

FLUX ACADEMY

LESSON 009 · A SCHOOL FOR SEEING

Authenticity: Shoot for Yourself

MODULE 2 · THE INNER GAME

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Be the Master of Yourself

- Authentic = self + mastery
- Shoot the things that resonate with your soul
- Not for anyone else

What's popping, people – it's Dante. Today we're talking about authenticity. Look at the word: *autos*, meaning self, and *hentes*, meaning to be the master of. To be authentic is to be the master of your own self – to make photos of the things that genuinely and deeply resonate with your soul. Not for likes. Not for a gallery. For you.





What You'll Walk Away With
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What You'll Walk Away With

- Photograph from your own vision
- Detach from validation entirely
- Build a true visual diary

By the end of this lesson you'll know how to shoot for yourself – to tune out the trends, the contests, the algorithm, and tune in to your own feeling. You'll learn to treat the camera as a visual diary and let your soul start reflecting itself back in your frames.





Authenticity Is Rare Now

- News, noise, algorithms everywhere
- One photo trends, a thousand copy it
- Authenticity is needed more than ever

Here's why this matters: we live in a world full of distractions, news, noise, and algorithms. One photograph gets attention, and suddenly a thousand more try to replicate it. It flattens everything into "good" versus "bad." In that flood of mimicry, authenticity is more needed than ever — and almost nobody's doing it.





Validation Runs Dry

- Trends, gear hype, likes – none of it is yours
- External validation never satisfies
- Your way of seeing is yours alone

And here's the deeper stake. Chase trends, chase the gear everyone recommends, chase Instagram likes – and you're handing your eye over to other people. External validation never fills you up. But your way of seeing is yours. Mine is mine, yours is yours. That's the whole thing. That's authenticity.





Do It for the Act Itself

- Driven by the act, not the outcome
- No expectations, no hopes, no attachments
- The doing is the reward

So let's get into it. Authenticity isn't about finding unique subjects. It's about doing something because you're driven by the act itself – no expectations, no hopes, no attachments. You press the shutter because the act of seeing and responding is already the reward. Everything else is noise.





Let Go of the Photograph
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Let Go of the Photograph

- Release the alchemy, the outcome, the image
- Stop hunting and desiring
- Let life flow toward you

Most people are out there hunting – desiring, waiting for something to align. I say: let go. You have to release the photograph entirely – the alchemy, the outcome, the image. Stop hunting. Let life flow toward you. Be there, camera ready, and simply respond to what arrives.





The Visual Diary

- Photograph your way through life
- A simple diary of your day
- Honest documentation over masterpieces

The frame I always come back to is the visual diary. I don't photograph because I'm attached to a subject or a theme. I just live my everyday life and bring the camera for the ride – photographing my way through the day like a simple diary. No groundbreaking work. Just honest documentation. That's the point.





Let Go of Good and Bad
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Let Go of Good and Bad

- Drop the binary of "good" vs "bad"
- The contests flatten everything
- Authenticity dissolves the judgment

Here's a hard one. To be authentic is to let go of the very notion of what makes a photograph good or bad. That binary comes from the trends, the contests, the copycats. The moment you start grading every frame, you've left your own vision and adopted somebody else's scoreboard. Drop it.





Trust the Intuition

- Follow childlike curiosity
- Follow your gut, your intuitive eye
- Snap when it feels right

So what do you follow instead? Your childlike curiosity. Your gut instinct. Your intuitive eye. Some days a certain quality of light pulls at you, some days a texture or a color – follow it, whatever it is. You don't always have to put four corners around it. You just press the shutter when it feels right.





Shoot What Moves You

- Drawn by feeling, not by a "subject"
- Press the shutter because it stirs you
- Don't think about the result

Here's what that looks like in practice. You step outside on an ordinary morning, camera in hand, and something pulls you – the way the sun sits on a surface, a horizon, a quiet stretch of street. You go toward it not because it's a "subject" but because it moves you. You press the shutter, you don't think about the result, you're just looking at life. That's authenticity in action.





