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BUSINESS NOTE

Casey Roarty finds art in Marketplace listings

Graphic designer Casey Roarty turned a house move into a project called Is This Still Available?, and Creative Boom reports that he recreates the overlooked images inside second-hand Facebook Marketplace listings. The post argues that the awkward crops, harsh flash, and blurred faces of photographs taken purely for practical reasons carry an accidental beauty that most people scroll past.

A seller of printables can borrow the method by treating ordinary phone snaps as source material rather than something to retouch. A printable wall art set of four studies of domestic lighting, each one a plain room photographed at night, would let a buyer hang the kind of image Roarty describes finding, and the listing copy can explain the appeal in a sentence.

Source: Creative Boom, Casey Roarty digs through Facebook Marketplace listings and transforms his findings into art
https://www.creativeboom.com/work/casey-roarty-digs-through-facebook-marketplace-listings-and-transforms-his-findings-into-art/