

ENDS WHY WE OVERLOOK ENDINGS FOR HUMANS Workbook

Ends Why We Overlook Endings For Humans Products

****Why Ends Matter: Exploring Ends Why We Overlook Endings for Humans Products****

ends why we overlook endings for humans products?this phrase might sound a bit

puzzling at first, but it points to a subtle yet significant aspect of how we interact with the products designed for our everyday lives. We often focus intensely on the beginnings, the initial impressions, and the core functionalities of human-centric products, but rarely do we pause to consider the endings. Whether it's the lifecycle of a product, the user experience at the final stage, or how a product's design influences its disposability or longevity, the endings tell a crucial story that often goes unnoticed.

Understanding why we overlook endings for humans products can illuminate not just consumer behavior, but also the design philosophy and sustainability implications behind the items we use. Let's dive deeper into this overlooked facet and explore what it means for consumers, manufacturers, and the environment alike.

The Hidden Importance of Endings in Product Design

When we talk about human products—anything from smartphones and clothing to kitchen gadgets and personal care items—the focus is frequently on how these products start

their journey with us. We look at packaging, unboxing experiences, and the initial functionality or aesthetic appeal. However, the ending phase, which includes the product's durability, disposal, or recycling, often fades into the background.

The Lifecycle Perspective

Every product has a lifecycle, traditionally broken down into stages: introduction, growth, maturity, and decline. The "end" of a product's lifecycle—the decline or retirement phase—is where many products are discarded, recycled, or sometimes repurposed.

Overlooking this stage can lead to several problems:

****Environmental Impact:**** Products that aren't designed with their end-of-life in mind contribute to landfills, waste, pollution, and resource depletion.

****Consumer Frustration:**** When a product's end is abrupt or poorly managed (e.g., non-replaceable batteries or difficult-to-recycle materials), users may feel stuck or dissatisfied.

****Lost Value:**** Some products can offer value even after their primary use ends, through repair, repurposing, or upcycling. Ignoring the end phase means missing these opportunities.

Why Endings Are Often Neglected

One reason we overlook endings is psychological: humans are naturally more attracted to beginnings and novelty. The excitement around buying new products or starting new experiences can overshadow the necessity of thinking about how things will finish.

Additionally, marketing strategies often emphasize the "start" or the "now" rather than

the product's eventual fate.

From a design standpoint, manufacturers may prioritize initial sales and user acquisition over long-term sustainability or lifecycle management. This can be due to cost considerations, production timelines, or a lack of consumer demand for products designed with their end in mind.

How Overlooking Endings Affects Consumers and the Environment

Ignoring the endings of human products isn't just a theoretical concern—it has real-world consequences that ripple through consumer experiences and environmental health.

Consumer Experience and Product Longevity

Products that don't consider their end-of-life often fall short in user satisfaction. For instance, when a smartphone's battery can't be replaced, or a piece of clothing quickly becomes unwearable and non-repairable, consumers face frustration and additional expenses. This can lead to:

****Increased Waste:**** Consumers discard products sooner, contributing to a throwaway culture.

****Higher Costs:**** Frequent replacements add up financially.

****Reduced Trust:**** Brands that don't support repair or recycling may lose consumer loyalty.

Environmental Sustainability Challenges

The neglect of product endings is a major driver of environmental issues such as:

****E-Waste Accumulation:**** Electronic products packed with hazardous materials often end up improperly disposed of, harming ecosystems.

****Resource Depletion:**** Without recycling or repurposing, valuable raw materials are wasted.

****Carbon Footprint:**** Manufacturing new products constantly, instead of reusing or repairing existing ones, increases greenhouse gas emissions.

Understanding ends why we overlook endings for humans products is essential to tackling these environmental problems. It encourages manufacturers and consumers to rethink how products are designed, used, and eventually retired.

Strategies to Address the Neglected Endings of Human Products

Awareness of this oversight is the first step toward change. Here are some practical approaches to better integrate endings into the lifecycle of products designed for human use.

Designing for Durability and Repairability

One key way to improve how we handle product endings is by focusing on durability and the ability to repair. This means creating products that:

Are made with high-quality, long-lasting materials.

Have modular parts that can be easily replaced.

Come with repair manuals or support networks.

Such designs extend the useful life of products, reducing the frequency of replacement

and waste.