Detach From Outcomes

- No book, zine, gallery in mind
- Not hunting decisive moments
- Improvement lives in the process

It's easy to tie every frame to an outcome – a book, a zine, a gallery, a "great" photo. So detach. Stop chasing decisive moments and facial expressions. The only thing you truly control is whether you go out there with curiosity. Improvement isn't a checklist; it emerges from the process itself.





Delete the Feed

- The contests and festivals? Junk
- "Delete your Instagram account"
- Photograph your way through the day

Here's a blunt one. Look at all these contests and festivals — it's junk. Junk. My advice? Delete your Instagram account and just photograph your way through the day. Stop performing for an audience that was never the point. When you stop shooting for the masses, you start shooting for yourself.





Become Who You Are

- Nietzsche: "Become who you are"
- Found in silence, contemplation, solitude
- Walk, wander, read, think, create

Nietzsche said it best: "Become who you are." But you only discover who you are in silence, contemplation, and solitude. Walking. Wandering. Enjoying the sun. Reading, writing, thinking, creating. That's the path to authenticity – and through that discovery, you photograph your way through it.





Create Your Own World, Simply Be

- "I create my own world" - abstract reality each click
- Drawing with light - phos + graphe
- "Stop doing and simply be"

Ultimately, that's my goal: I create my own world. With each click of the shutter, I try to abstract reality - photographing the mundane, following the light. Photography is literally drawing with light: phos means light, graphe means writing. And here's the heart of it: to be free, one must stop doing and simply be. No longer hunting - just allowing life to arrive, and responding.





Embrace the Rawness

- The raw, the visceral, the imperfect
- Perfection is somebody else's standard
- Your soul reflected back at you

And don't sand it down. The beauty of street photography is the raw, the visceral, the imperfect. Perfection is a standard borrowed from the contests. Stop taking it all so seriously – and maybe, just maybe, your soul will start to reflect itself back in your photographs. That's the only "good" worth chasing.





Shoot a Visual Diary

- Camera in your pocket, all day
- Photograph whatever unfolds
- No theme, no agenda – just your day

Here's your assignment. For a full day, treat the camera as a visual diary. Keep it in your pocket and photograph whatever unfolds – no theme, no agenda, no "is this a keeper." Just snapshot your way through your actual day. At the end, you'll have an honest record of your life, seen your way.



