

FLUX ACADEMY

LESSON 002 · A SCHOOL FOR SEEING

Photography as a Way of Life

MODULE 1 · FOUNDATIONS

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Not a Hobby, a Life
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Not a Hobby, a Life

- For the obsessed, it's not a hobby
- It's a way of life
- The camera becomes how you exist

What's popping, people – it's Dante. Last lesson we set the goal. Today we go bigger: for those of us obsessed with street photography, it's not just a hobby – it's a way of life. The camera stops being a thing you pick up. It becomes how you move, how you see, how you exist.





Build It Into Your Existence
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Build It Into Your Existence

- Make photography a daily, seamless practice
- Let it flow from your life, not interrupt it
- Adopt the way-of-life mindset

By the end of this lesson you'll know how to build photography into your existence — so it flows naturally from your day instead of interrupting it. Not a thing you schedule. A way you live.





Your Answer to "Why I Wake Up"
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Your Answer to "Why I Wake Up"

- He who has a why can bear any how
- Photography becomes your purpose
- It affirms your life every morning

Here's why this matters. Answering why street photography? feels like answering why do I wake up in the morning? Nietzsche said he who has a why to live can bear almost any how. With the click of the shutter, I affirm my life. This is your why.





Bliss No Matter the Circumstance

- Joy in creation, regardless of conditions
- Bliss comes from the inside
- Meaning you carry anywhere

And here's the payoff: no matter where I am or how I feel — despite the weather, despite the external world — internally I find bliss through the creation of photographs. When photography is a way of life, the joy doesn't depend on circumstances. You carry it with you.





Existing Outside of Time
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Existing Outside of Time

- The closest thing to not existing
- Past and future fade - you're just being
- Immersed in the present

Let's get into it. Street photography lets me exist outside the passage of time - it's the closest thing to not existing. When I photograph, the past and the future fade away. I'm simply being. You're immersed in the present, and life just flows toward you.





Observe, Document, Cherish

- Your role: observe, document, cherish
- Life flows toward you
- Receive the moment, don't chase it

When you're on the streets with the camera, your role is simple: observe, document, and cherish the fleeting beauty of everyday life. You don't force it. You stand in the flow and receive it. That's the whole posture of a life lived this way.





The Camera as a Passport

- The camera is my passport to life
- It gets you out the door
- An excuse for endless exploration

The camera is my passport to the complexities of life. It's my ultimate excuse. Without it I might never have knocked on the doors I've knocked on, sat with the people I've sat with, or wandered the streets I'd otherwise have walked right past. The camera is the reason I go out my door — it gets me out onto the front lines of life.





Preserving the Soul of the City

- Not freezing time - preserving the soul
- Archive how the city felt
- Every frame is visual history

This practice isn't about freezing time - it's about preserving the soul of the city. It's about archiving the life and rhythm of the place. Every photograph becomes part of its visual history - a way of remembering not just what the city looked like, but how it felt.





Become the Eyes of Your City
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Become the Eyes of Your City

- Observe everything. See it all.
- Become the eyes of your city
- A witness, a keeper of its memory

And when you live this way, you become something to your city. You observe everything. You see it all. You become its eyes. That's not arrogance – it's a responsibility. You become the witness, the keeper of the everyday moments nobody else stops to notice.





Simplify the Process

- Ricoh GR III, pocket-sized
- High-contrast black & white, small JPEGs
- Simplicity serves longevity

Now, the practical engine that makes a way of life possible: simplify the process. My setup is built for it – the Ricoh GR III, high-contrast black and white, small JPEG files. That's it. The simpler the process, the longer you can sustain it. Simplicity serves longevity.





Always Ready, Always Creating

- A camera small enough to live with you
- No bulky rig, no fiddling with settings
- Ready to shoot at any second

A small, unobtrusive camera lets you live your life while staying ready to shoot. No bulky setup, no constantly adjusting manual settings. With a camera that fits in your pocket, photography becomes seamless – it integrates into daily life without disrupting it. Always ready. Always creating.





Transcend the Photographer
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Transcend the Photographer

- With a small device, you transcend being a photographer
- It's not about a camera around your neck
- Photography flows from your experiences

Here's a subtle one. With a small device in your pocket, you transcend what it means to be a photographer. This isn't about looking the part – camera around the neck, gear on display. It's about living in a way where photography flows naturally out of your experiences.