Implementing Take-Back and Recycling Programs

Many companies now recognize the value of take-back schemes, where consumers can return used products for recycling or refurbishment. These programs help close the lifecycle loop and:

Ensure proper disposal of hazardous components.

Salvage valuable materials.

Encourage responsible consumer behavior.

When companies invest in these programs, they acknowledge the importance of endings and encourage consumers to think beyond the initial purchase.

Educating Consumers About Product Lifecycles

Empowering consumers with knowledge about product lifecycles and endings can shift purchasing habits and disposal practices. For example:

Promoting awareness around product recyclability.

Highlighting the benefits of repair over replacement.

Encouraging choices based on sustainability credentials.

Education can gradually reshape how consumers value product endings.

The Role of Technology in Enhancing Product Endings

Emerging technologies offer innovative solutions to the challenge of overlooked product endings.

Smart Products with Lifecycle Tracking

The integration of IoT (Internet of Things) and smart sensors into products allows for real-time tracking of usage, wear, and maintenance needs. This can:

Notify users when parts need replacement.

Guide consumers on how to recycle or dispose of products responsibly.

Provide manufacturers with data to improve future designs.

Advanced Recycling Techniques

Technological advancements in recycling, such as chemical recycling or improved sorting methods, can make it easier to reclaim materials from complex products. This reduces environmental harm and supports circular economy models.

Reflecting on Ends: Changing the Narrative Around Human Products

Ultimately, understanding ends why we overlook endings for humans products invites a broader shift in how society views consumer goods. Instead of seeing products as disposable or temporary, we can embrace a mindset that values every phase of a product's life—from inception to conclusion.

This perspective encourages innovation in sustainable design, fosters more responsible consumption, and cultivates a deeper respect for the resources and labor that go into making the products we rely on daily. By paying attention to the endings, we complete the story of human products in a way that benefits both people and the planet.

Question

Answer

Why do humans often

overlook the importance of

endings in products?

Humans tend to focus more on beginnings and ongoing

experiences, often neglecting endings because they

mark a conclusion, which can feel less exciting or

rewarding.

How does overlooking endings

affect the overall user

experience of a product?

Ignoring endings can lead to incomplete user journeys,

leaving users dissatisfied or confused, which ultimately

harms the product's reputation and user retention.

What psychological factors

contribute to humans

overlooking endings?

Cognitive biases like the peak-end rule cause people to

remember experiences based on their peak moments

and endings; paradoxically, if endings are not well-

designed, they are easily overlooked or forgotten.

In what ways can product

designers ensure that endings

are given proper attention?

Designers can create meaningful, clear, and satisfying

conclusions, such as confirmation messages,

summaries, or rewards, to make endings more

memorable and valued.

Why are endings critical for

human products like apps and

services?

Endings provide closure and a sense of

accomplishment, guiding users on next steps and

reinforcing positive feelings, which can increase loyalty

and encourage repeat use.

Can overlooking endings lead

to negative consequences for

products?

Yes, overlooked endings can cause confusion,

frustration, and reduce trust, potentially leading users

to abandon the product or leave negative feedback.

How do cultural differences

impact the perception of

endings in products?

Cultural norms influence how people value endings;

some cultures emphasize closure and rituals more,

which affects how product endings should be designed

for different audiences.

What role does storytelling

play in addressing the issue of

overlooked endings?

Incorporating storytelling techniques helps create

meaningful narratives with compelling endings, making

the conclusion more engaging and memorable for

users.

How can feedback and data

analytics help improve product

endings?

By analyzing user behavior and feedback at the end of

user journeys, companies can identify pain points and

opportunities to enhance the ending experience for

better satisfaction.

Are there examples of

products that successfully

emphasize endings?

Yes, products like fitness apps that provide progress

summaries or games with rewarding final scenes

highlight effective endings that leave users feeling

accomplished.

Ends Why We Overlook Endings for Humans Products

Ends why we overlook endings for humans products is a nuanced topic that invites

a deeper exploration into consumer behavior, product lifecycle management, and design

philosophy. In an era dominated by rapid innovation and continuous consumption, the

final stages of a product's journey—its ending—are frequently neglected or undervalued.

While much attention is given to the launch and peak utility of human-centered products,

the concluding phase often remains an afterthought. This oversight has implications not

only for user satisfaction but also for sustainability, brand loyalty, and the evolving

expectations of modern consumers.

