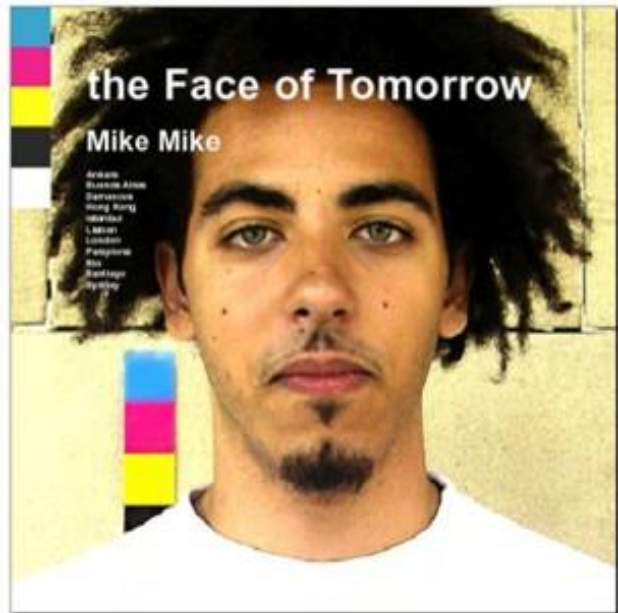


the Face of Tomorrow Mike Mike

© 2003, 2004 Face of Tomorrow
www.faceoftomorrow.com

Face of Tomorrow
P.O. Box 803
Dorchester MA 01922
Sydney Australia
tel +61 8 95 981 532
email info@faceoftomorrow.com



Have you ever looked around at the myriad people in any large cosmopolitan city and wondered:

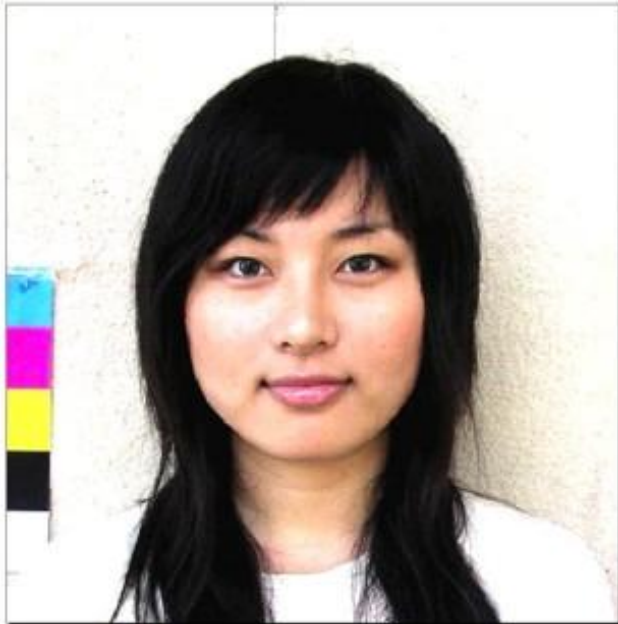
What is the face of this place?

What is the face of a typical Londoner, New Yorker, Parisian?

What will this place look like in one or two hundred years when all this diversity has finally settled down into something vaguely homogenous?

The Face of Tomorrow is an attempt to find out what the future face of each city will look like by taking photographs of the current inhabitants and compositing their faces to create one new face.

What we get is a new person – a mix of all the people in that city right now. A face that doesn't exist right now, but a face it seems of someone quite real – the Face of Tomorrow.



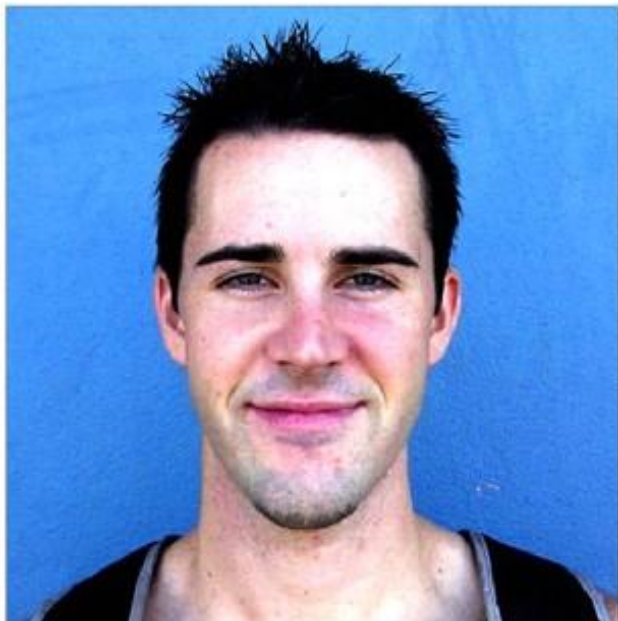
In Turkey and particularly in Istanbul, situated as it is at the crossroads of Europe and Asia, of the Mediterranean and the Black Sea, you can see how the process has been at work over the last thousand years as waves of humanity from across of Asia, Africa, Greece and Spain have been absorbed.

The resulting population is truly homogenous, suggesting that if you could make a composite of all the faces in a city right now you would be looking at the Face of Tomorrow.

Sydney and Istanbul-based photographer, Mike Mike, has a large base scattered in the various metropolitan hubs of the world, whether they be commercial, political or cultural.

The Face of Tomorrow is an exploration of the human dynamic of globalization and how current geopolitical forces will affect the future makeup of each individual face.

Mike Mike sees the Face of Tomorrow – it also infersly local where the composite faces of different parts of a city tell their own specific, geopolitical story.





"In each city I take one hundred photos of people in non-specific locations. I then choose these into male and female and from these create a composite face."

"I am not interested in whether a person who lives in that place, whether they are a citizen or whether they are simply a tourist. I compare who is in that place represents the future potential face of that place."

"In this way the Face of Tomorrow is like a census - a snapshot of a place at a moment in time - the present and the future."

"The process of merging the faces and coming up with someone new is really exciting - intellectual creative stuff. You end up with a new person - someone who didn't exist before - someone who doesn't exist now - but someone who is representative of the real."



London

Tate Modern
2004.02.07



London

Tate Modern
2004.02.07

The shoot outside the Tate Modern was a bit of fun and one of the bests I've done. I also had a video crew along which added to the atmosphere.

When just over an hour I was able to take over one hundred people. The art gallery environment meant that people probably understood the concept and were willing to participate.

Of course the Tate is not truly representative of London. There were no Black Indians or any Africans although both these groups are well represented in the larger population.

In addition over half the people were tourists - primarily from Europe and North America. While they may not be Londoners tourists are a large part of what makes London London.

The composite face is striking in its homogeneity. Having lived in London, both the male and female look like someone I know - like an old work colleague or someone I met at the pub whose name I've forgotten.

