

Terry Frishman

## FOUND PROFILES: DISCOVER PAREIDOLIA

Have you heard of Pareidolia? Greek for seeing meaningful "false images" in random textures like a face in the moon, pareidolia is an evolutionary survival ability to see potentially dangerous, hidden figures in the woods that can be developed like a muscle to creatively see a wider range of "false" subjects.

Found Profiles, part of an ongoing Discover Pareidolia series, is a curated grouping of profiled imagery that finds meaning in tactile textures of often-overlooked gritty street subjects, which are a metaphor for anyone and anything we may disregard or look down on.

Photos are intentionally unaltered and minimally-processed, with a mostly-neutral color palette. By being cropped yet staying close-in to what is hidden in plain sight, they facilitate viewers' ability to see something previously walked past thousands of times before, with a new eye, more open mind, and possibly greater appreciation.

Three clues, handwritten near each limited edition print's signature, further engage: 'Title' suggests what I saw or felt; 'Source' indicates location; 'Elements' identify materials within the image.

All are intended to capture viewers' imaginations and ideally shift habitual perspectives.

## FOUND PROFILES

1. **Dorian Gray**; Source: Metal Structure, Sidewalk; *Elements: Peeling Paint, Black Mold, Scored Stucco, Steel.*
2. **Going Under**; Source: Wall, Garbage Bin; *Elements: Metal, Peeling Paint, Leaves.*
3. **Curbed Plodder**; Source: City Street Curb; ***Elements: Tar, Metal, Asphalt, Leaves, Feathers.***
4. **Separated Souls**; Source: NYC Street; *Elements: Melting Snow, Snow, Asphalt.*
5. **Wooden Kiss**; Source: Tree; *Elements: Bark, Wood.*

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Represented in KS & MO by [Hilliard Gallery](#) (*Top 25 Gallery in US: The American Art Awards*)

Nitza, 226 Columbus Avenue (70-71), NYC, T-Sun, noon-6:30pm, 2021-23  
[8th International Open Call - Contemporary Art](#), RI Center for Photographic Arts, April 21-May 13, 2022

[Dreamscapes](#), Professional Women Photographers, April 2022-2023

[Creating Tomorrow](#), Art on the Ave NYC, 338 Columbus Ave (76) April-July 2022

[8th Annual Fine Art Photography Awards](#), London, Nominee - Open Theme, Series, Pareidolia: Hidden in Plain Sight, 2021 / 2022

[Live on TV in Hilliard Gallery](#) - #1 Morning Show

[In Kansas City Magazine](#) - Four Art Events You Should Not Miss... Pareidolia: Hidden in Plain Sight