

Why Do We Make



Photographs?

Don Giannatti

We press the shutter because time runs.

Because memory is slippery.

Because we are afraid to forget.

But it isn't just memory.

If it were, we'd stop at family albums  
and vacation shots.

We wouldn't point our cameras at  
strangers, or shadows,  
or the desert at dusk.



A photograph is proof.

Proof that something happened.

Proof that it's already over.

Susan Sontag said: "All photographs are  
memento mori."

Little reminders that life is short,  
and we're deep in it.



We make photographs to see ourselves.

The camera is a mirror as much  
as a window.

Every frame whispers:

This is who I am.

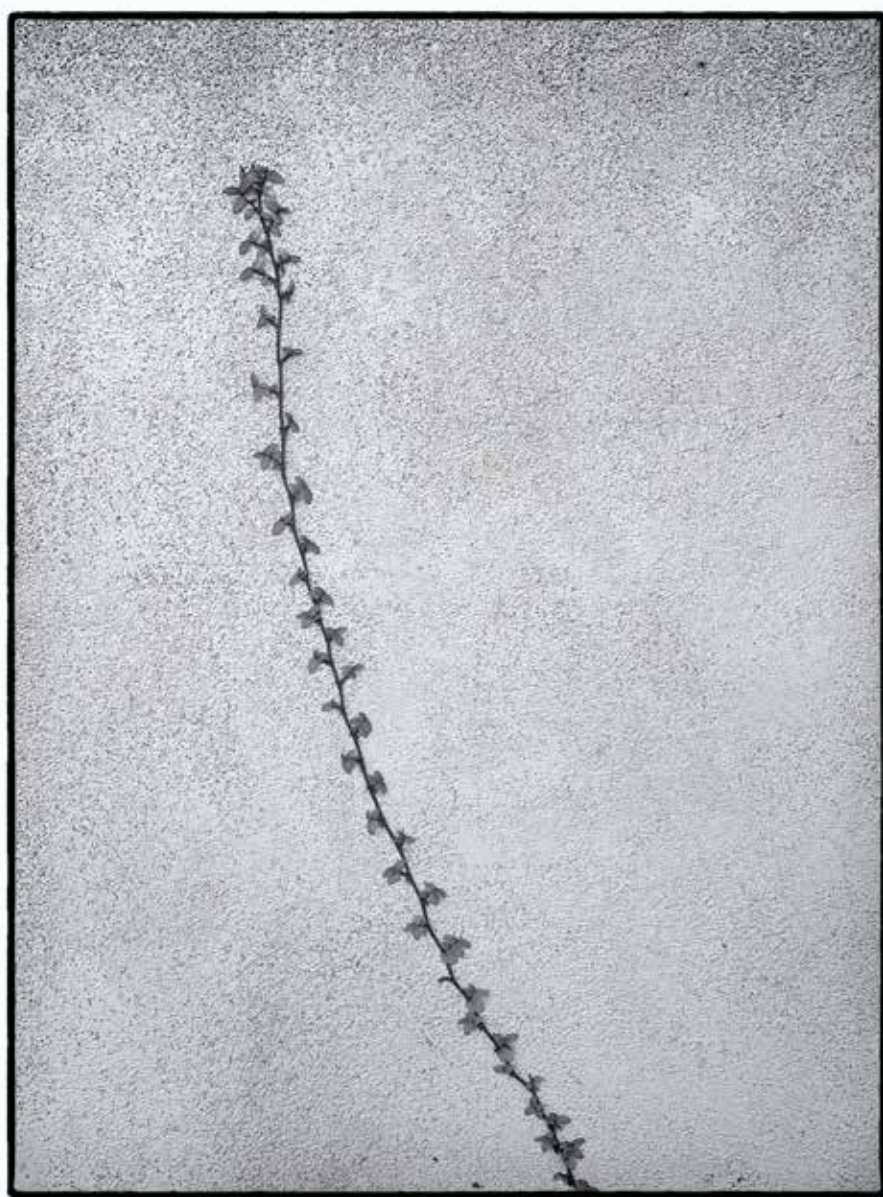
This is what I noticed.

This is what mattered.

Even the bad shots,  
especially the bad shots.

Contact sheets are confessions.

Portfolios are polished  
lies.



We make photographs because death  
is real.

Because we don't want to vanish  
without leaving  
a trace.

A newborn's first breath.  
An empty chair in the living room.  
A portrait chosen for the obituary.

Every image says: I  
was  
here.



We make photographs to connect.

To skip words and go straight to feeling.

A stranger's eyes.

A child's laugh.

A storm rolling in.

You don't need language  
to feel any of it.

If your photographs don't make you feel,  
something.

Are they photographs?



We make photographs to push back.

Against the blur, the noise, the automation.

Vilém Flusser called photography  
an act of freedom.

Every frame says:

I chose this.

I made this.

It matters.

In a machine-made world,  
that choice is  
radical.



*Don Grunoff*

So why do you make photographs?

To hold on.

To let go.

To speak.

Without words.

To fight against disappearing.

Let's make photographs to be more human.

And alive.





Photography is more than the images we make.

It's about the act itself.

The pause.

The choice.

The insistence that this moment matters.

Keep making photographs.

For memory.

For meaning.

For yourself.

For all of us.

— Don Giannatti, 2025

[dongiannatti.com](http://dongiannatti.com)

[don.giannatti@gmail.com](mailto:don.giannatti@gmail.com)