

## **Abstract**

The resurgence of analogue photography in the past decade ultimately resulted in the formation of an international Analogue Photography Festivals Network (APFN). This study delves into the reasons for the re-emerging trend of analogue photographic practice within the contemporary digital context. The research explores the personal experience of photographers through a grounded theory approach utilizing in-depth phenomenological interviews while analyzing them by using a method of thematic analysis. The findings point to the need to re-frame analogue photography in the contemporary digital context. The reasons for its resurgence in the recent past are a direct result of its features, framing it as a deeply personal practice, entailing a greater sense of significance and attachment to both the process and the final product compared to its digital counterpart. Analogue photography, in the light of the digitization trends of our contemporary societies, gains another form of relevance, previously unattained.

The research contributes to the existing literature by including notions of *affects* and *affective intentionality*, which the findings suggest, form the cornerstone towards the attribution of such personal sense of significance. Nonetheless, the study underscores the importance to look at ‘analogue’ or ‘retro’ media from the standpoint of bodily experience, emotional and affective valances so as to gain deeper understanding in the dynamics of engagement some individuals undergo with it. This research concludes by emphasizing the role of digital photography in the re-emerging trend towards the analogue counterpart. Crucially, the advent of the digital had liberated the analogue from the burden of representation, effectively placing it in the sphere of the private and as a form of personal expression. Therefore, the research proposes that the analogue photographic practice should be analyzed separately, as a distinct form of media engagement, regaining its rightful place within the wider ecology of digital photography.

### **Keywords**

Photography, analogue photography, digital photography, reemergence, affects, affective intentionality, materiality, bodily engagement, significance

### **Title**

Reemergence of Analogue Photographic Practice: Affects, Intentionality and Significance