

011199

Same Procedure



Picture Description¹⁾

A black and white advertisement for IQOS featuring a couple with the slogan 'Same ritual, fewer harmful substances' partially obscured by trees and bushes.

Analysis¹⁾

This photograph captures a street-side advertisement for IQOS, a heat-not-burn tobacco product. The poster, rendered in monochrome, features a close-up of a couple sharing an IQOS device, accompanied by the text "Gleiches Ritual. Weniger Schadstoffe." (Same ritual. Fewer harmful substances.). The advertisement is mounted on a structure surrounded by lush green vegetation, with branches and leaves partially obscuring the view, creating a sense of the photograph being discovered rather than prominently displayed. The pavement in the foreground, partially shadowed, leads the eye toward the advertisement, juxtaposing the artificiality of the poster with the organic overgrowth surrounding it. The composition offers a commentary on the placement of advertising in urban environments and the relationship between nature and commercial messaging.

Picture Data

	Type / Size	By	Web Link
Exposure	Digital	Frank Titze	
Developing	—	—	
Enlarging	—	—	
Scanning	—	—	
Processing	Digital	Frank Titze	
	Exposure	Processing	Published
Dates	07/2022	11/2022	12/2023
	Width	Height	Bits/Color
Original Size	4912 px	4912 px	16
Ratio ca.	1	1	—
Exposure	24x36 mm		
Location	—		
Title (German)	Gleiches Ritual		

Remarks

¹⁾Text is AI generated - NOT reviewed and/or corrected