

About

Photographs can evoke much stronger emotions than optical memory alone. When you take a glance at an old photo, you may be able to recall specific smells, colors, events, and surroundings. Adolf Zika came to an intriguing realization after completing his book *One Year of My Life*. The publication required him to photograph nine pictures a day for an entire year. The memories embedded during this creative process and then subsequently brought about by looking at these nine photos were so significant that he was inspired to organize the current project, *Week of Life*. Without exaggeration, this may be one of the quickest and most effective ways to return to the past.

The basic building block of the project is the period of one week in the life of an individual, living anywhere on the globe. Every single one of the seven days in a week has a different meaning, smell, sight, a different sense with varying intensity and energy. The time span of one week can be characterized as a perfect display of human diversity and behavior. Human activity, be it willed or unwilled, is organized around this span of time, which is why a photo report can tell us so much about ourselves and others.

Every contributor becomes an indivisible piece, an unforgettable co-creator of the entire documentary cycle, an ever expanding mosaic of human originality, a gigantic photo archive of humanity in the 21st century.

A crucial factor is the personal creativity of the individual and the ability to express in nine photos the experiences and sensations of a given day. To enable another person to feel and read from these photographs whether the day was happy, sad, tragic or absolutely ordinary.

For a given week, a user, while uploading, has the option to provide a text below each of the seven days. This way he or she can emphasize the importance of the captured moment or simply describe what occurred that day. Text below a photo adds a completely new dimension and it may often be a communication of great significance. This way an individual may send a message to the whole world.