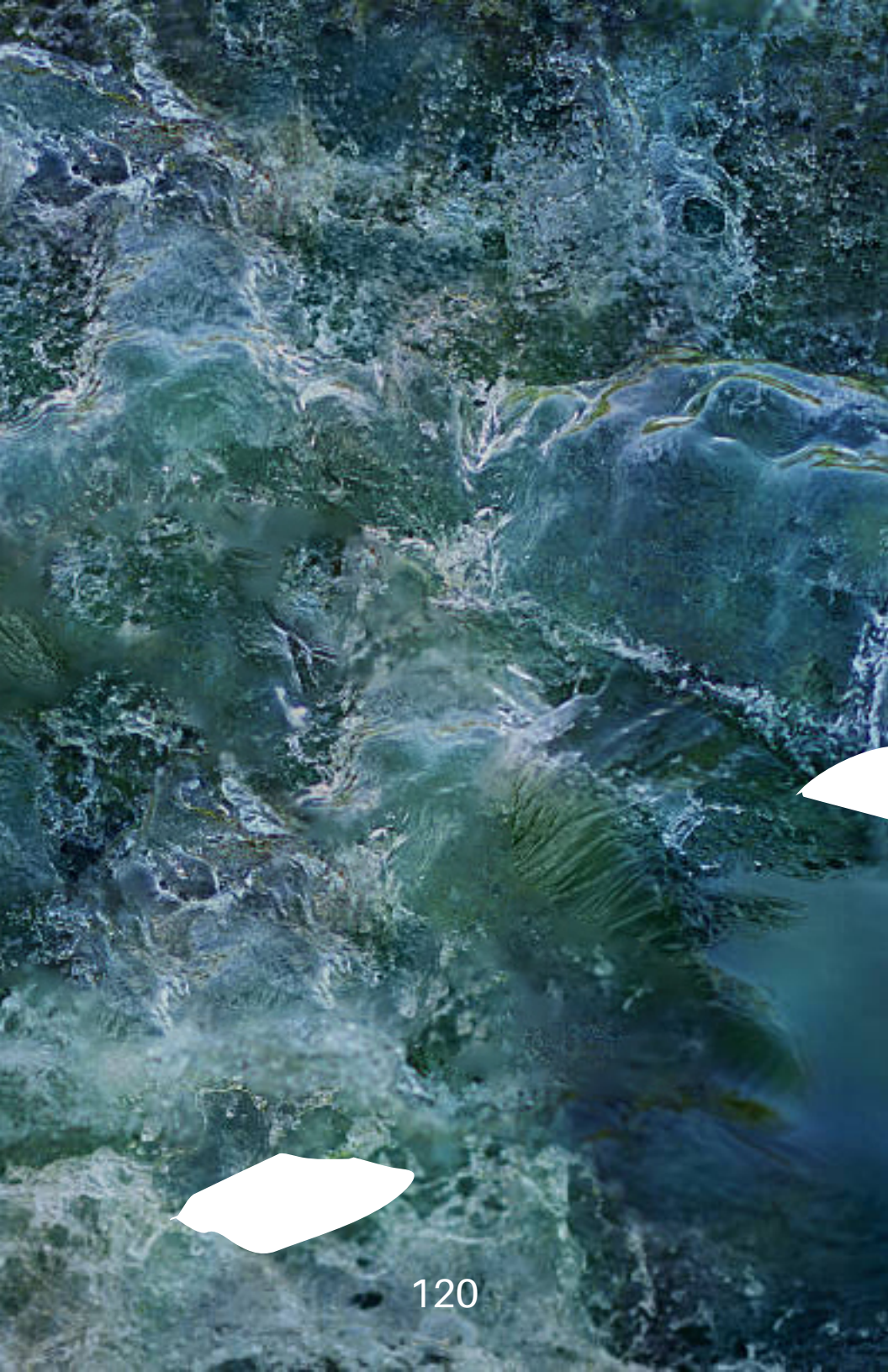
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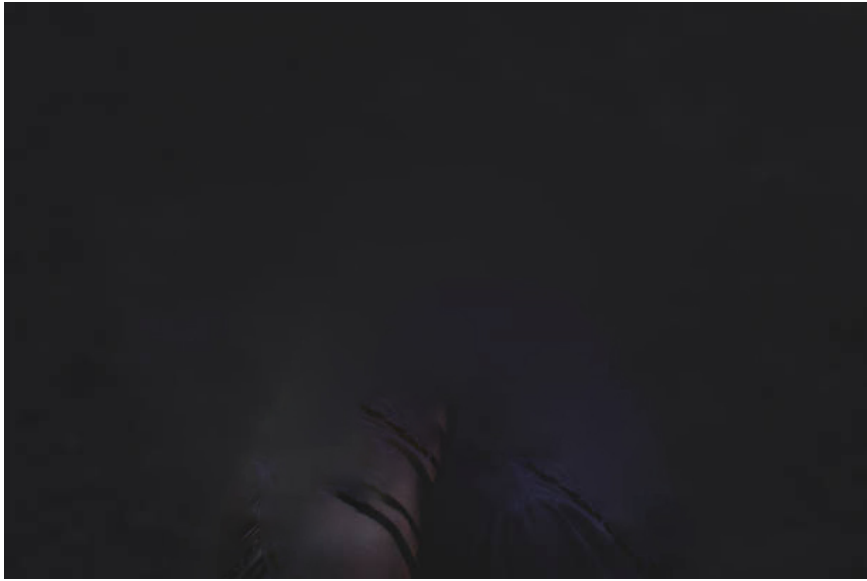
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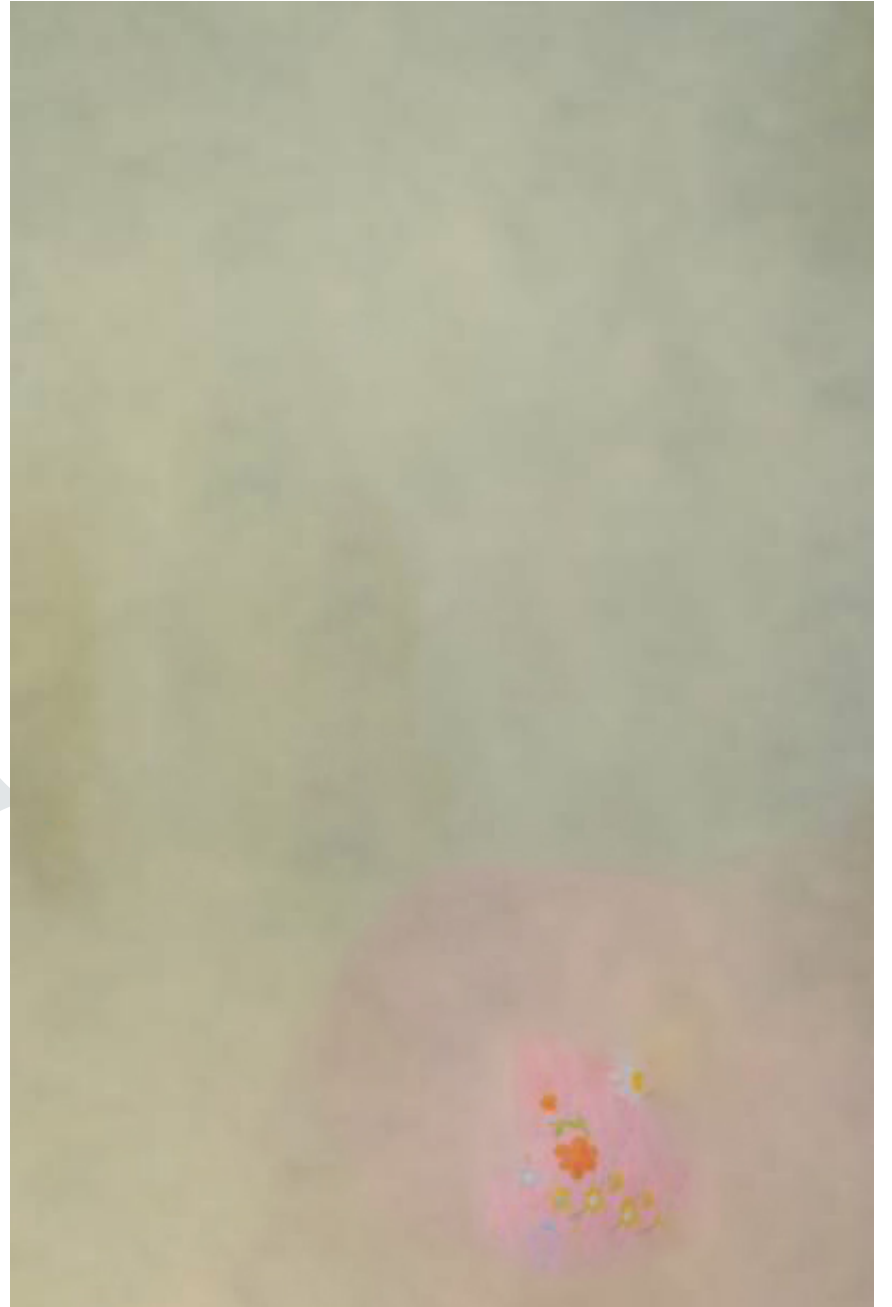


