

Meet the Imperfectionist: Jim Goldberg

“People don’t want to be photographed all the time. But people want to be seen. People want to be heard.”

Known for his innovative use of text and image, Jim Goldberg has been working with experimental storytelling for over 40 years. For this partnership, Jim captured the stories of people living in the Augusta community – a small, disenfranchised community that Jim sees as a “microcosm of what is going on in the rest of the states”.

As a long-time Polaroid photography advocate, Jim uses the instantaneous and physical media to build trust and connect with the people he’s shooting. Working closely with his subjects, he brings their stories to life through text and collage. Helping each person “become the picture”.