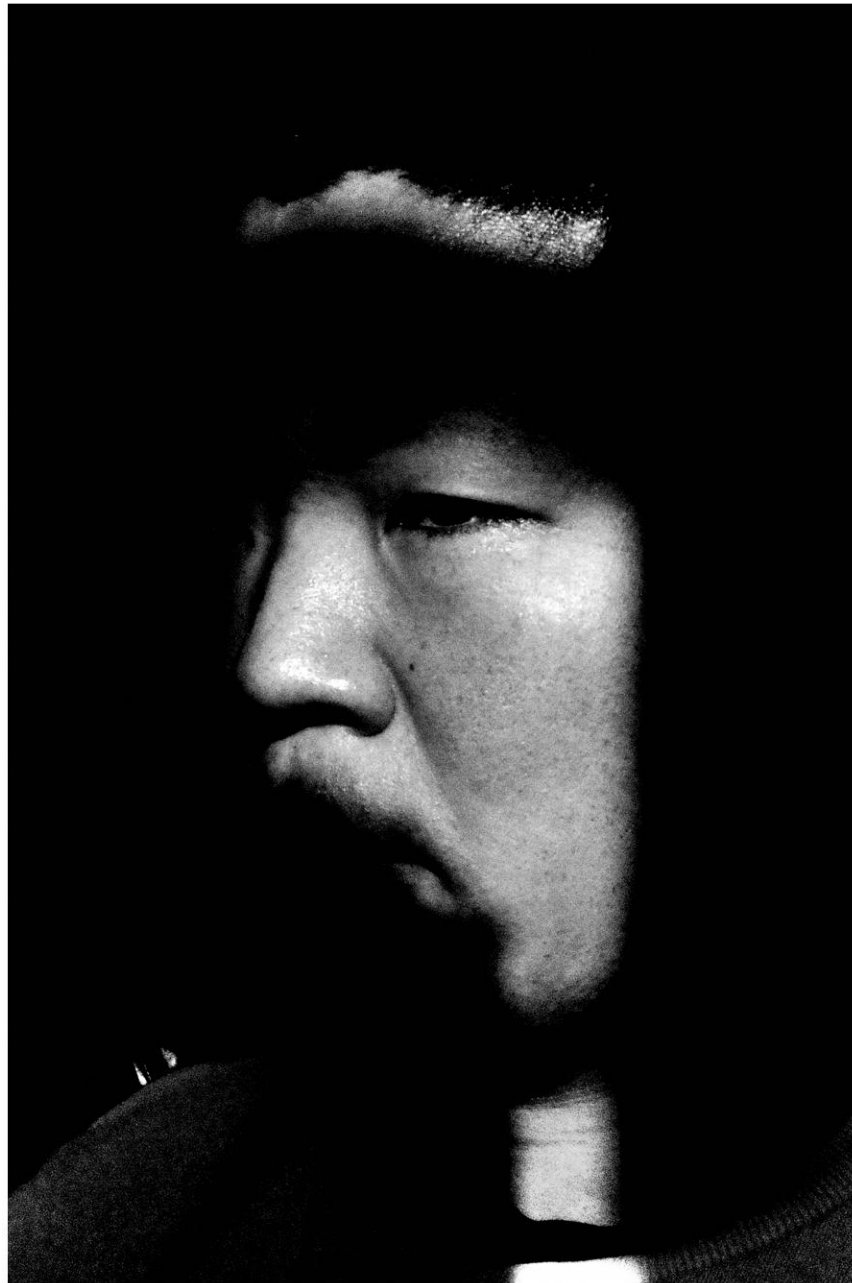


The Validation Detox

- Don't post for a set stretch
- No likes, no metrics, no audience
- Notice what you are drawn to

And do a validation detox. For a week — or delete the app entirely — don't post a single frame. No likes, no metrics, no audience in your head. Just shoot and notice what you are actually drawn to when nobody's watching. That pull is your authentic eye, and it's been buried under the algorithm.





Follow Your Intuition Out
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Follow Your Intuition Out

- Let your gut choose the direction
- Go where you're drawn, not where's "good"
- Press the shutter when it feels right

Third drill: let intuition lead the walk. Don't plan a "good" location. Just step outside and go where you feel pulled – toward the light, the water, the texture, whatever it is. Press the shutter only when it feels right, not when it looks impressive. Trust the gut. The eye follows the feeling.





Shooting for the Masses

- Copying what's trending
- Chasing contests, gear hype, likes
- It quietly erases your vision

The biggest mistake is shooting for the masses. Copying what's trending, chasing the contests, buying the gear everyone recommends, making frames for the feed. It feels like progress, but it slowly erases your own vision until you're just one more copycat in the flood. Don't please the masses. Please yourself.





Clinging to the Outcome
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Clinging to the Outcome

- Attached to the book, the zine, the "great frame"
- Hunting kills the flow
- The grip strangles the joy

The other mistake: clinging to the outcome. Tying every frame to a book, a zine, a gallery, a "great photo." That attachment turns you into a hunter, and hunting kills the flow. Let go of the result. The only thing you control is whether you show up curious – so control that, and release the rest.





From Chaos to Self

- Lesson 008 taught surrender to chaos
- Same move, turned inward
- Let go outside and in

This builds straight on Lesson 008, Embrace Chaos, where we learned to let go of control and surrender to the unpredictable street. Authenticity is that exact same move turned inward – letting go of validation, outcomes, and the masses. Surrender to the chaos outside, and surrender the need to impress inside.





