

FLUX WIKI

MARKET STREET — DIGITAL MIRROR

PROJECT ASSIGNMENT — A CHRONOLOGICAL DOCUMENTARY WALK THROUGH MARKET STREET, PHILADELPHIA. PHOTOGRAPHY, METADATA, PLATFORM DATA, AND THE CITY AS MACHINE-READABLE SYSTEM.

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FLUX_WIKI_v2.0

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FLUX DOCUMENTATION SYSTEM Layer 3 — FIELD | market-street
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MARKET STREET — DIGITAL MIRROR

A FLUX Documentary System.

Market Street, Philadelphia, Pennsylvania.

PROJECT RECORD

ROUTE: Market Street, Philadelphia — full length
PARTICIPANTS: Dante Sisofo · Dylan Stone · Eric DeJesus
METHOD: Chronological walk, west to east (or east to west — TBD)
CAMERA: Ricoh GR IIIX
IMAGE CONTROL: High Contrast B&W
FILE TYPE: Small JPEG
GPS: Embedded via GR World (Ricoh app)
METADATA: Platform data collected at point of capture
STATUS: Assignment — awaiting execution

CORE CONCEPT

Market Street is Philadelphia's primary commercial corridor. It is also a data system.

Every establishment on Market Street exists simultaneously as:

- a building
- a storefront
- a GPS coordinate
- a business listing
- a review score
- a map pin
- a searchable object
- an algorithmic summary
- a metadata cluster

This project documents both realities at once. The photograph records the physical. The metadata records the digital. Neither is complete without the other.

This is **documentary metadata archaeology**.

FLUX PHILOSOPHY

The image is no longer only a photograph.

It is a spatial object. A temporal object. A data object. A node in a network of platform representations that exist independently of whether anyone photographs

them.

The city was already being documented before we arrived — by Google, by Yelp, by Maps, by review systems, by AI summary engines. Our photographs enter that system as another layer.

The question this project asks:

What does a place look like when you document both the physical fact and the machine-readable representation simultaneously?

GPS coordinates are canonical truth.

Human-readable locations are enrichment.

Platform data is evidence.

The photograph is the anchor.

WALK SYSTEM

Three photographers. One street. One day.

Each photographer moves along Market Street in the same direction, independently, without synchronizing shots or discussing what to photograph.

The sequence of capture is the structure of the archive.

The order of the walk is the order of the document.

Rules During the Walk

- Move continuously along the route
- Do not double back
- Do not synchronize with other photographers
- Photograph what is in front of you
- Collect platform metadata at point of capture (see below)
- GPS must be active and confirmed before the walk begins

GPS Confirmation

Before the walk starts:

1. Enable Ricoh GR World — Smartphone Link with Store Location: ON
2. Set Background Location Transmission: No Time Limit
3. Make 2-3 test frames and confirm GPS fields are populated in EXIF
4. Do not begin until GPS is confirmed active

The GPS test is not optional.

PHOTOGRAPHIC SUBJECTS

Market Street contains the full range of urban commercial life:

- pharmacies, dollar stores, fast food chains, banks

- transit infrastructure – elevated rail, bus stops, underground stations
- vacant storefronts, construction sites, scaffolding
- municipal buildings, government offices, civic institutions
- pedestrian movement, street vendors, delivery logistics
- signage, facades, windows, light

Photograph what is there. Do not editorialize. Do not select for beauty.
The selection criterion is: *this is on Market Street*.

METADATA AS DOCUMENTARY MATERIAL

At each photograph location, collect the following platform data:

LOCATION NAME: [name of business or landmark]
ADDRESS: [street address, from GPS reverse geocode or observed signage]
TIME: [captured automatically in EXIF]
TEMPERATURE: [ambient, recorded at time of walk]
REVIEW SCORE: [Google Maps – star rating and review count if available]
NEIGHBORHOOD: [from Google Maps – neighborhood label]
AI SUMMARY: [Google Maps AI overview, verbatim fragment – optional]

Platform data is collected at point of capture, not reconstructed later.
If a location has no platform presence, that absence is also data.

METADATA LAYERS

The project operates across three layers simultaneously:

Layer 1 – Physical

The photograph. What the camera recorded. Light, architecture, people, time.

Layer 2 – Spatial

GPS coordinates. Embedded in JPEG at moment of exposure. Canonical truth. Not reconstructed in post.

Layer 3 – Platform

Google Maps data. Review scores. AI summaries. Neighborhood labels. Business listings. The machine-readable representation of the same physical location.

These layers do not explain each other. They exist in parallel.
The document holds all three simultaneously.

PLATFORM LAYER

Google Maps and its review ecosystem have produced a parallel representation of every commercial establishment in Philadelphia. This project treats that representation as documentary material – not as truth, not as satire, but as evidence of how the city is being read by machines and platforms.

Collection Rules

- Use platform data as fragments, not essays
- AI summaries: one sentence maximum
- Review scores: include count alongside rating (e.g., 4.1★ · 312 reviews)
- Do not fabricate or alter platform data
- Do not use platform data to editorialize
- Absent platform data is recorded as absent – not filled in

Contribution Policy

Platform contribution (reviews, photos, edits) is selective and documentary. This project does not use platform participation as a publication or promotion mechanism.

Any platform contribution must reflect what was actually observed.

No manipulation. No spam.

