

011864

Wir leben Neu II



Picture Description¹⁾

A black and white photograph of a construction site advertisement with selective coloring, highlighting construction and real estate development.

Analysis¹⁾

This photograph captures a dynamic moment at a construction site, where an advertising banner dominates the foreground. The banner, emblazoned with the words 'Wir leben Neu' (We Live New) and 'Heiners,' showcases an architectural rendering of a modern building. The use of monochrome with selective red highlights intensifies the raw, transitional atmosphere of urban development. The photograph plays with contrasts: the static promise of the banner versus the active disarray of the construction site, the monochrome against the selective bursts of red, and the smooth advertisement versus the rough texture of the ground. It reflects on themes of progress, transformation, and the visual language of urban renewal.

Picture Data

	Type / Size	By	Web Link
Exposure	Digital	Frank Titze	 Frank Titze-art1881 Artwork Data Sheet ID: 011864
Developing	—	—	
Enlarging	—	—	
Scanning	—	—	
Processing	Digital	Frank Titze	
	Exposure	Processing	Published
Dates	06/2022	09/2022	09/2024
	Width	Height	Bits/Color
Original Size	6877 px	4912 px	16
Ratio ca.	1.40	1	—
Exposure	24x36 mm		
Location	—		
Title (German)	Wir leben Neu II		

Remarks

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