The Significance of Endings in Product Experience

In product design and marketing, the lifecycle of a product is typically segmented into

introduction, growth, maturity, and decline. However, the ending phase—the moment

when a product is retired, replaced, or disposed of? warrants closer scrutiny. The ends why we overlook endings for humans products stems partly from a cultural bias that prioritizes beginnings and growth over closure. Endings are often associated with loss or failure, which can be psychologically uncomfortable for both consumers and companies alike.

Moreover, from a business perspective, focusing on endings may seem counterintuitive. Companies thrive on selling new products and upgrades, which means the sustainability and usability of existing products might be sacrificed for the sake of innovation. However, ignoring the end-of-life experience can result in decreased customer satisfaction, higher environmental costs, and missed opportunities for brand differentiation.

Consumer Psychology and the Neglect of Product Endings

Human psychology plays a crucial role in why endings are overlooked. The "peak-end rule," a concept from behavioral economics, suggests that people judge experiences largely based on how they were at their peak and at their end, rather than the total sum or average of every moment. Despite this, many products fail to deliver a satisfying closure. Consumers often experience frustration or disappointment when a product becomes obsolete abruptly or when end-of-life support is inadequate.

This disconnect highlights a paradox: while the end of a product experience heavily influences overall satisfaction, companies frequently neglect to design or communicate thoughtful endings. For example, software applications that suddenly cease support without warning or physical products without clear disposal or recycling instructions can

leave users feeling abandoned.

Practical Challenges in Addressing Product Endings

One of the core reasons for overlooking product endings is the complexity involved in managing them effectively. Unlike the launch phase, which is driven by marketing campaigns and product development teams, the ending phase requires coordination across multiple departments including customer service, logistics, and sustainability teams.

Design Limitations and Lifecycle Management

Designing for product endings involves anticipating how a product will be retired or repurposed. Unfortunately, many products are not engineered with end-of-life considerations in mind. For instance, electronic devices with non-removable batteries or complex disassembly processes complicate recycling efforts. This lack of foresight results in increased waste and a less favorable brand image.

Lifecycle management strategies such as "design for disassembly" or "take-back programs" have gained traction but are not yet industry standards. These initiatives require upfront investment and a shift in traditional business models, which can deter companies focused on short-term profits.

Environmental and Regulatory Pressures

Environmental concerns are increasingly pushing companies to reconsider how they handle product endings. Regulations like the European Union's Waste Electrical and

Electronic Equipment Directive (WEEE) mandate responsible disposal and recycling, compelling manufacturers to innovate in this area.

However, compliance often translates into added costs and logistical challenges. This can lead to minimalistic approaches where companies meet the bare minimum legal requirements without fully engaging consumers in the end-of-life process. Consequently, the ends why we overlook endings for humans products remain prevalent, despite growing awareness of sustainability.

Strategies to Enhance Product Endings

To address the neglect of endings, companies can adopt several strategies that improve user experience and promote environmental responsibility.

Clear Communication and Support

One effective approach is ensuring transparent communication about the product's lifecycle. Informing customers about the expected lifespan, maintenance options, and end-of-life procedures helps set realistic expectations and reduces frustration.

Customer support during the final stages of a product's life can include software updates, trade-in offers, or guidance on recycling. For example, smartphone manufacturers that provide trade-in programs incentivize users to upgrade responsibly, mitigating waste and strengthening customer loyalty.

Designing for Longevity and Ease of End-of-Life

Products designed for durability and easy repair inherently address some ending concerns. Modular designs, replaceable components, and clear disassembly instructions

empower consumers to extend product life or repurpose parts.

Furthermore, emphasizing modularity allows companies to refresh product features without forcing complete replacements, subtly shifting the focus from disposable to sustainable consumption.

Incorporating Circular Economy Principles

Adopting circular economy principles transforms ending phases into new beginnings.

Instead of viewing product disposal as waste, companies treat materials as resources for future products.

Examples include refurbishment programs, remanufacturing, and resource recovery initiatives. These not only reduce environmental impact but also open new revenue streams and enhance brand reputation by aligning with socially conscious consumer values.

Why the Ends Matter in Human-Centered Products

Human-centered products are designed to improve lives, and ignoring their endings undermines this mission. The ends why we overlook endings for humans products is often a reflection of broader systemic issues: the tension between profit-driven business models, consumer expectations, and sustainability imperatives.