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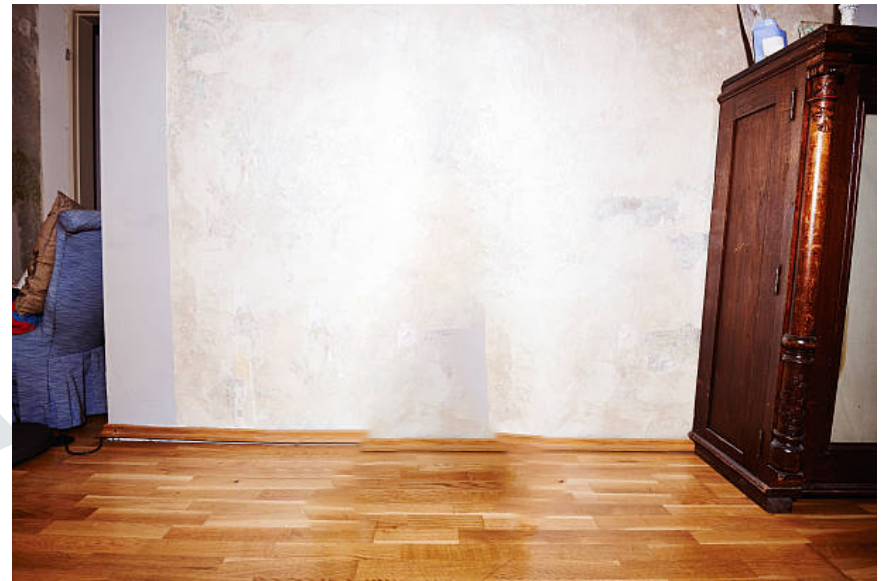


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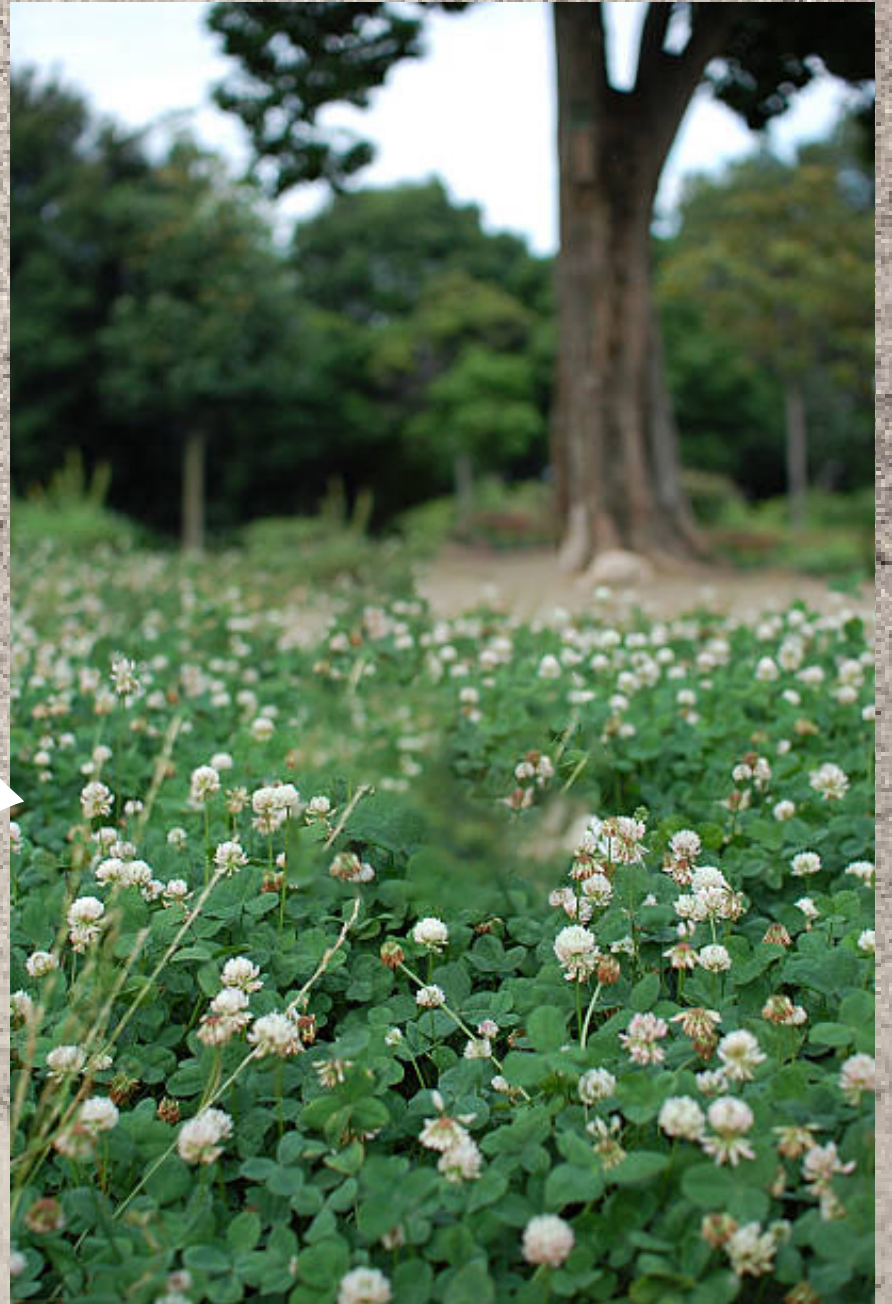


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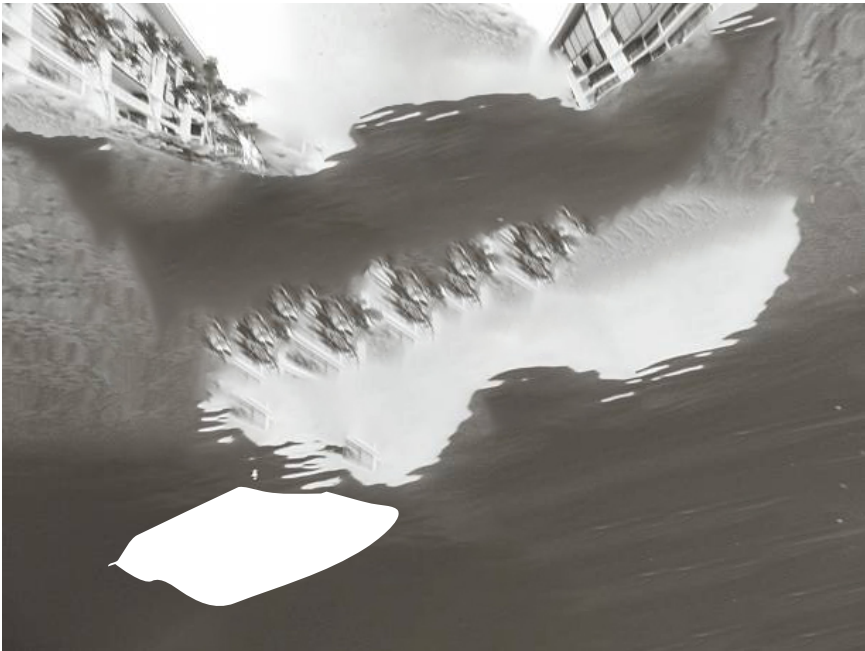
