Photography and Culture will be in the forefront of new critical, reflective and analytical writing on photography. It will be pluralistic in its approach, inter-disciplinary, embracing the historic and the contemporary and independent of any one prevailing theoretical critical model. It will mirror and debate new ways of thinking about photography as the photographic image becomes an ever more central player in our personal and public histories and lifestories. It will seek to become an important text for a new community of interest clustered around those who use reference, interpret or analyse photographic images within their chosen fields in arts and humanities, science and social science.* Aims to rebalance the over emphasis on art historical approaches, to look at vernacular and applied photography* Will embrace the historical, technological, cultural and social aspects of photography, as well as all genres.* Answers a clear need for a vehicle that fosters exchange about photography and culture across a wide range of disciplines and subfields.* Strong interdisciplinary approach* Offers a forum for diverse voices in the field* Genuinely international it will seeks to open up the study of Photography beyond traditional Eurocentric and Anglo-American perspectives* Aims to gather together the most thoughtful writers and thinkers about photography