

# MACRO-IMAGING

*Photo investigation. Document A.*





HAVE YOU NOTICED HOW “PERSONAL”  
CREEPS UP IN THIS CONVERSATION?



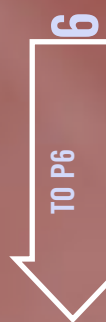




Problem of scale.

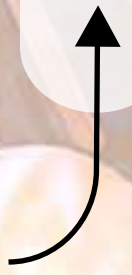
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The smaller the area of focus is, the closer we feel to the matter at hand, the more personal it seems.

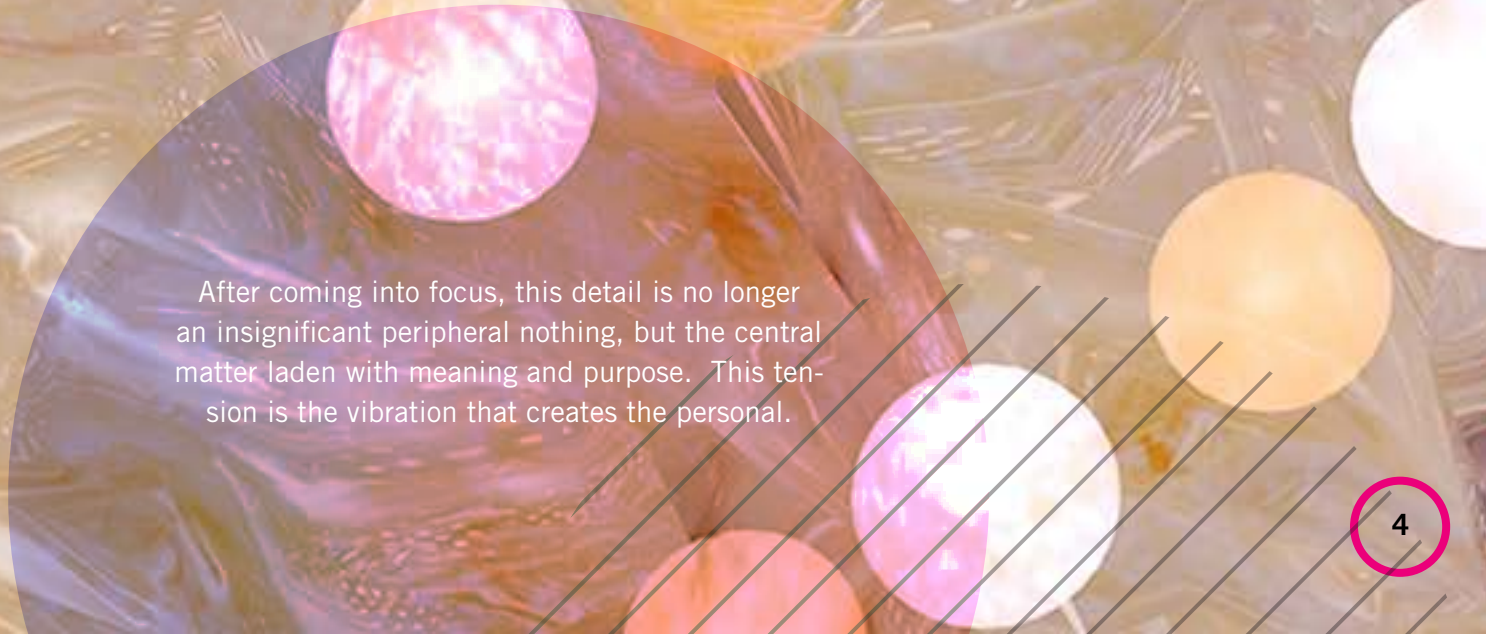
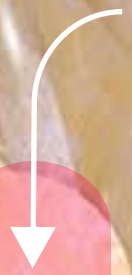




cover

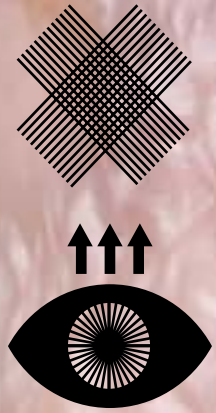


TO 7

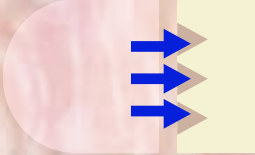


After coming into focus, this detail is no longer an insignificant peripheral nothing, but the central matter laden with meaning and purpose. This tension is the vibration that creates the personal.

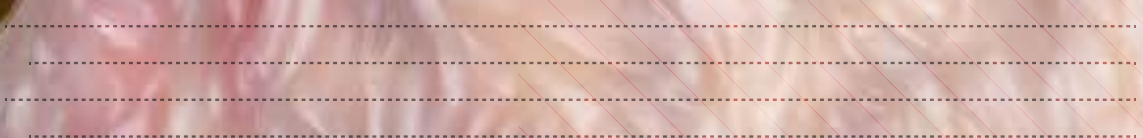




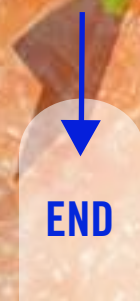
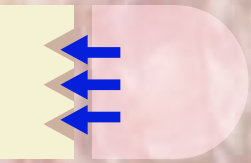
Anything can become personal, if one pays attention and makes it so.



