

We live in a visual world. As far as the eye can see, our lives are governed by the visual image. A road sign, a billboard, a neon display, a location map, an advertising poster, a shop display, a commercial on the TV, a poster atop your train seat - nothing spares the image from our visual range for even a second. For that matter, even our cell phones do not merely transport voice or words, they carry images that we treasure and want to share with the world.