



Concepts of similarity, proximity and continuity are important in the colour sub-sampling stage. (Gestalt Theory) The human brain tends to combine things that are alike, forming distinct groups and reducing their numbers to aid processing. When I look at the beach I see an expanse of sand before focusing on every single individual grain, each different from its neighbour.

A key feature of digital images is that they have to be unobtrusive while a still image, considered as real, is continuous. The word continuous generally refers to what is in a single take, all that can be modulated to desired intermediate degrees (liquid flows seem continuous, therefore it must be in space and time, successive brush strokes on a painted canvas are like grains of a photo); on the other hand, it reveals as unobtrusive what explodes, dissolving into isolated individuals (such as road markers, successive words in sentences, or letters in words, or pixels which make up a digital image) are the units of the whole or distinct series).

This tension that exists between discrete values in a continuous whole, allows it to be synthesized and analysed. One could argue that collective memory also reveal unobtrusive memories. The collective memory series is made exclusively of units that make sense to the group. These units (values, memories of events, symbolism) form the database transmitted to the whole group.

Compression works by eliminating information CONSIDERED as secondary. The problem is the issue of secondary versus accuracy. (The audio visual richness (jpeg / mp3)). What do we see ? How do we look at it ? How long do we look at it ? And above all what is forgotten before looking at it, all that is visible by its absence.

However this compression is also a generator. For jpegs there can be noise, distortion, alterations which can be regarded as undesirable or useful. As for collective memory forged through discourse, the narration, the Saying-is-believing effect, changes all the time to become an object without limits. The key is to be critical.