

005805

L iPhone



Picture Description¹⁾

A billboard advertisement for iPhone featuring a child swimming in a pool.

Analysis¹⁾

This photograph captures a striking juxtaposition of the old and the new, of art and technology. In the foreground, a large advertisement for the iPhone features a vibrant photograph of a child in a swimming pool, taken by Francis O. and proudly proclaiming 'Photographed with iPhone'. This modern piece of commercial art is set against the backdrop of classic Parisian architecture, the detailed facades of buildings with traditional shutters providing a stark contrast to the sleek, technological message of the advertisement. The composition highlights the way modern advertising has become embedded in the urban landscape, blending in and contrasting with the city's historical elements.

Picture Data

	Type / Size	By	Web Link
Exposure	Digital	Frank Titze	
Developing	—	—	
Enlarging	—	—	
Scanning	—	—	
Processing	Digital	Frank Titze	
	Exposure	Processing	Published
Dates	10/2017	10/2017	03/2018
	Width	Height	Bits/Color
Original Size	7460 px	3232 px	16
Ratio ca.	2.31	1	—
Exposure	24x36 mm		
Location	—		
Title (German)	L iPhone		

Remarks

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