VISUAL STRUCTURE

Aesthetic is consistent with the FLUX protocol:

- High Contrast B&W
- Raw JPEG – no post-processing
- Chronological sequence – the walk is the edit
- No cropping, no color correction, no adjustment layers
- The JPEG is the final file

LAYOUT & INFORMATION SYSTEM

Primary Layout – Default

Large image dominates the page.

Small monospaced metadata strip underneath.

MARKET ST & 12TH

3:42 PM · 58°F

CVS Pharmacy · 4.1★ · 312 reviews

Center City West, Philadelphia, PA

If an AI summary is present:

AI SUMMARY:

"Busy downtown pharmacy with long checkout lines."

The metadata strip is informational. It does not editorialize.

Monospace type. Small. Quiet. Present.

Secondary Layout – Platform Spread

Used selectively for locations with significant platform presence.

Left page: metadata / platform layer — full documentation of digital representation
Right page: photograph

This layout surfaces the depth of platform data for a single location.
Used sparingly — for the most data-rich locations, not as a default.

Tertiary Layout — Pure Sequence

Image sequence only.
Metadata compiled in an appendix at the end of the document.
Used when visual rhythm of the walk should be uninterrupted.

Preferred Solution: Hybrid

The document uses primarily the **Primary Layout** throughout the main sequence.
The **Secondary Layout** is deployed selectively for notable locations.
The **Tertiary Layout** may be used for a closing image run.
The metadata is always present. The density of its surface varies.

OUTPUTS

Digital

archive/index.html	Live archive — chronological grid, photographer filter, map
archive/market-street-digital-mirror.pdf	Project PDF
archive/data/archive.json	GPS manifest — one entry per frame
archive/data/metadata.csv	Full metadata including platform layer
archive/data/platform.csv	Platform data only — review scores, AI summaries
archive/downloads/photos.zip	All originals

Physical

Printed zine — 8.5×11 landscape, staple-bound
Layout: hybrid (primary + selective secondary)

Archive Integration

Photographs made by Dante Sisofo during this project may appear in the personal FLUX archive as part of a regular numbered issue. The two records are independent.

THEMES

- The city as lived environment and machine-readable system simultaneously
- Photography as spatial and temporal data object
- Platform capitalism as urban documentary layer
- Commercial infrastructure as subject, not backdrop
- Metadata as informational aura — present, quiet, non-interpretive
- Public memory vs. algorithmic representation

- The physical fact and its digital shadow
 - Chronological documentary as method – the walk as the archive
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FINAL CONCEPT

The physical book is a frozen artifact of a larger digital system.

It captures one walk, on one day, down one street – and records both what the photographers saw and what the platforms said about the same locations at the same moment.

The digital version is the full system: interactive map, GPS-linked images, route visualization, downloadable PDFs, metadata archive, platform data layer.

The book and the archive are not the same object. They are two representations of the same walk – one frozen, one live.

Both are canonical.

FIELD RULES

1. GPS must be confirmed active before the walk begins. No exceptions.
 2. Small JPEG only. No RAW. No large JPEG.
 3. Move continuously. Do not double back.
 4. Do not synchronize shots between photographers.
 5. Collect platform metadata at point of capture – not reconstructed later.
 6. AI summaries: one sentence maximum, verbatim, attributed to source.
 7. No post-processing. The JPEG is the final file.
 8. If GPS fails during the walk, note the time gap. Do not fabricate coordinates.
 9. Platform contribution is selective and documentary. Not promotional.
 10. Absent platform data is recorded as absent.
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CANONICAL OUTPUT

The canonical output of this project is:

1. A chronological sequence of photographs made on Market Street
2. A metadata record for each frame: timestamp, GPS coordinates, reverse-geocoded address, platform data
3. A hybrid-layout document (digital and physical) holding image and metadata simultaneously
4. A live archive at flux.dantesisofo.com/market-street/

The photographs are not illustrations of the metadata.

The metadata is not a caption for the photographs.

They are parallel records of the same moment.

OPEN QUESTIONS / FUTURE EXTENSIONS

ROUTE:	East to west or west to east? Starting point TBD.
DATE:	Not yet scheduled.
FRAME TARGET:	TBD — one photographer's full walk? Combined sequence?
WEATHER:	Temperature data collection method — phone, dedicated sensor?
AI SUMMARIES:	Use Google AI overviews verbatim, or paraphrase? (verbatim preferred)
MAP:	Interactive Leaflet map — same system as Broad Street?
PLATFORM DATA:	Collect at capture time (preferred) or post-process from GPS coordinates?
PARTICIPANTS:	Confirm Eric DeJesus camera setup and GPS workflow before walk date.
TRANSIT:	Document SEPTA infrastructure (El, subway stations) — include or separate?
SEQUENCING:	Three-photographer combined chronological sequence — same method as Broad Street.

SEE ALSO

Document	Layer	Relationship
BROAD STREET IN FLUX	Layer 3 — Field	The founding project that established the collaborative method
PROJECTS	Layer 3 — Field	The project framework this assignment fits within
FIELD ASSIGNMENTS	Layer 3 — Field	FLUX_FIELD_ASSIGNMENT_003 (Market Street Crossing) is a related constraint
ARCHIVE	Layer 2 — Protocol	The digital archive that will hold the output
INTELLIGENCE	Layer 5 — Intelligence	Embeddings and semantic search that extend the metadata archaeology concept

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