

When I met Roc last Saint George's day and he told me he had been photographing avatars in a virtual society for five years, the first thing that came to mind was the anthropological nature of the project, and the second its aesthetic radicalism.

The anthropological nature is quite evident, and I would not like to dwell on further than to highlight the importance that this book has at showing the state of civilization during the first steps towards the dissolution of physical reality. Only as a historical document, *Postcards from Home* is for me already a major book, pioneer and necessary.

When it comes to its aesthetic radicalism, I am not referring to the evidently kitsch component of 3D reality, which is also interesting. What I am talking about is aesthetics from the point of view of an author. The really revolutionary thing to do with Roc is defending his quality as a photographer. It could seem that this is an artificially constructed world, not only when it comes to character and space design, but also to the necessary digital tools to view them (simulated lighting and virtual optics): the authors of all the images generated are the people in charge of its graphic, conceptual and technological development. However, Roc defends the idea that one thing is creating an artificial reality, and a very different one observing it, delimiting it, being alert so as to capture the precise moment in which fate, stimuli and the involved actors' voluntary actions generate a unique image that needs a somewhat prepared witness to immortalise it. That is the true barrier for the social acceptance of virtual reality, that despite it being virtual, it is also real. And in a purely theoretical sense, capturing *decisive moments* of reality is photography. In this or the next world.

We have in our hands, indeed, a doubly exceptional work which on the one hand is able to express an unexplored aspect of our current reality (it is not that important to distinguish which of the two realities I am referring to, or whether reality is the sum and co-existence of both) and on the other to redefine and expand (or at least question) the limits of photography.

Because this is, we will never get tired of repeating it, a photobook by Roc Herms.

The editor, Luis Cerveró  
31st October 2015