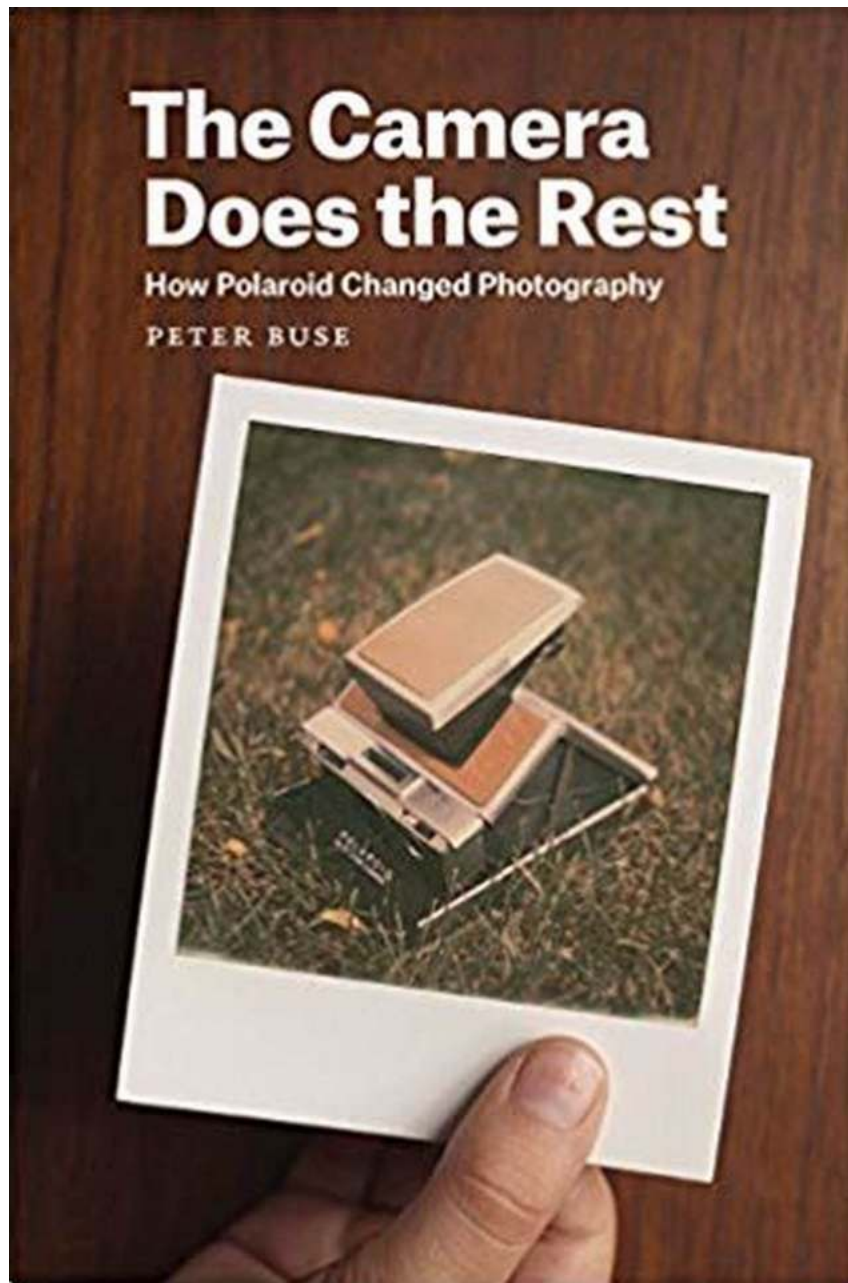


How Polaroid Changed Photography Forever



In the age of instant gratification and advanced digital technology, it's easy to forget the impact that Polaroid cameras had on the world of photography. From their in the 1940s to their iconic status in the 1980s, Polaroid cameras revolutionized the way people captured and shared their memories.

The Birth of Polaroid

The story begins with Edwin Land, an ingenious scientist and entrepreneur. In 1947, Land unveiled the first instant camera, the Land Camera Model 95. This groundbreaking invention allowed users to instantly develop and print their photographs within minutes, eliminating the need for a darkroom and chemical processes.



The Camera Does the Rest: How Polaroid Changed Photography by Baby Professor (Kindle Edition)

★★★★☆ 4.6 out of 5

Language : English
File size : 21380 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 320 pages
Lending : Enabled



The Model 95 captured the imagination of the public, and soon everyone wanted a piece of this new technology. Polaroid Corporation was established, and Land's invention became a household name. The convenience and simplicity of instant photography attracted both amateur and professional photographers alike.