Increase Curiosity 1% a Day

- Let the camera be your compass
- Increase curiosity by 1% each day
- Curiosity is the engine of the practice

So what's the daily aim? Simple: increase my curiosity by 1% each day. Let the camera be your compass and let curiosity guide you. That's the engine of the whole life – not a big dramatic goal, just a little more wonder than yesterday, every single day.





Wake Up Reborn

- Treat sleep like a mini-death
- Treat each morning like a rebirth
- A big kid with a camera

This is how I structure the day around it. I treat sleep like a mini-death, and each morning like a rebirth. I wake up eager to catch the sunrise, and I go out with the spirit of play – like a big kid with a camera. When photography is your life, the day itself reorganizes around it.





Meaning in the Mundane

- A hand gesture, a fleeting glance – lifted
- Create something from nothing
- The ordinary becomes the extraordinary

And the reward is everywhere, all the time. With a camera in hand, even the most ordinary moment – a hand gesture, a fleeting glance – can be uplifted to a new height. Through photography you create something from nothing. I can always find meaning in the mundane. That's life-affirming.





Creating Your Own Reality

- Not capturing life realistically - creating my own reality
- From documentary toward artistic abstraction
- The frame becomes your world

Here's what happens over time. You stop being interested in capturing life realistically, and you start creating your own reality. The focus shifts from documentary realism toward artistic abstractions of life. High-contrast black and white isn't an accident - it's a way of shaping the world into something uniquely yours. The way you render the world becomes your signature.





Your Archive Is Your Autobiography

- Your photographs are extensions of your life
- They carry the energy of your streets, your way
- The archive becomes your autobiography

Here's what your work becomes. Your photographs aren't just images; they're extensions of your life. They capture the energy of your streets, the rhythm of your city, the world as you see it. This is your life, your world, rendered your way. When photography is a way of life, the archive becomes your autobiography – a record of exactly how you moved through your days.





Carry the Camera Everywhere

- One pocketable camera, on you always
- Lock simple settings, forget them
- Shoot on errands, commutes, walks

Let's make it real. Pick one small camera you can carry every single day – pocketable, simple settings locked in so you never fiddle. Then bring it everywhere: the commute, the errand, the walk. Don't make a "photo trip." Let the photos happen inside your ordinary day.





The Daily Rebirth Ritual

- Each morning: born again, eyes open
- Aim to increase curiosity 1%
- Sleep = mini-death, morning = reset

And build the ritual. Each morning, treat it like you were just born – eyes open to infinite possibilities. Each night, let it go like a mini-death. Your only daily target: be 1% more curious than yesterday. Do that long enough and photography stops being something you do – it's something you are.





Treating It Like a Hobby
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Treating It Like a Hobby

- A hobby gets put down; a way of life doesn't
- Don't wait for a "photo day"
- Sporadic shooting kills momentum

Now the traps. The first mistake is treating it like a hobby – something you pick up on weekends, gear that lives on a shelf between "photo days." A way of life doesn't get put down. If you only shoot when you've scheduled it, you'll never reach the depth this practice offers.





Over-Gearing the Process

- Bulky kit = friction = you leave it home
- Complexity is the enemy of longevity
- Heavy gear makes you look like a photographer

The second mistake is over-gearing. A heavy, complicated rig adds friction, and friction means you leave it at home. Complexity is the enemy of longevity. Don't try to look like a photographer with a camera around your neck – keep it small, simple, and seamless so it can actually live alongside you.





Built on the Goal

- Lesson 001 set the goal
- This turns that goal into a life
- Why → how you live

This builds straight on Lesson 001. There we answered the goal – to reveal what reality could be, made from curiosity and joy. Today we took that goal and extended it into a whole way of living. The why from last lesson becomes the how you wake up in this one.





Shoot Everything, No Limits

- Next: Shoot Everything, No Limits (Lesson 003)
- Then the rest of Module 1's worldview
- A way of life means nothing is off-limits

Where do we go from here? Next is Lesson 003 – Shoot Everything, No Limits – and it follows naturally, because once photography is your life, nothing is off-limits. Lesson 003 and the rest of Module 1 keep building this FLUX worldview. So go out there, carry the camera, increase your curiosity by 1%, and make the world your own – one frame at a time. Catch you next lesson.



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SCAN TO CONTINUE

