

PRESS RELEASE

13 DECEMBER 2010

The year that saw the resurrection of analog instant film AN IMPOSSIBLE END-OF-THE-YEAR REVIEW

2010 is the year that will go down in the history of photography as the year when millions of Polaroid cameras were prevented from becoming obsolete and analog instant photography made a comeback.

In March 2010 Impossible announced the successful outcome of its endeavors: the invention a brand new instant film for Vintage Polaroid cameras. In the course of the year, 4 different instant film materials for Polaroid SX 70, 600 and Image cameras were released and constantly improved. Currently Impossible provides analog photographers with the second generation of the monochrome Silver Shade films and the first experimental generation of the colorful Color Shade films. These new films consist of 31 newly assembled components, produced in cooperation with partners like Ilford Photo or InvisCoat. In the course of 2010, more than 500.000 Impossible film packs were sold, carefully manufactured by a team of initially 10 and now 30 former Polaroid employees.

For 2011 Impossible plans to ramp up production of instant film to over 2 million packs, including the long awaited successor of the Polaroid 600 color film: The PX 680 Color Shade. In late 2011 Impossible also aims to restart production of the legendary 8x10 inch format.

Impossible's ambitions do reach far beyond the production of instant films. To name a few of the many exciting highlights in 2010: the creation of a special film edition with HUGE magazine (Japan), the participation at Photokina 2010 (GER) with the first 20x24 camera shooting on Impossible film, an Impossible Exhibition during the Arles Photography Festival or a cooperation with the American rock band The Decemberists (USA).

IMPOSSIBLE

Based on the huge success of the Impossible Project Space in New York City, which attracted thousands of visitors and customers throughout 2010, Impossible opened another Project Space in Tokyo on December 3. The Impossible Project Spaces serve as a vivid hub for analog instant photography. Beyond carrying all available analog films and cameras, the exhibitions of a wide range of artistic projects inspire the Project Spaces.

Currently the Impossible Project Space Tokyo presents the “Exhibition : Impossible”, featuring photographs taken on PX 600 Silver Shade UV+ film by Japan’s greatest, contemporary photographers like Araki Nobuyoshi or Daido Moriyama. Combined with the botanical sculptures by Japanese artist Azuma Makoto, the exhibition carries the visitor off to an impressive, monochrome world - until December 25.

An artistic Impossible review is opening on December 15 at the Impossible Project Space New York City – “Facing the Impossible” is a portrait series by international photographers on the new Impossible instant films, celebrating Impossible’s achievements that build the base for much more to come.

Exhibition : Impossible

feat. Araki Nobuyoshi, Daido Moriyama, Jin Ohashi, Masafumi Sanai, Yurie Nagashima and Azuma Makoto

Impossible Project Space Tokyo, 2F Oak Bld, 1-20-5 Aobadai Meguro, Tokyo 1530042
December 4 – 25, Tuesday to Sunday 12pm - 6pm

Facing the Impossible

Feat. Adam Goldberg, Adarsha Benjamin, Chloe Aftel, Irène Nam, Jen Altman, Lou O'Bedlam, Mikael Kennedy, Patrick Winfield, Rommel Pecson, The Gentlemen Amateur, Thibault Tourmente and Tim Mantoani

Impossible Project Space NYC 425 Broadway, 5th floor, NY 10013

Opening: December 15, 2010, 6 pm

December 16, 2010 - 28 February, 2011 Mon-Fri: 11am - 7pm Sat: noon - 5pm

Press Contact

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