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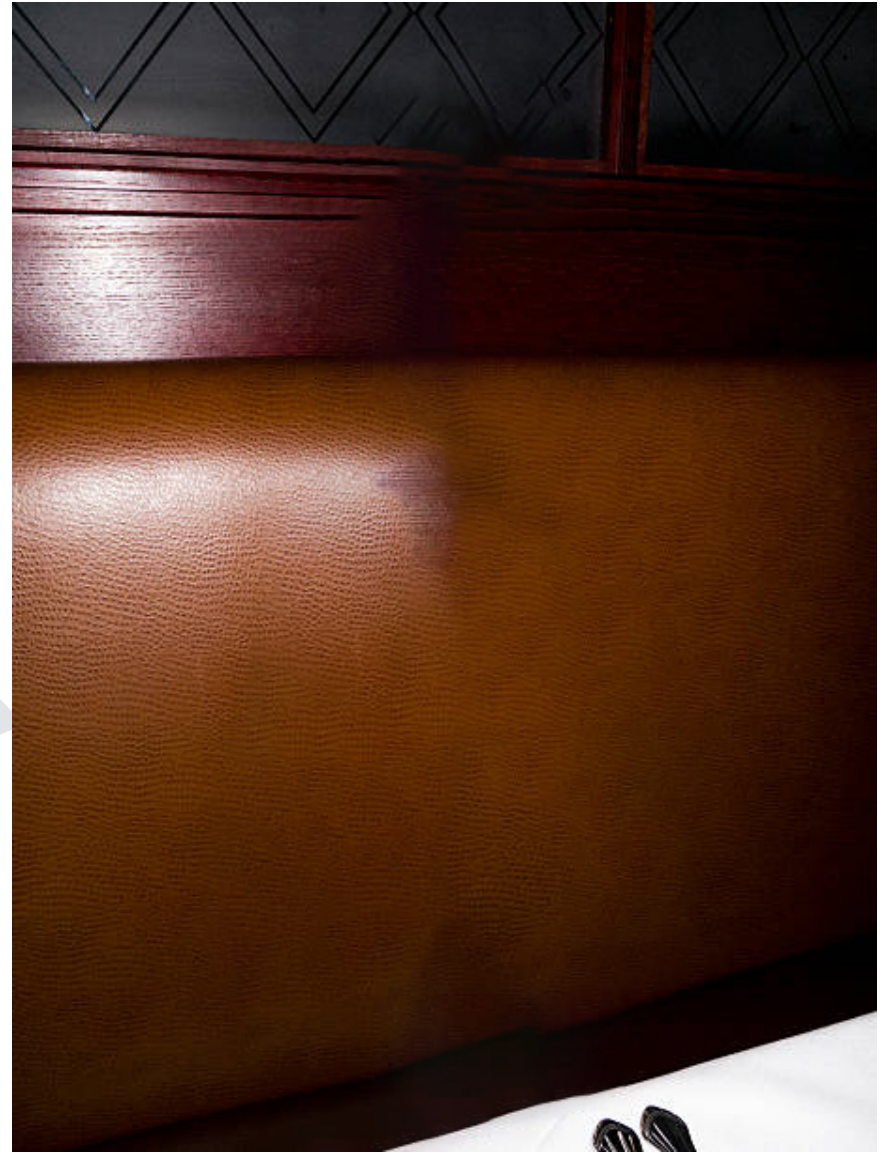


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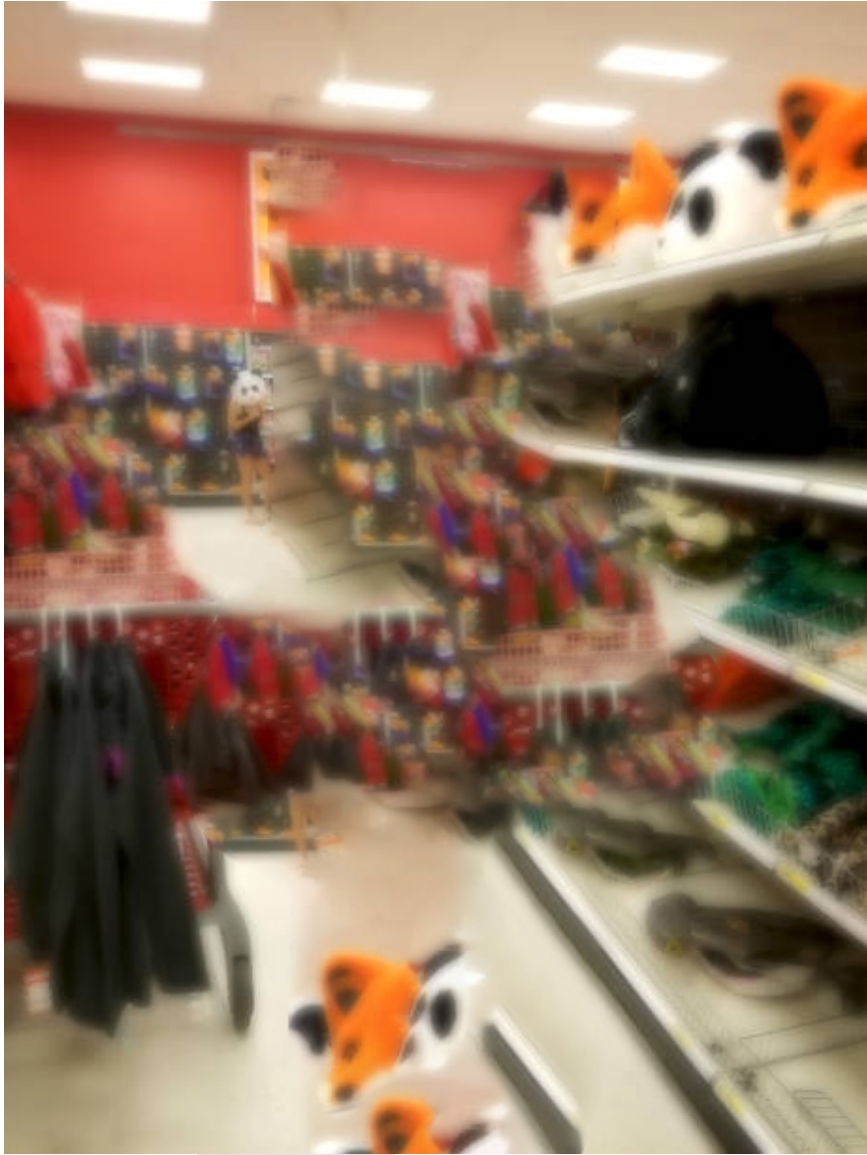
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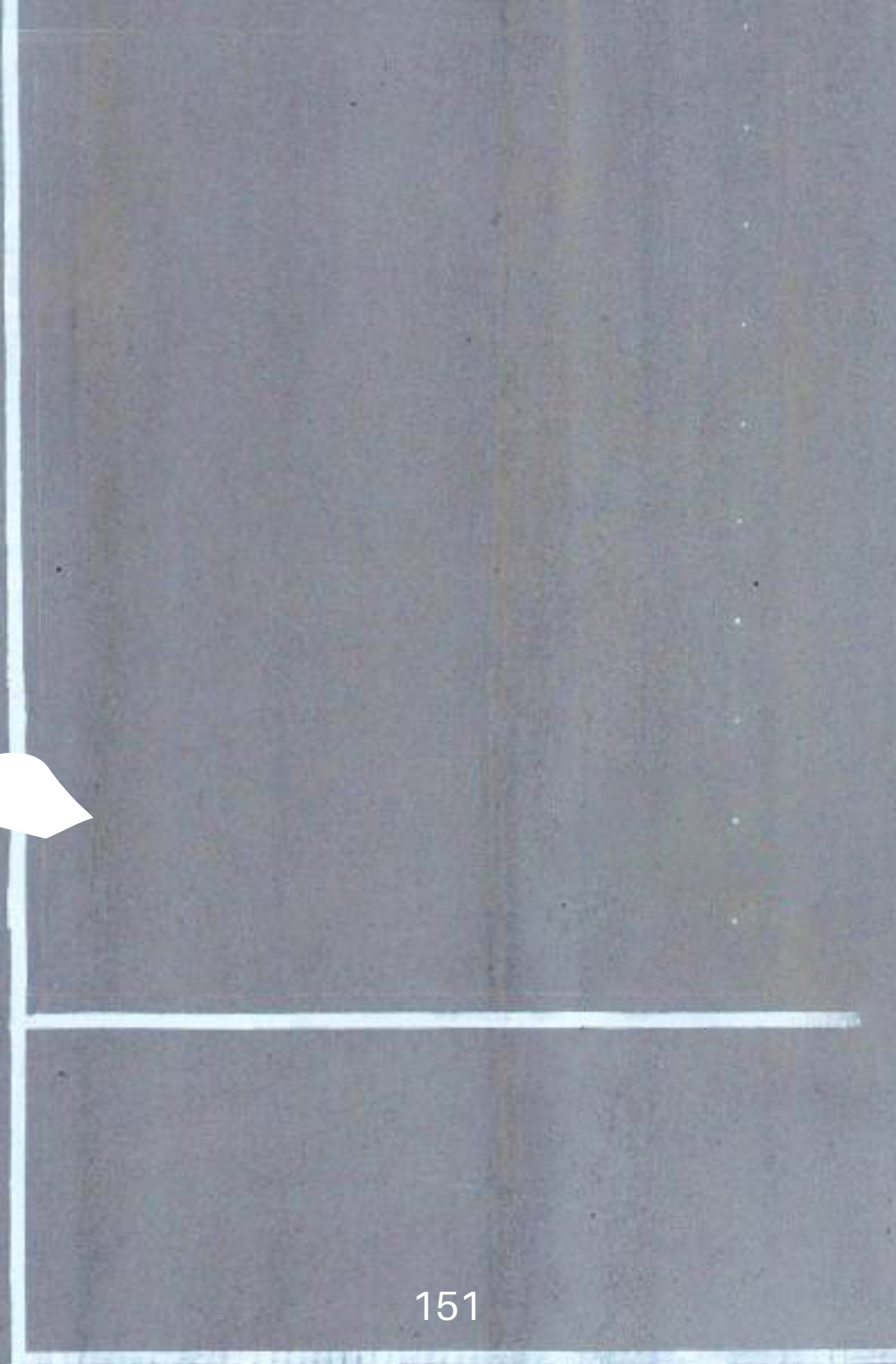