1600  
1500  
1400  
*p8*









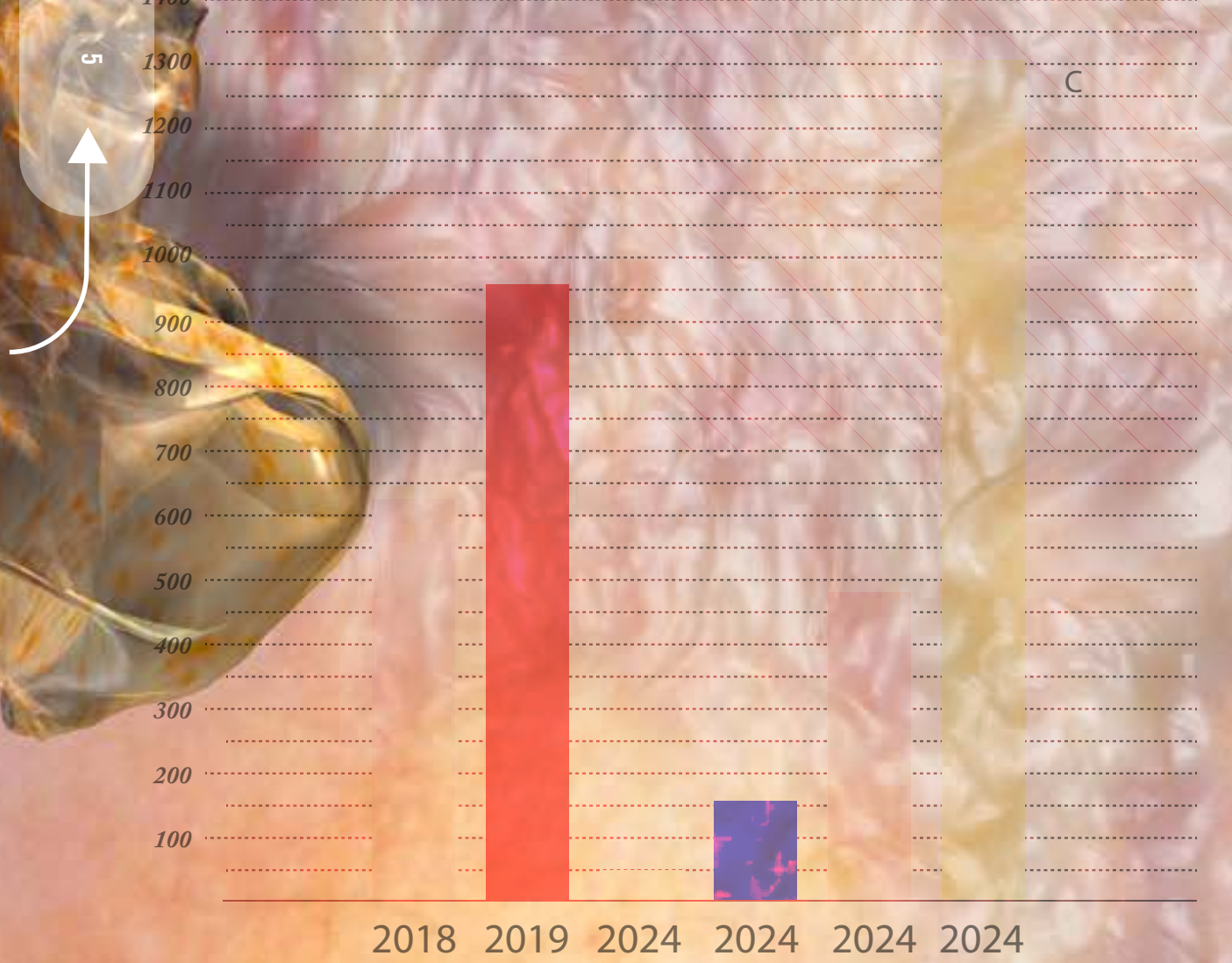
UP



Thus, we start with the idea of focus and scale. And we focus closely on an important unit of social universe, the self. (Re)focusing on scale of self, of the relationship of its components to its whole, can be done any number of ways. In this investigation, we have chosen to root our methodology in empirical approach, paying attention to the physical, but understanding physical to be manifestation of larger universal relationships.







Repositioning components into new arrangements and in this way creating new relationships, is a common process to start sketching out an inquiry. Recombinant strands represent constant evolution of the overall body of information. Documenting each position painstakingly and calculating the average set is a way to establish some groundwork for further investigation.

Alignment of the parts in question is a level-setting procedure done in hopes of preventing errors and deviations in our prototype. You can see instructions to aligning this document throughout.

**FEEL FREE TO INNOVATE ON THE ALIGNMENT PROCEDURE.**



The background of the image is a close-up of crumpled paper in shades of orange, yellow, and purple. The paper is textured and folded, creating a complex, organic pattern. In the center, the words "THANK YOU" are written in a clean, white, sans-serif font. At the top center, there is a white rounded rectangle with a blue arrow pointing upwards. On the left side, there is a circular icon with a hatched pattern and a white arrow pointing to the right, and a white rounded rectangle with three white arrows pointing to the right.

**THANK YOU**

*[www.carvae.org](http://www.carvae.org)*