



LOVE is in the air

written by Allegra
June, 2014



It's been a long year with MUCH fun and also work. It's time for Allegra's first SUMMER BREAK! And of course, the only way to set it off is with PEACE & LOVE! We are thus very pleased to exhibit today in Allegra's Virtual Museum of Obscure Fieldwork Artefacts ([AVMOFA](#)) a new artefact by [Samuli Schielke](#)! See you all VERY SOON!



A Salafi man was selling red heart-shaped balloons with the text (in English) “I love you” on July 26th street in Cairo. I asked him whether I could take a picture, and he answered he would not want to appear on a photo because pictures are ‘haram’ (forbidden in Islam). He was nevertheless very pleased to have his balloons photographed. A bystander came to his help and held the balloons for him. I bought one balloon and took this picture.

Cairo, March 2010, scan from medium format colour negative.
Photo by [Samuli Schielke](#)