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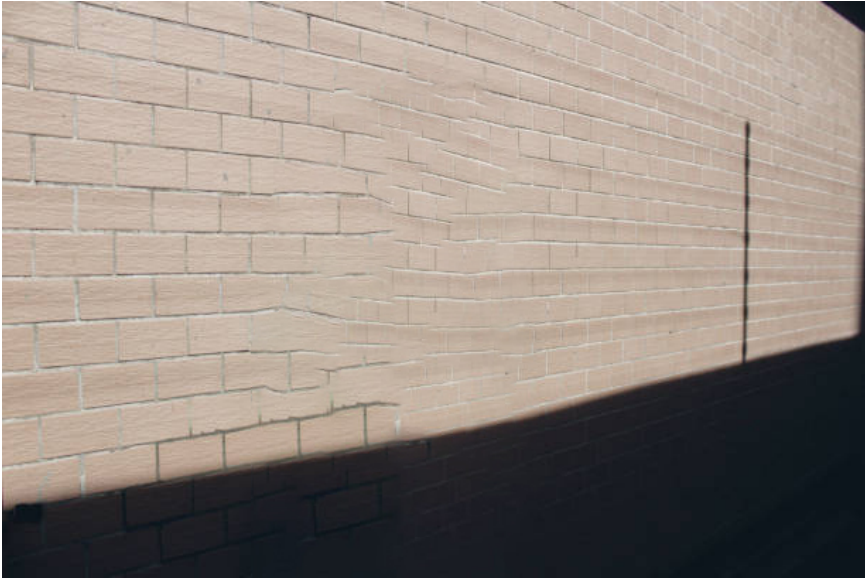
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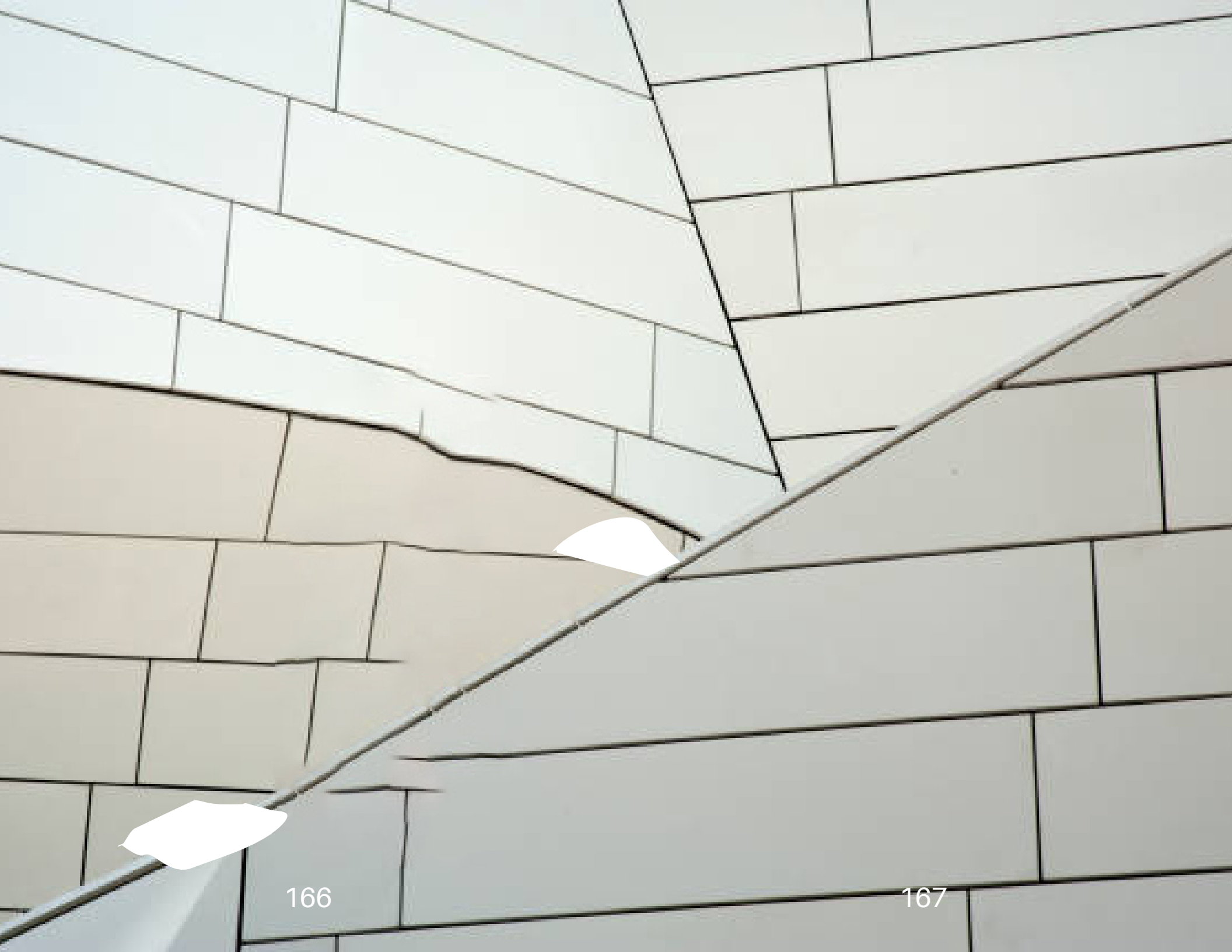


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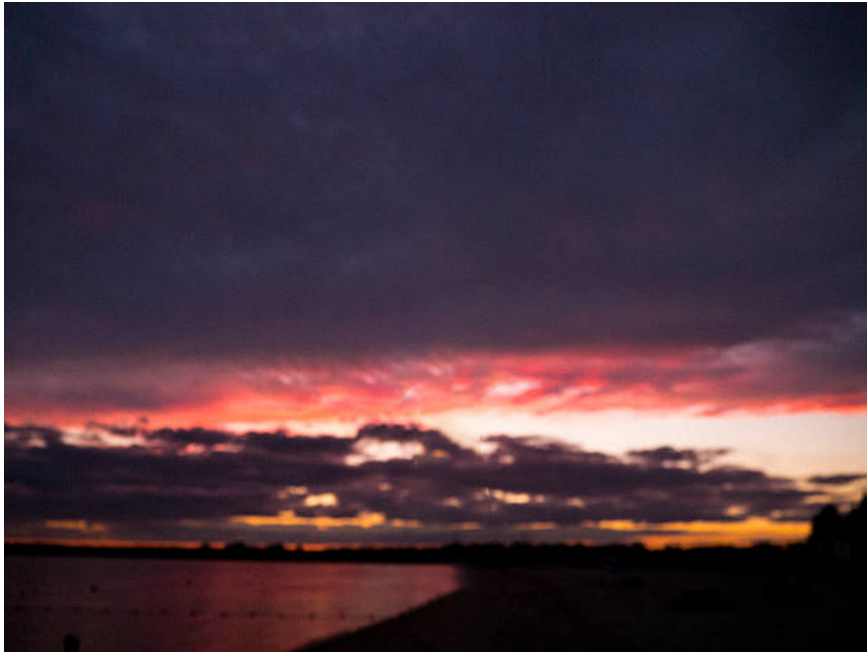