Recognizing the importance of endings can lead to more holistic product strategies that consider the entire lifecycle—from conception to disposal. This shift benefits all stakeholders: consumers receive better experiences, brands build trust and loyalty, and

the planet gains relief from excessive waste.

Ultimately, as markets become more competitive and consumers more discerning, the companies that excel in managing the full product journey—including its endings—will differentiate themselves in meaningful ways. By rethinking how we approach the conclusion of product life, the industry can foster innovation that respects both human needs and environmental limits.

storytelling endings, human psychology endings, product lifecycle, consumer behavior, narrative closure, emotional impact endings, marketing strategies, user experience design, product development stages, cognitive bias endings

Humans Of New York St Martin S Press

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Humans of New York St Martin's Press: A Deep Dive into the Phenomenon

humans of new york st martin s press?a phrase that instantly brings to mind the

evocative portraits and heartfelt stories that have captured the hearts of millions worldwide. This remarkable collaboration between the iconic photo blog "Humans of New York" and the esteemed publishing house St Martin's Press has transformed fleeting street snapshots into timeless literary treasures. But what exactly makes this partnership so compelling? Let's explore the story behind Humans of New York St Martin's Press, its cultural significance, and why it continues to resonate with readers across the globe.

The Origins of Humans of New York

Before diving into the specifics of the Humans of New York St Martin's Press publications, it's important to understand the genesis of this phenomenon. Brandon Stanton, a former bond trader turned photographer, started Humans of New York (HONY) in 2010 as a simple project to photograph 10,000 New Yorkers on the streets. What began as a personal endeavor quickly evolved into a viral sensation, thanks to Stanton's unique ability to capture not just faces but compelling human stories.

With a camera in hand, Stanton approached strangers and asked questions that revealed their hopes, fears, and dreams. The combination of powerful imagery and intimate storytelling created a new form of social media storytelling that was as authentic as it was captivating.

Humans of New York St Martin's Press: Turning Digital Stories into Books

The collaboration between Humans of New York and St Martin's Press marked a pivotal moment in bringing these digital narratives into the physical realm. The first book, aptly titled *Humans of New York*, was published in 2013 and quickly became a bestseller. This partnership allowed the project to reach audiences beyond social media platforms, offering readers a tactile experience of flipping through pages filled with diverse stories and portraits.

Why St Martin's Press?

St Martin's Press is revered in the publishing world for its commitment to quality, innovation, and storytelling. Their decision to publish *Humans of New York* was not merely a business move but a recognition of the cultural impact and literary merit embedded in Stanton's work. The publisher's expertise in marketing and distribution helped the book penetrate not only mainstream bookstores but also libraries, schools, and international markets.

What Makes the Books Stand Out?

While many photography books focus solely on visuals, the *Humans of New York* St Martin's Press editions emphasize narrative depth. Each photograph is paired with a snippet of personal story or a candid quote, offering context and emotional insight. This format bridges the gap between visual art and literary storytelling, making it accessible and deeply engaging.

The Impact of *Humans of New York* St Martin's Press on Readers and Culture

The release of *Humans of New York* books via St Martin's Press transcended ordinary publishing achievements by fostering empathy and understanding among readers. Through stories of struggle, resilience, love, and humor, the books invite readers to connect with strangers on a profoundly human level.

Encouraging Social Awareness and Compassion

One of the remarkable outcomes of this partnership is its ability to spark conversations about social issues. Stories of homelessness, immigration, mental health, and social

inequality featured in the books provide a human face to abstract problems. This has inspired readers to become more socially aware and, in some cases, to take action in their own communities.

Educational Value and Use in Academia

Educators and institutions have embraced Humans of New York St Martin's Press titles as valuable teaching tools. The books offer a gateway to discussions about diversity, narrative writing, photography, and sociology. Their approachable style makes them ideal for classrooms, book clubs, and workshops aiming to foster empathy and critical thinking.

Exploring the Different Editions and Spin-Offs

Since the initial success, the Humans of New York St Martin's Press collaboration has expanded into several volumes and special editions. These include thematic books focusing on specific topics or geographic regions, as well as companion journals and memoir-style works.

