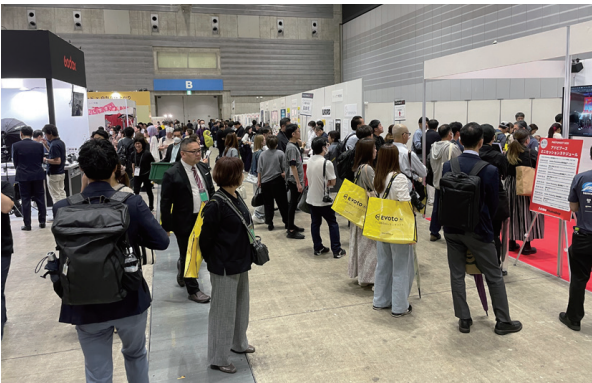




PHOTONEXT2025 was celebrating our 15th anniversary.
Thank you for all ~ Arigato with grateful gratitude
We thank you all for your support and cooperation,
wishing PHOTONEXT will be a wonderful exhibition filled
with smiles for the future...



Looking ahead to our 20th anniversary, "PHOTONEXT2026" will be a year of the fresh start.
We would like to have good five years for our 20th anniversary, paying attention to the current state of the photo business, having a positive attitude.
What we humans can do is "to smile" and "be grateful for everything". A smile makes people happy.
When gratitude is conveyed to others, everyone feels happy, and this feeling transcends borders.
Let's think and share together about what we can do through the photography.



May the world become a peaceful place, free from conflict and filled with smiles and gratitude.
With the theme of PHOTONEXT2025, "the harmony (circle)," in our mind, let's carry this on to PHOTONEXT2026!
AI is attracting attention in a variety of industries, and the photography industry is no exception.
It is said that AI will be developed more and more by its learning capabilities, but what impact will it have on the photography business? For example, people say,
"Image retouching has become much faster."
"Facial recognition has allowed us to sell snapshots of school events more effectively."



There are many benefits listed, but do you think these are novelty for us? Do you think do they include elements that can be offered to customers as new added value?
Fifteen years ago, when it was rising of the smartphones and tablets were developing,
PHOTONEXT launched a related project on the theme of "The Photo Business in the Era of Digital Publishing."
In an age when the tap on a still-picture to play a video, what kind of service can be offered as the photo-studio, photographer, and professional photo industries, we had been thinking.
Now it IS an age that the images are "generated" by AI. Old photos suddenly will come to life, and then as if they were started to move real now.

However, how can technology for creating virtual spaces make a good business? And do you think it is our possibility to the future?
In such an age, we would like to try to verify what AI can't do intentionally.

One hypothesis is "Memories and feeling of experiences cannot be generated".
For example, about "Feelings" and "Impression".
When people experienced the atmosphere of the photo-studio which is full of shininess, these are nice memories and good impression for most of people, and also nice smile of families and friends, these are real experience.

AI cannot make such of beautiful feelings, it is absolutely not.
With the "Core" business, such an including important and special feeling that is continued from our past to the present, and "Funeral expansion plan" (we lunched the last time), and "Katachi -the form (the value which leaves on photo-print)" that we have continued to advocate till now, these important things we would like to continue to focus form now on.

But we believe we could find brand new AI era, while AI get attentions from present to the future, we are taking into consideration the advantages that only AI can offer, we would like intentionally to try to focus on the original photo-business, relation to "the film" and "the printing" which are the essence of photography.

Why do you take a photo? what for?
The primary goal, the reason why taking a photo is because we try to make a peaceful world.

"The meaning of taking a photo is, one meaning, one reason... we would like to make a record and leave a memory ..., sometimes for ourself, but on the other hand, about us, about our situation, and about Japanese atmosphere... we'd like to tell to someone, any friends who live in the world, wishing any friends could have make a smile seeing our photos..."

Let's record irreplaceable moments with smiles and gratitude, which is inexpressible in AI, and leave them as a tangible form (Katachi) for future generations!
May the world be filled with gratitude and smiles...