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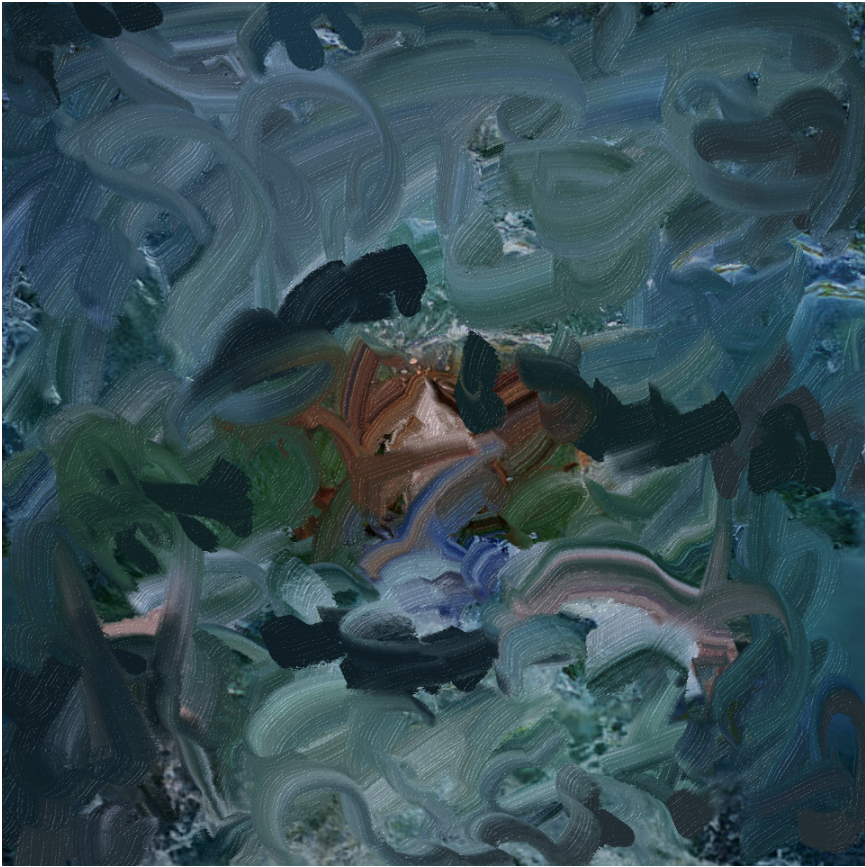
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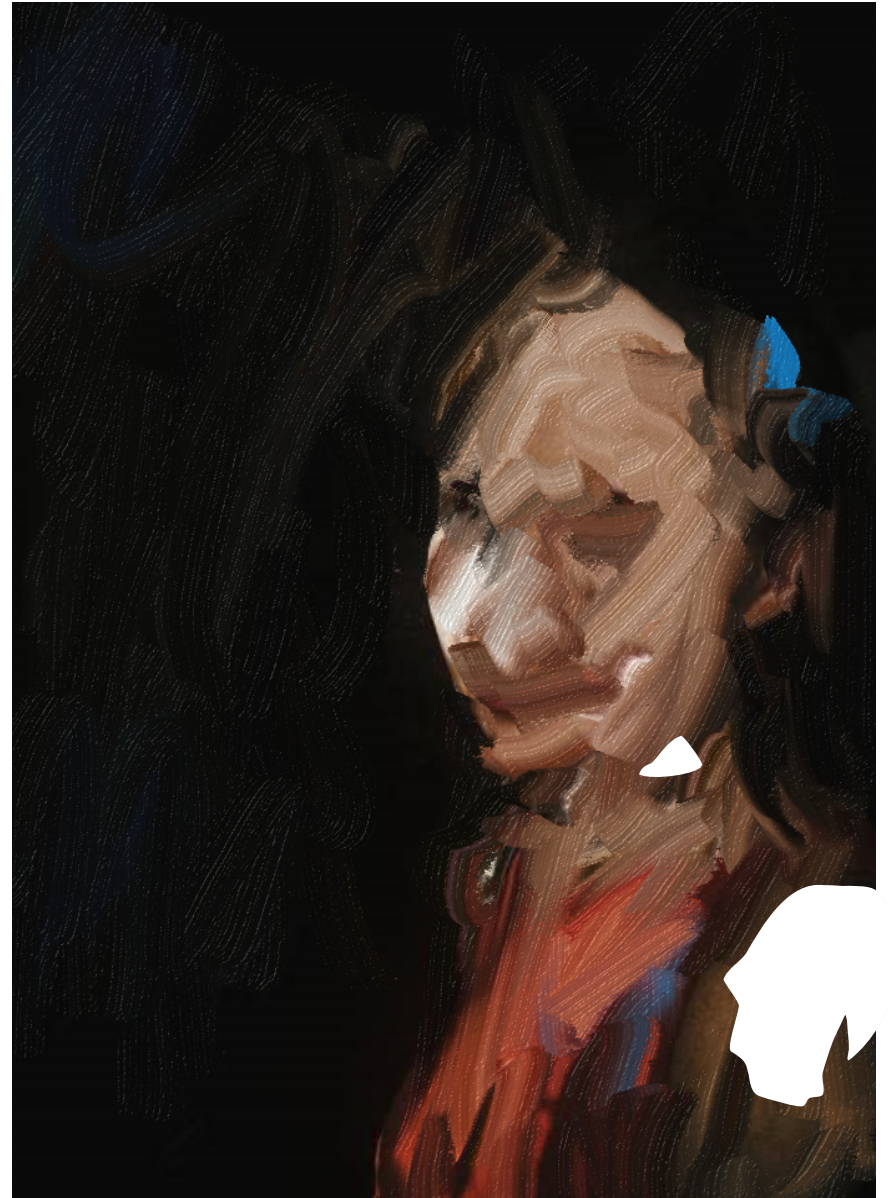


Digital Paintings of
Stock Images from a
few Twenty-First
Century Trend