Popular Titles and What They Offer

Humans of New York (2013): The original collection of New Yorkers' stories that

1.

started it all.

Humans of New York: Stories (2015): A deeper dive into personal narratives,

2.

expanding beyond the city.

Humans of New York: The Series: Featuring stories from various countries and

3.

communities, broadening the project's global reach.

Each book adds layers of insight and emotion, showcasing the evolving nature of storytelling through photography.

Tips for Aspiring Photographers and Storytellers Inspired by

Humans of New York St Martin's Press

If you're inspired by the Humans of New York phenomenon and the books published by St Martin's Press, there are valuable lessons to take away:

1. Focus on Authenticity

The power of HONY lies in its genuine approach. Authenticity in storytelling—whether through words or images—builds trust and emotional connection.

2. Combine Visuals with Narrative

Don't just capture a moment; tell the story behind it. Pairing images with personal quotes or anecdotes can turn simple photos into compelling stories.

3. Embrace Diversity

Seek out stories from all walks of life. The richness of diverse perspectives enhances the depth and relatability of your work.

4. Be Patient and Respectful

Building rapport with subjects, especially strangers, requires time and empathy. Respect

their boundaries and listen actively.

5. Use Multiple Platforms

While digital media is powerful, consider how your work can translate into other formats such as books, exhibitions, or talks to reach broader audiences.

The Future of Humans of New York St Martin's Press

As the world changes, so too does the way we tell and consume stories. The ongoing collaboration between Humans of New York and St Martin's Press continues to evolve, embracing new technologies and exploring untold narratives. Whether through print, digital, or multimedia projects, the essence remains the same: celebrating humanity in all its complexity.

This partnership exemplifies how storytelling, photography, and publishing can come together to create more than just books—they create a shared human experience. For readers and creatives alike, Humans of New York St Martin's Press offers a timeless reminder that behind every face, there's a story worth telling.

Question

Answer

What is 'Humans of New York'

published by St. Martin's Press

about?

Humans of New York, published by St. Martin's Press, is

a photography book that features portraits and

personal stories of people from New York City,
capturing the diversity and humanity of its residents.

When was 'Humans of New
York' by St. Martin's Press first
published?

'Humans of New York' was first published by St.
Martin's Press in 2013, following the success of the
original photo blog created by Brandon Stanton.

Who is the author of 'Humans
of New York' published by St.
Martin's Press?

The author of 'Humans of New York' is Brandon
Stanton, who is also the creator of the original Humans
of New York photo blog.

What makes 'Humans of New
York' by St. Martin's Press
unique compared to other
photo books?

The book combines compelling street photography with
intimate, often candid personal stories, creating a

powerful narrative about everyday people that

resonates with a wide audience.

Are there any sequels or

related books to 'Humans of

New York' published by St.

Martin's Press?

Yes, following the success of the original book, Brandon

Stanton has published several sequels and related

books with St. Martin's Press, including 'Humans of New

York: Stories' and special editions focusing on different

themes or locations.

****Humans of New York St Martin's Press: A Deep Dive into the Phenomenon****

humans of new york st martin s press represents a significant landmark in the

evolution of modern storytelling and photographic documentation. The collaboration

between Brandon Stanton's celebrated project, Humans of New York (HONY), and the

reputable publishing house St Martin's Press has produced a series of books that

transcend traditional photojournalism. These works combine intimate portraits with

compelling narratives, creating a unique tapestry of human experience that resonates

globally. This article explores the impact, features, and cultural relevance of the Humans

of New York publications released through St Martin's Press, examining why they continue

to capture public imagination and critical acclaim.

The Genesis of Humans of New York and Its Publishing Journey

Brandon Stanton launched Humans of New York in 2010 as a photographic census of New York City's inhabitants. What began as a simple street photography project soon evolved into a powerful platform for sharing personal stories that reveal the shared humanity behind diverse faces. The project's viral success on social media laid the groundwork for its transition into book form.

Partnering with St Martin's Press, one of the most esteemed publishing houses in the United States, allowed HONY to reach a broader audience beyond the digital realm. This collaboration resulted in several bestselling volumes, including **Humans of New York** (2013), **Humans of New York: Stories** (2015), and **Humans of New York: The Series** (2017). Each book offers a curated collection of photographs and interviews that delve deeper into the lives of featured individuals.

