

Macallan Masters of Photography

 By [Jordan Scott](#) 11 Oct 2011

I have always had an interest in photography, but have never been very good at it. I get the odd "lucky" picture, but I don't understand the ins and outs of it all. I was lucky enough to see masterpieces by photographers, who clearly know exactly what they are doing, at the Erdmann Gallery in Cape Town.

Although there were only eight canvas photographs, it took at least 45 minutes to walk around and fully take in each one, as each had its own "wow" element that pulled me deep into it.

Let my imagination flow

Unfortunately, I wasn't able to go the opening evening with the Macallan Whisky tasting, but somehow I feel this was better as I was able to make my own conclusion and let my imagination flow. I think this is a great and important element of photography: to allow the viewer to come to conclusions of his own. If a photo can't do that, well then I don't think it's very good at all. I was told that there had been a slide show, the night before, which told the story of the photographs and the photographers, which I would have enjoyed seeing.

Each one of the photos I walked past spoke to me individually and yet the eight conveyed a story as a whole. I was lost in a world of images that had my mind skipping and jumping to find the next place, the next thought, and, I guess, the next image.



The relationship between two art forms

The idea behind the exhibition was to show the relationship between two art forms that take years to master: photography and whisky making. It was brought to Cape Town by Albert Watson (who is a world-renowned photographer) and Macallan Whisky.

The exhibition was open to the public and entrance was free, which I think is vital in today's society, in which people feel that spending money on something such as art is unnecessary. But this allows people to be proved wrong. There is always room for some cultural enlightenment. (Even in times as hard as these.)

I wish to thank the Erdmann Gallery for allowing this amazing exhibition to be held there, Macallan for sponsoring such a beautiful event, the photographers who allowed their artwork to be displayed, as well as everyone who stepped out of the norm and went to be culturally inspired.

The exhibition is no longer on, but I urge you to go to see something similar; it honestly opens up your eye and mind to something a little different than everyday pictures.

ABOUT JORDAN SCOTT

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