Reports before the
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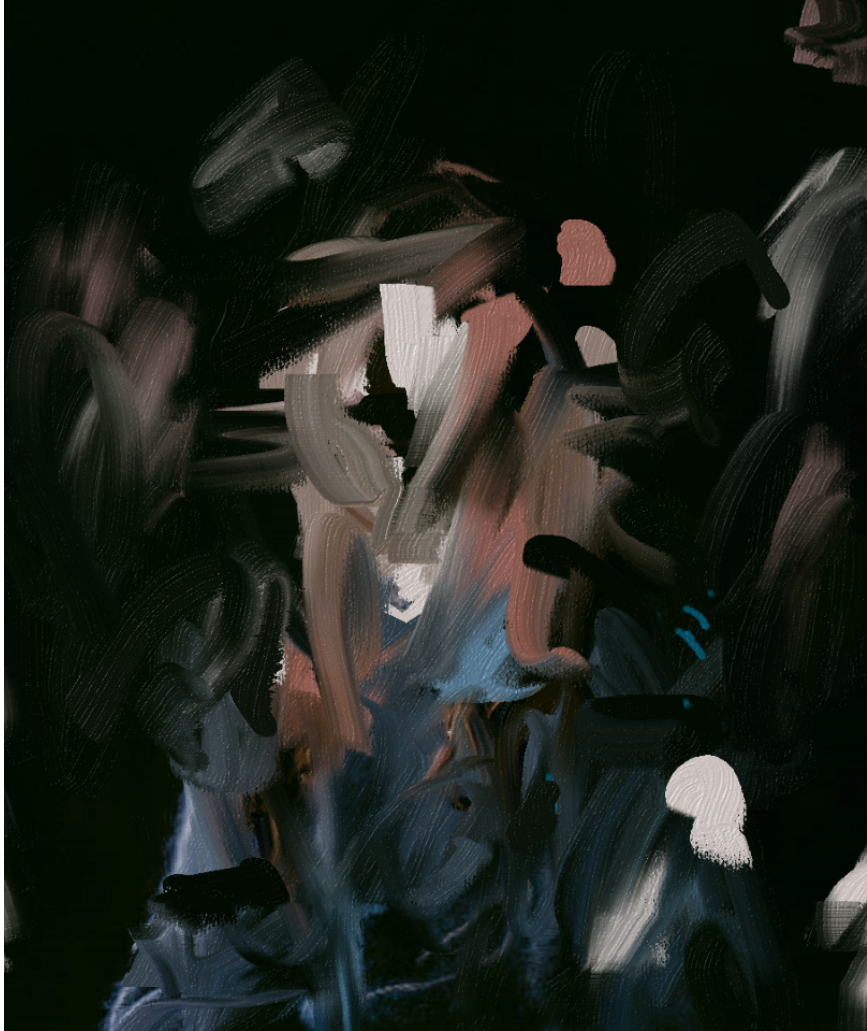
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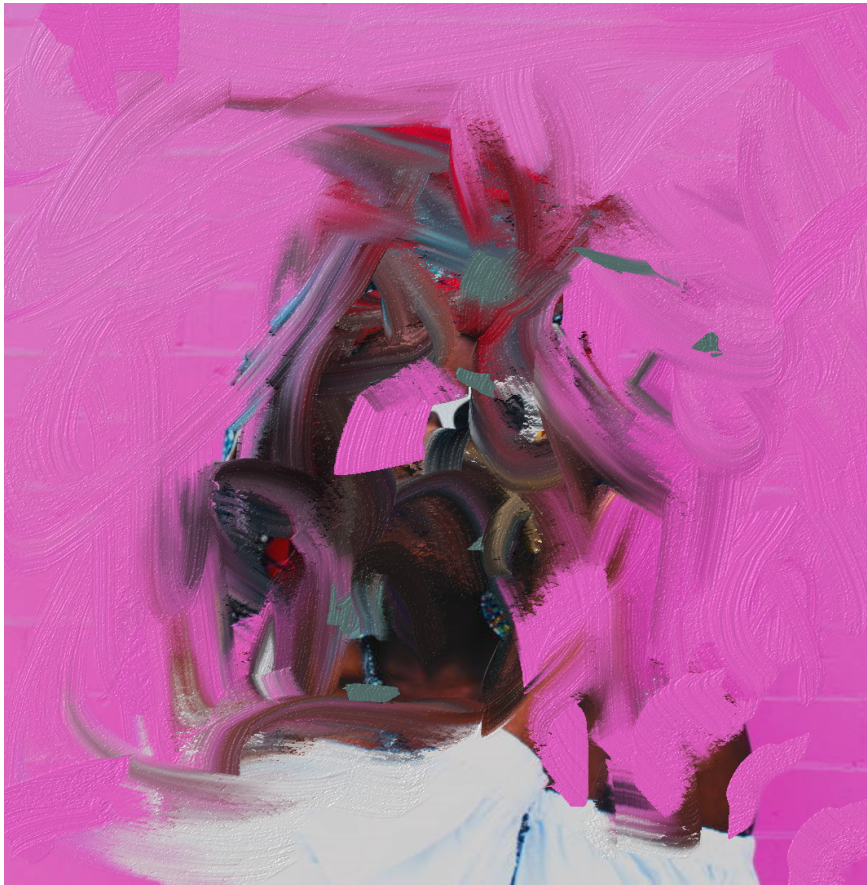




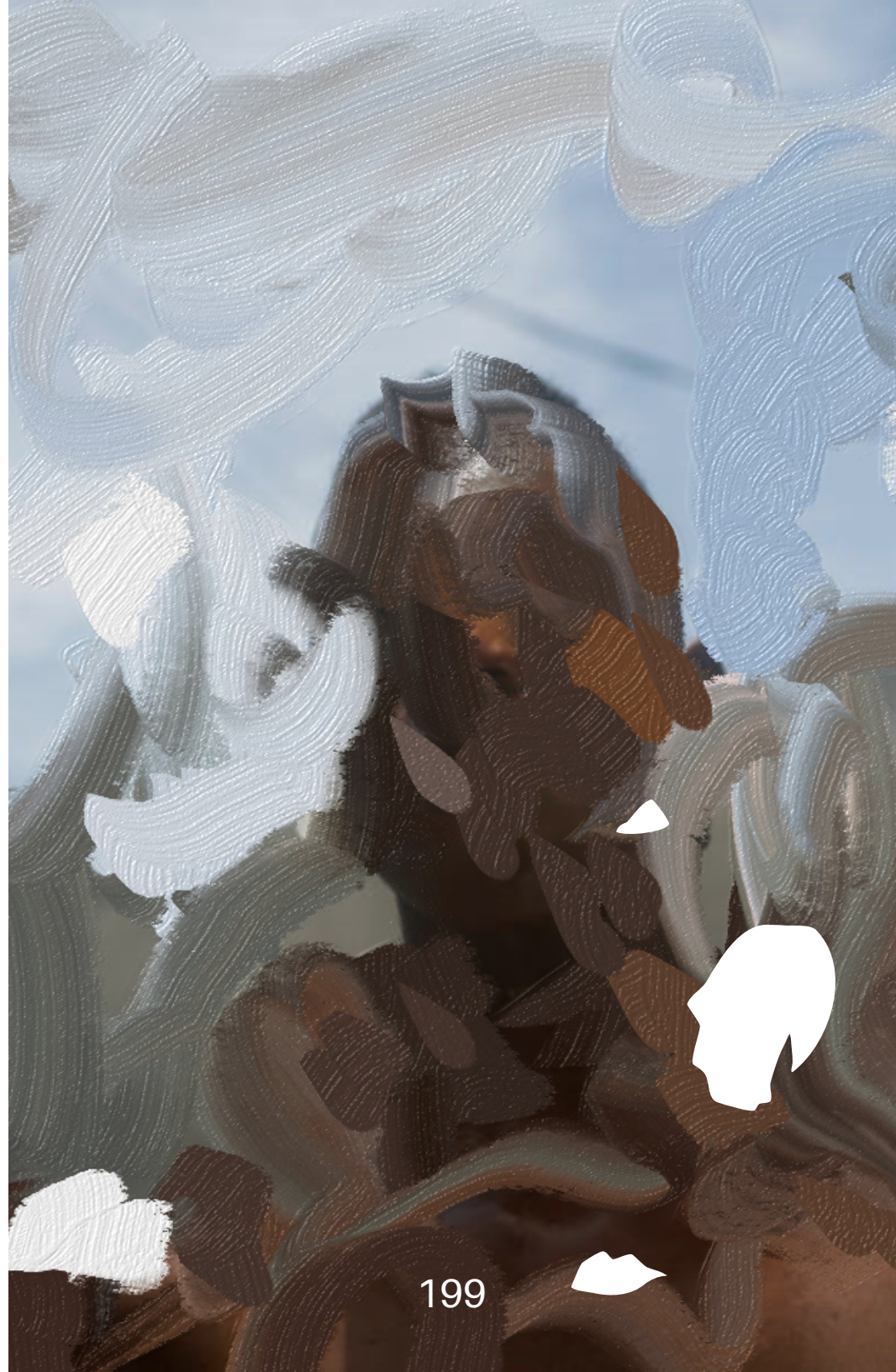