Innovation in Instant Photography

Polaroid didn't stop at the Model 95. The company continuously improved their instant cameras, introducing new models that featured enhanced functionality and image quality. One notable example is the SX-70, introduced in 1972. This

camera not only produced instant prints but also allowed users to view the photo before it was developed.

The SX-70 was a game-changer in the photography industry, enabling photographers to adjust their composition or retake a shot if needed. This innovation gave instant photography a new level of control, further expanding its appeal.

Shaking Up the Photography Market

Polaroid's success did not go unnoticed by their competitors. Soon, other companies began developing their own instant cameras in an attempt to tap into this growing market. However, Polaroid maintained its dominance through strategic partnerships, branding, and continuous innovation.

The company understood the importance of marketing, creating catchy ad campaigns that highlighted the unique features of their cameras. You may remember the iconic catchphrase, "Shake it like a Polaroid picture," which became synonymous with their brand.

End of an Era: The Digital Revolution

As digital technology advanced, the demand for instant photography began to decline. Digital cameras offered a faster, more convenient way to capture, view, and share photos. In 2008, Polaroid Corporation filed for bankruptcy, marking the end of an era.

However, it's important to note that Polaroid cameras and instant photography never truly disappeared. In recent years, there has been a resurgence, with many enthusiasts and artists embracing the nostalgic charm of instant film.

Polaroid's Enduring Influence

The impact of Polaroid cameras on photography is undeniable. They paved the way for instant gratification, challenged the status quo, and allowed people to witness and share moments in real time. Polaroid cameras transformed the way we document our lives and continue to inspire new generations of photographers.

So, the next time you pull out your smartphone to capture a moment, take a moment to appreciate the journey that led to the convenience we now enjoy. Polaroid cameras truly changed the photography landscape, leaving an indelible mark on the history of the medium.



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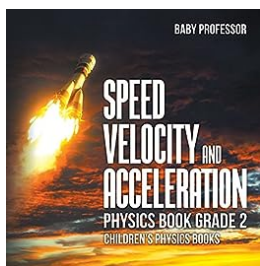


In a world where nearly everyone has a cellphone camera capable of zapping countless instant photos, it can be a challenge to remember just how special and transformative Polaroid photography was in its day. And yet, there's still something magical for those of us who recall waiting for a Polaroid picture to develop. Writing in the context of two Polaroid Corporation bankruptcies, not to mention the obsolescence of its film, Peter Buse argues that Polaroid was, and is,

distinguished by its process—by the fact that, as the New York Times put it in 1947, “the camera does the rest.”

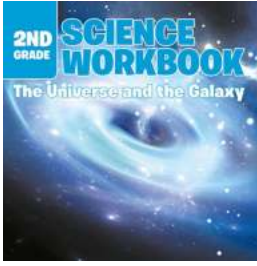
Polaroid was often dismissed as a toy, but Buse takes it seriously, showing how it encouraged photographic play as well as new forms of artistic practice. Drawing on unprecedented access to the archives of the Polaroid Corporation, Buse reveals Polaroid as photography at its most intimate, where the photographer, photograph, and subject sit in close proximity in both time and space—making Polaroid not only the perfect party camera but also the tool for frankly salacious pictures taking.

Along the way, Buse tells the story of the Polaroid Corporation and its ultimately doomed hard-copy wager against the rising tide of digital imaging technology. He explores the continuities and the differences between Polaroid and digital, reflecting on what Polaroid can tell us about how we snap photos today. Richly illustrated, *The Camera Does the Rest* will delight historians, art critics, analog fanatics, photographers, and all those who miss the thrill of waiting to see what develops.



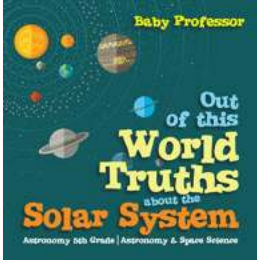
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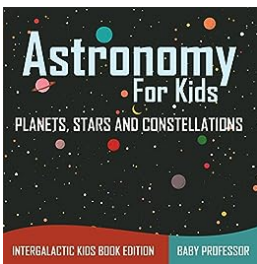
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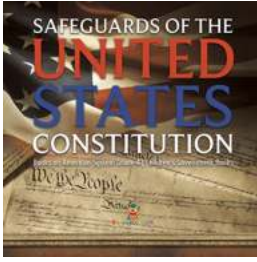
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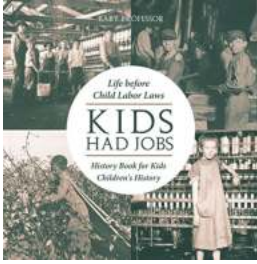
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