

## **Most popular of All Time**

**by MacDonaldStrand**

Most Popular of All Time is the result of a 2012 survey of the many online lists of the most popular photographs of all time. These photographs have become so ubiquitous that it is hard to see their content and they have become detached from their context. Here MacDonaldStrand have reduced them to a series of lines and numbered dots and turned them into dot-to-dot drawings to re-engage with the images and to reconsider their content and context.

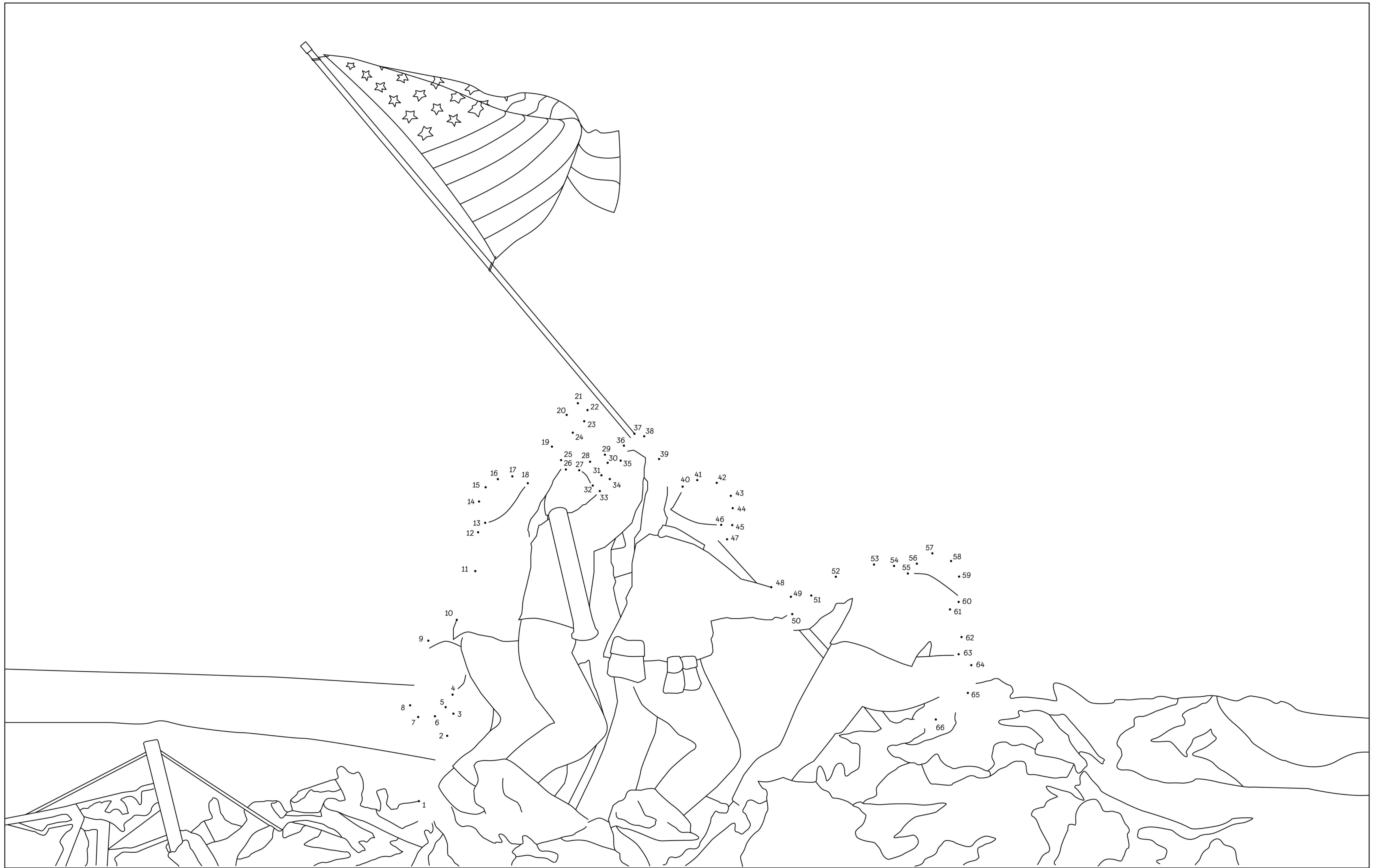
The photographs redrawn in the dot-to-dot pictures that make up this project are the iconic images of 20th century documentary practice, and often depict violence, war, poverty and revolution. They draw focus on the preoccupations of photographic practice, collecting and viewing as, most often, spectacle and entertainment. Through this, MacDonaldStrand offer an opportunity to revisit and reconsider this tendency, and to respond.

MacDonaldStrand invite viewers to download, fill in and colour their own interpretation of the most popular photographs of all time (2012).

Submissions will be hung on the virtual gallery walls throughout the exhibition.

### **Instructions**

To submit your completed images you can upload a photo or scan to Instagram using the hashtag #MPOAT2012 or alternately, please email your submission to [info@formatfestival.com](mailto:info@formatfestival.com) with 'MPOAT2012 Submission' in the subject line. Please include the name of the artist that has coloured the image in if you would like it to be credited.



Joe Rosenthal, Iwo Jima, 1945