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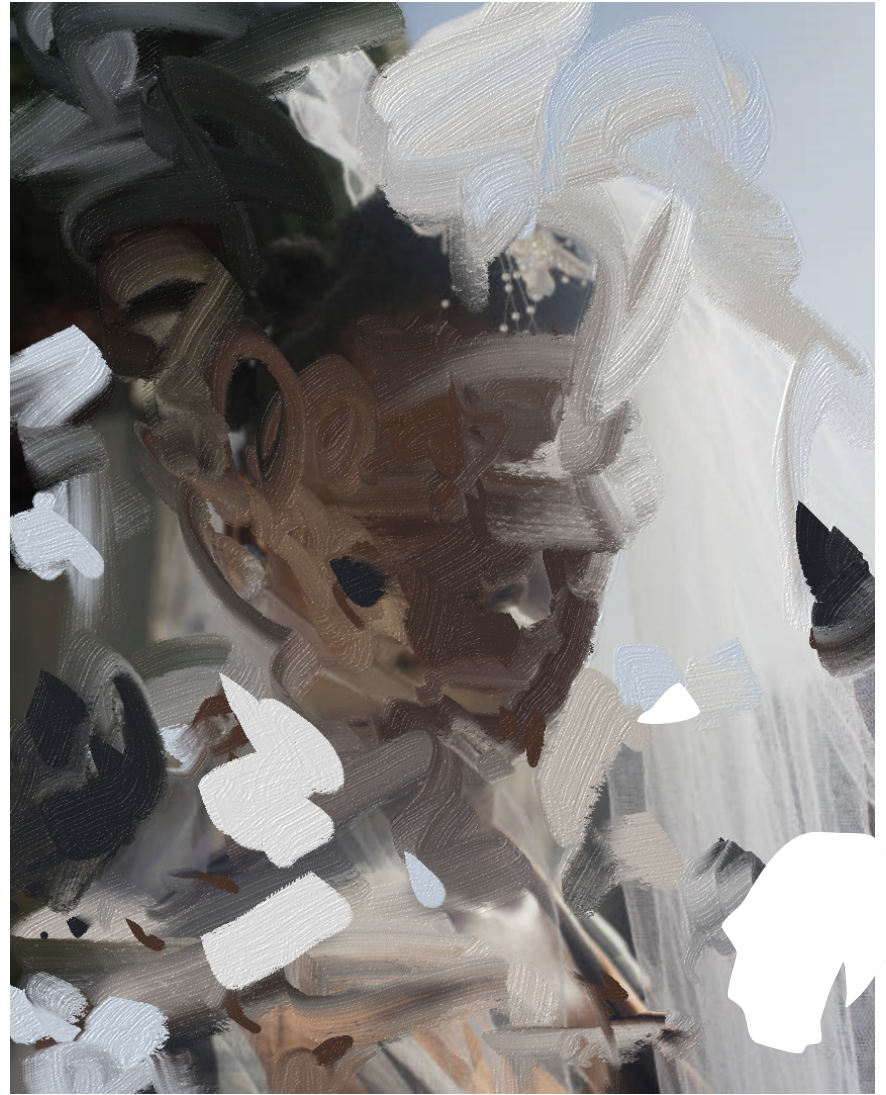


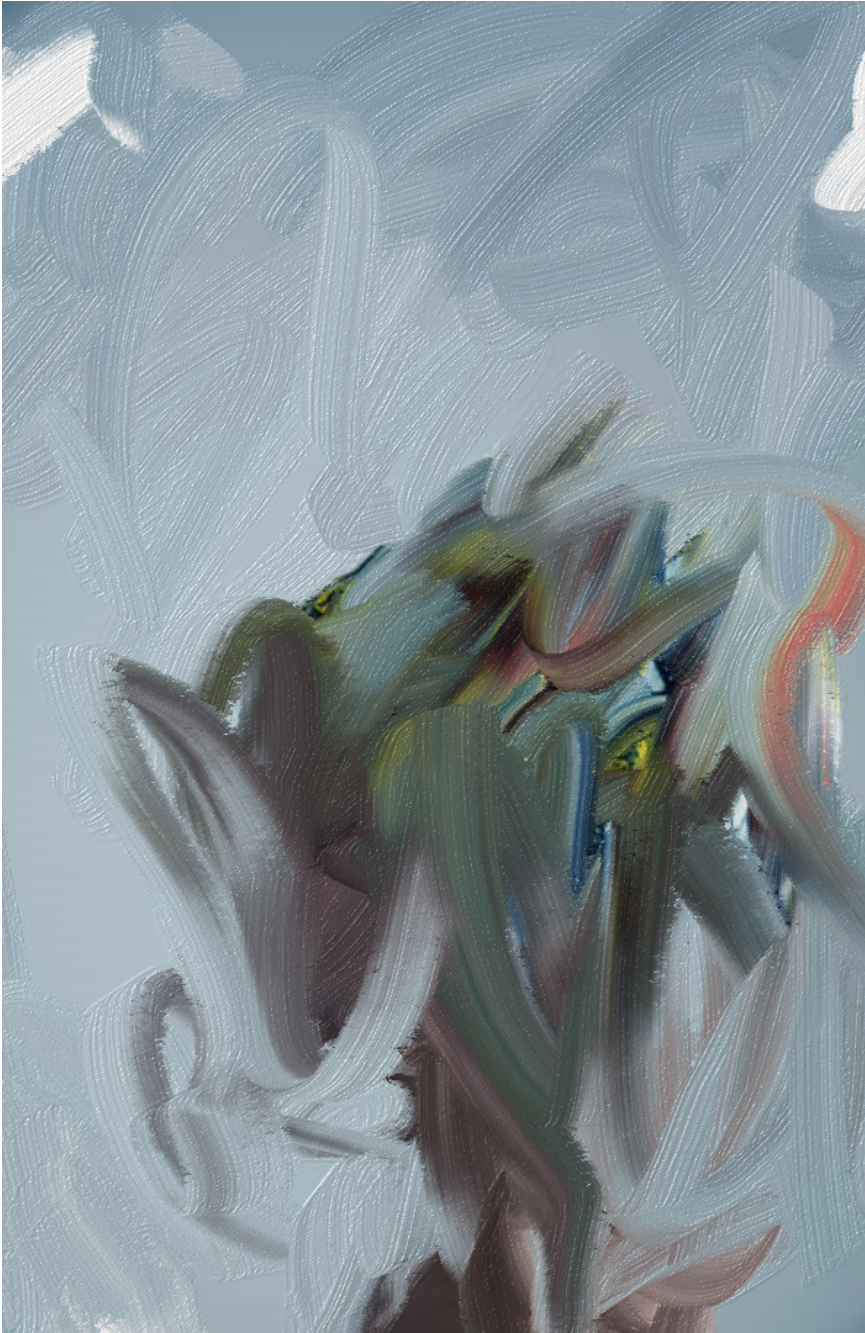
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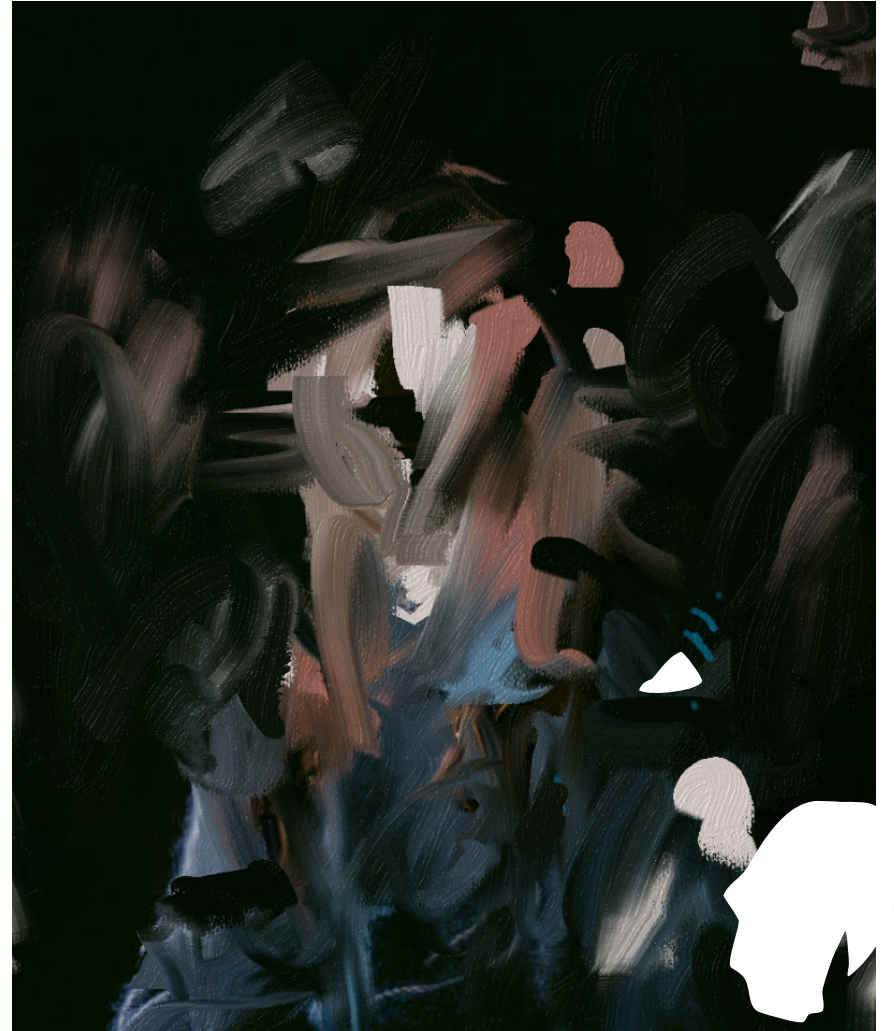






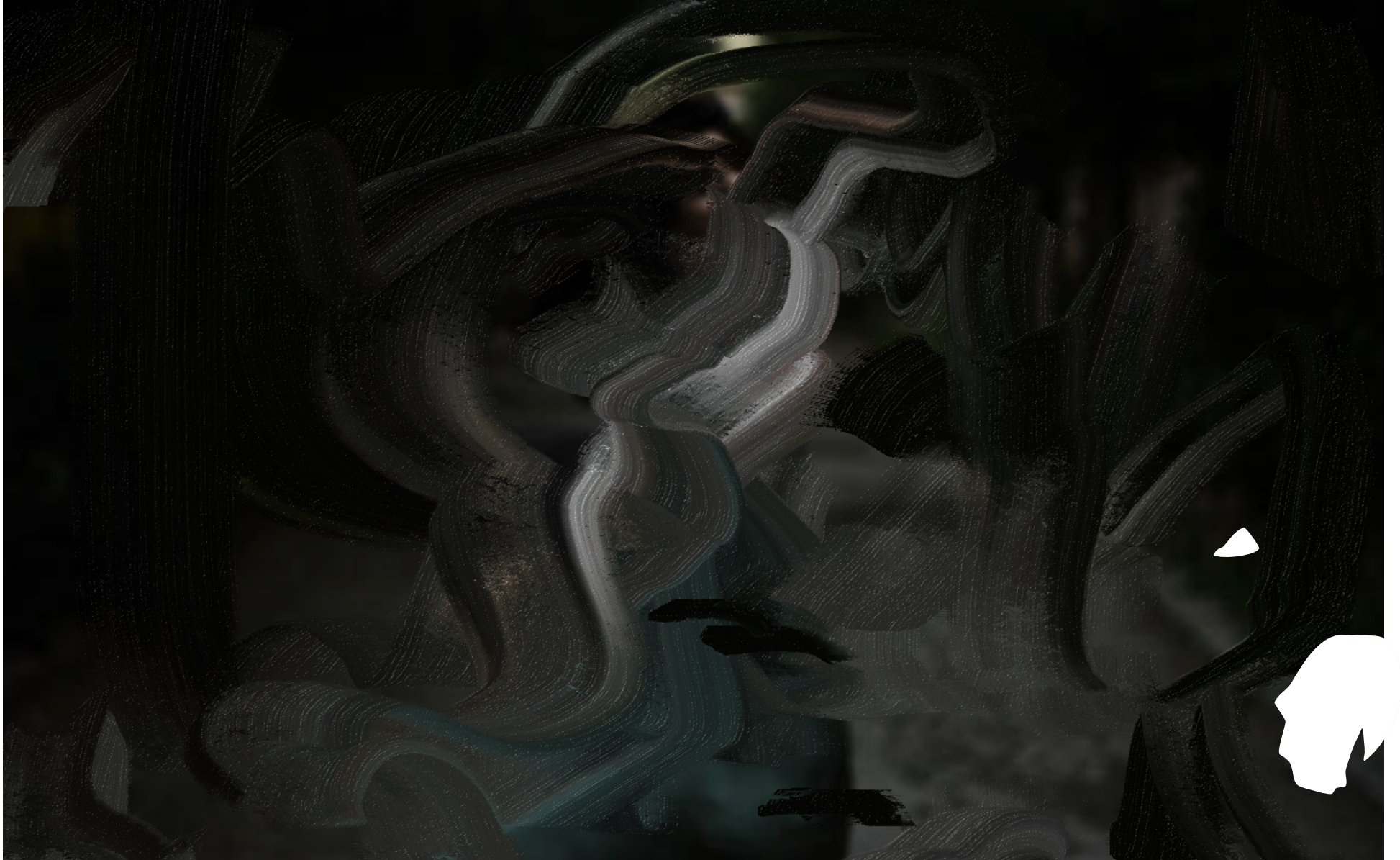


