



## How photography connects us

### Description

The photo director for National Geographic, David Griffin knows the power of photography to connect us to our world. In a talk filled with glorious images, he talks about how we all use photos to tell our stories.

Let's just start by looking at some great photographs. This is an icon of National Geographic, an Afghan refugee taken by Steve McCurry. But the Harvard Lampoon is about to come out with a parody of National Geographic, and I shudder to think what they're going to do to this photograph. Oh, the wrath of Photoshop.

Here's a photograph shot in moonlight, something that digital photography has made a big difference for. It was with the elephants that this story pivoted.

### What is photography really?

From a scientific perspective, creativity is your ability to think of something original from connections made between pre-existing ideas in your brain. These connections are controlled by neurotransmitters like adenosine, which alerts your brain when you're running out of energy and reacts.

This got me wondering about coffee and beer and which one would actually help me be more creative and get work done. Hopefully, this will help you decide when it's best to have that triple shot espresso or ice cold brew.

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### Categorie

1. Personal
2. Work & Travel

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