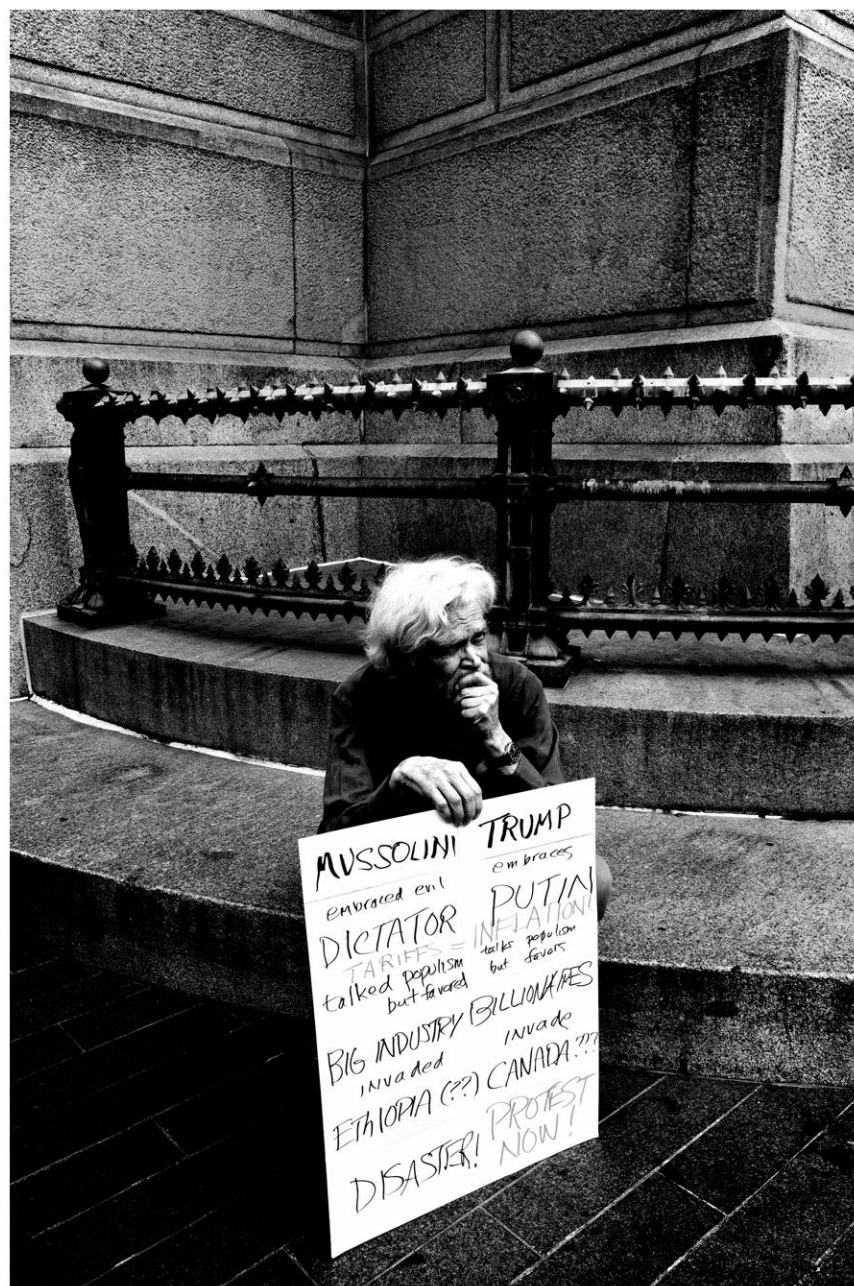
Confidence Comes Next
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Confidence Comes Next

- Next: Conquer Fear on the Street (Lesson 010)
- Shooting for yourself dissolves the fear
- Courage from authenticity

Next up is Lesson 010, Conquer Fear on the Street. And here's the link: once you're shooting purely for yourself, the fear of what strangers think starts to dissolve. Authenticity is courage. When you stop performing for the world, the world stops having a vote – and you walk taller.





Become Who You Are

- Be the master of yourself
- Shoot for you, not the masses
- Let go, simply be, become who you are

Last thing. Authenticity means being the master of your own self – photographing what resonates with your soul, not what pleases the masses. Let go of validation, let go of the outcome, simply be, and photograph your way through life. Become who you are. Catch you next lesson – it's Dante.



CONTINUE THIS LESSON ONLINE.



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SCAN TO CONTINUE