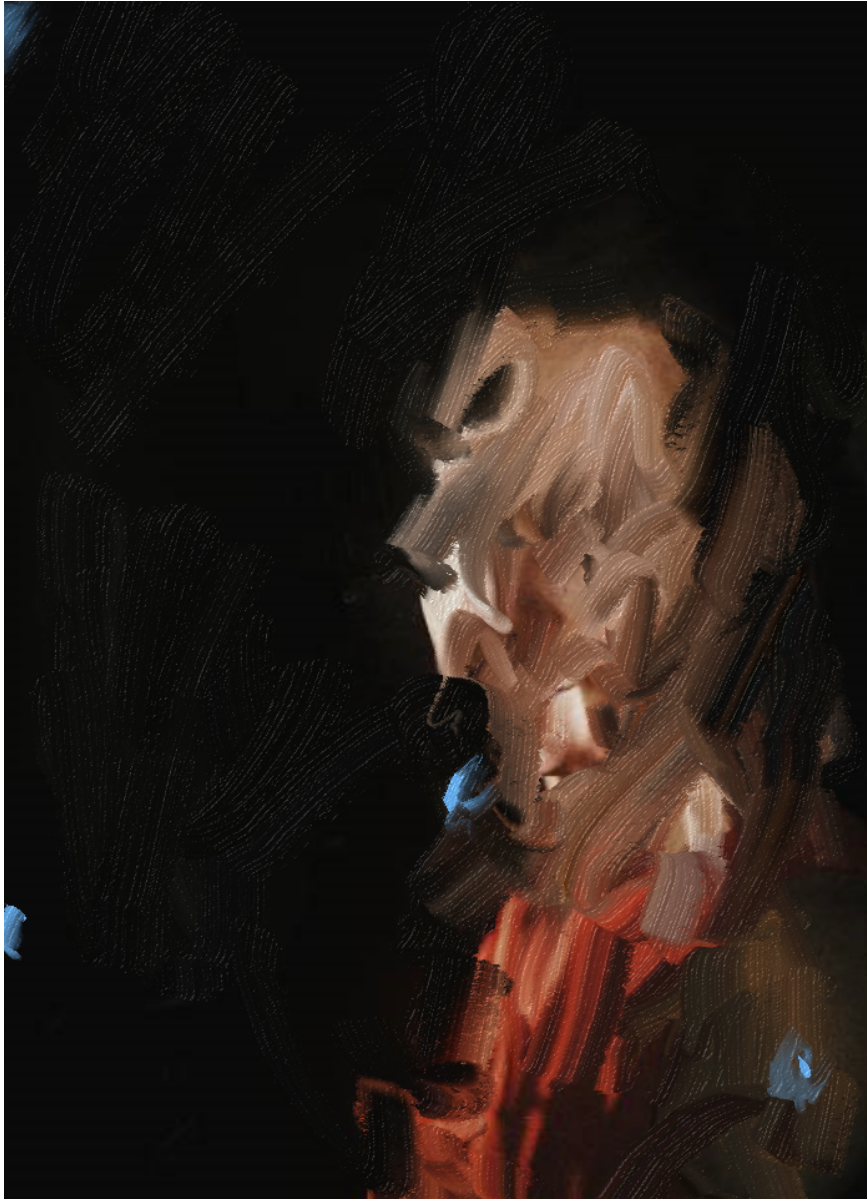
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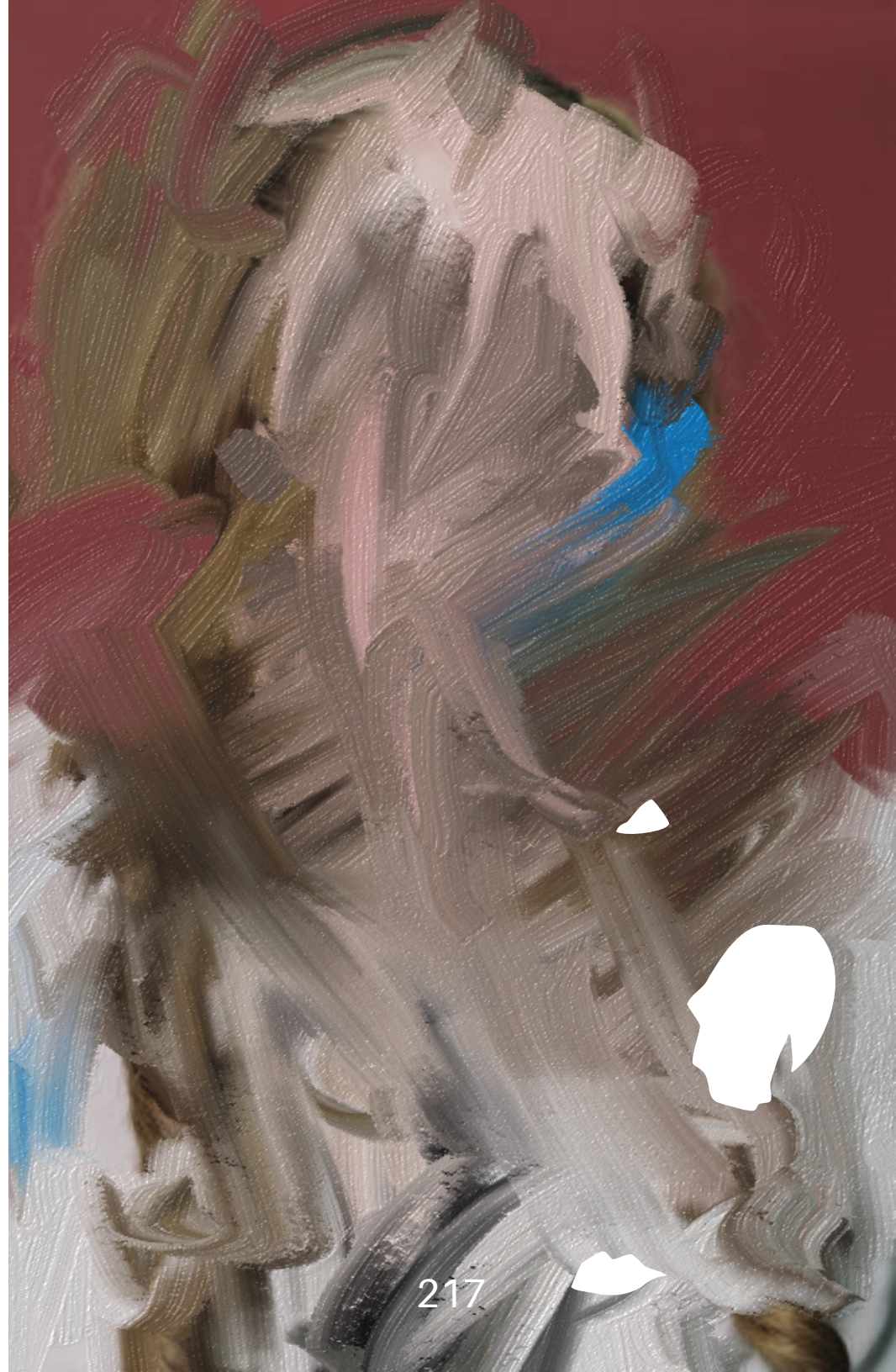
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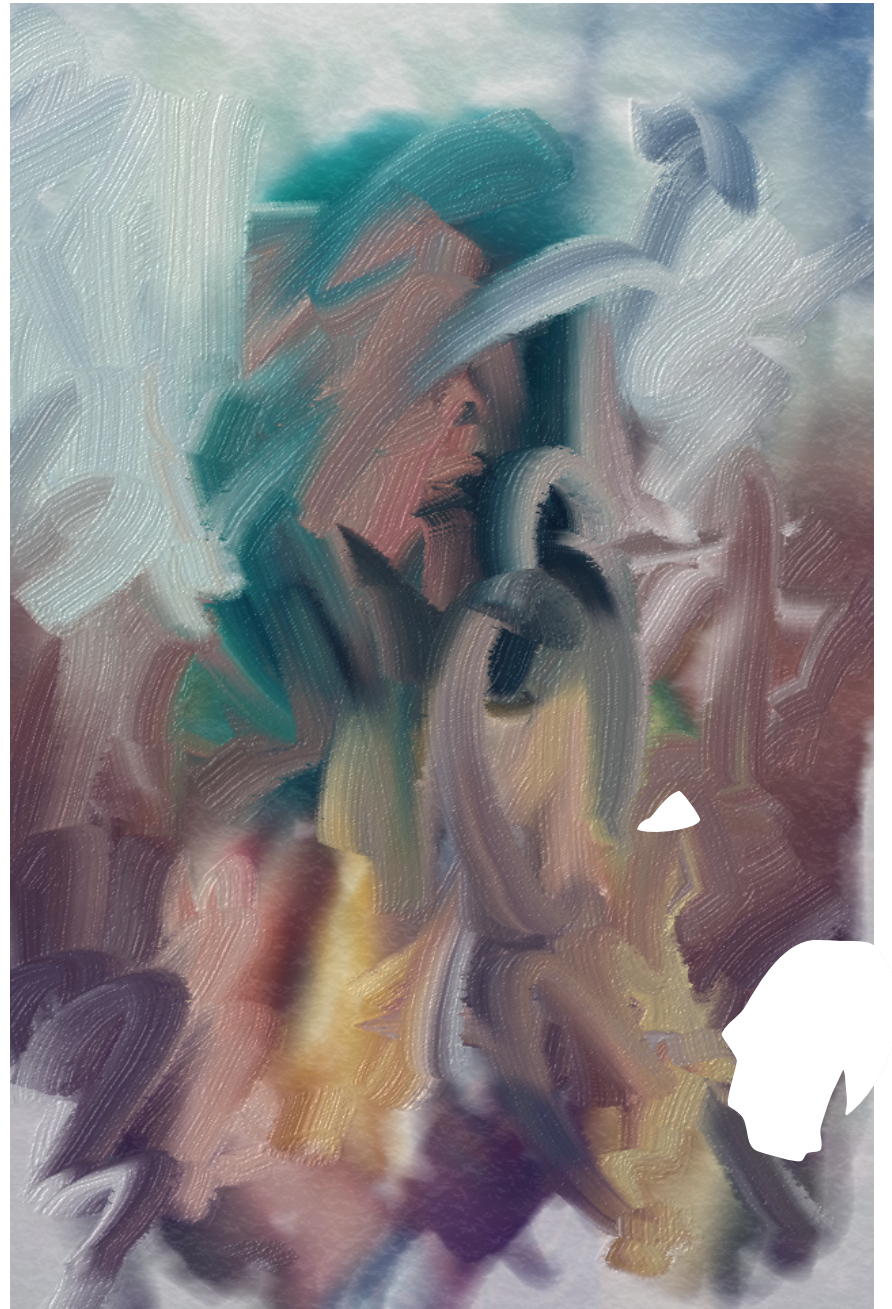
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