The Role of St Martin's Press in Amplifying HONY's Reach

St Martin's Press brought not only logistical and editorial expertise but also a strategic platform that legitimized HONY as more than just an internet phenomenon. Their commitment to high-quality production values and broad distribution ensured that the books were accessible in major bookstores globally, reaching audiences who might not engage with online content.

The partnership also facilitated marketing campaigns that positioned Humans of New York within the literary and photographic communities, earning critical praise and numerous

awards. Sales figures reflect this success; the original *Humans of New York* book sold over a million copies worldwide, a testament to the enduring appeal of the content.

Analytical Overview of Humans of New York Books by St Martin's

Press

The Humans of New York books differ notably from conventional photography books. They blend visual storytelling with narrative non-fiction, creating a hybrid form that appeals to readers seeking emotional connection and insight into the human condition. This approach aligns with contemporary trends in publishing where authentic, personal stories drive engagement.

Distinctive Features and Narrative Style

One of the defining characteristics of the Humans of New York books is their minimalist design, which places emphasis on the portrait and accompanying text. Unlike coffee table books that prioritize aesthetics over substance, HONY balances both, ensuring that stories are as compelling as the images themselves.

Brandon Stanton's interview technique—brief, empathetic, and open-ended—allows subjects to share moments of vulnerability and hope. This encourages a diverse range of voices, from immigrants and survivors to artists and everyday New Yorkers. The books thus function as sociocultural documents, reflecting the complexity of urban life in the 21st century.

Comparisons with Other Photojournalistic Works

In the realm of photojournalism, Humans of New York stands apart by virtue of its intimate

scale and emotional depth. While traditional photojournalistic collections focus on large-scale events or historical documentation, HONY zeroes in on individual stories, capturing snapshots of ordinary life that collectively form a mosaic of humanity.

When compared to similar projects like **The Sartorialist** or **Humans of Bombay**, HONY's collaboration with St Martin's Press ensures a narrative depth that is often absent in purely visual compilations. The text complements the images, inviting readers to engage cognitively and emotionally.

Impact and Cultural Significance of Humans of New York St

Martin's Press Editions

The Humans of New York books have not only entertained but also inspired philanthropic and social initiatives. By humanizing issues such as homelessness, immigration, and mental health, the books have mobilized readers to take action.

Social Influence and Philanthropy

Stanton's platform often transcends storytelling, facilitating crowdfunding campaigns and raising awareness about social causes. The books, by extension, serve as catalysts for empathy and social change, encouraging readers to consider perspectives outside their own experiences.

Educational and Academic Uses

Beyond popular readership, HONY books have found their way into academic settings. Sociology, anthropology, and journalism courses utilize these volumes as case studies in

narrative ethics, urban studies, and media influence. The collaboration with St Martin's

Press has solidified the books' status as credible educational resources.

Pros and Cons of the Humans of New York St Martin's Press

Publications

Pros:

1.

Authentic, relatable storytelling that fosters empathy.

1.

High-quality photographic and editorial production.

2.

Broad distribution and accessibility through St Martin's Press.

3.

Serves as both an artistic and sociological document.

4.

Cons:

2.

Critics argue the narrative can sometimes oversimplify complex issues.

1.

Focus predominantly on New York City may limit geographic diversity.

2.

The format may not appeal to readers seeking in-depth journalistic

3.

investigation.

The Evolution of Humans of New York: From Blog to Bestselling Books

Humans of New York's progression from a humble blog to a series of widely acclaimed books under St Martin's Press exemplifies a successful digital-to-print transition. This trajectory highlights the changing landscape of publishing, where multimedia storytelling and personal narratives can thrive in traditional formats when supported by a strong publishing partner.

As the project continues to expand its scope, including international stories and multimedia adaptations, the foundational role of the St Martin's Press editions remains pivotal. They serve as the definitive archives of the early years and continue to influence new directions.

The synergy between Brandon Stanton's vision and St Martin's Press's publishing acumen has created a meaningful cultural artifact. The Humans of New York books not only document a city but also mirror the universal quest for connection and understanding, making them enduring contributions to contemporary literature and visual culture.

Humans of New York, St. Martin's Press, Brandon Stanton, photography book, street portraits, storytelling, New York City, photojournalism, memoir, social documentary

Read the full article online: [HUMANS OF NEW YORK ST MARTIN S PRESS](#)