

Colavito Art is 100% Analog, 0% digital. Introducing a new art form – the first of its kind based on 21 Fundamental Principles of Pure Photography:

COLAVITO ART FORM

The founding masters and inventors of 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 contradicting their own concept. Colavito uses chrome film exclusively which can not be adjusted after the image has been recorded on the film. 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 without digital programs, computer graphics imagery or special effects film editing of any kind. The film can not be manipulated like an image from a negative in the darkroom:

all forms of Colavito Fine Art Film Work are created on the original film following ethical film guidelines with no blue or 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.

Michael Colavito: Cubist Illusionism

trailer: <https://vimeo.com/96946298>

full film: <https://vimeo.com/78211130>