

TRIESTE 26th / 27th APRIL 2014

POLAROUND

INSTANT PHOTOGRAPHY MARATHON



INTERNATIONAL INSTANT WEEKEND

INSTANT LAB PRIZE

Certainly the sun will never set on the myth of Polaroid pictures, but this does not prevent us from realizing that a new instant picture technology is dawning.

The Impossible Project, in fact, in 2008 took the place of Polaroid Corporation in the production of instant film, thus becoming the promoter of instant photography's rebirth and in 2013 launched **Instant Lab**, *the device that brings digital and analogical together*.

Even if to the layman's eye the Impossible Instant Lab may look like a printer, it is in all respects a camera with a 4 element lens that takes pictures of the display of your 4/4S and 5/5S iPhone or iPod Touch 4th/5th generation. The picture is automatically developed through photochemical process on analog instant film.

Its minimalist and functional design and the app you can download for free on Apple Store which allows you to adjust the ISO setting and select the film type make the Impossible Instant Lab easy to use.

Just place your iPhone, remove the violet and shoot: as easy as that!

For the 3rd **POLAROUND–International Instant Weekend** the Impossible Project has decided to create the **Instant Lab Prize**. Any of the participants may win 5 packs of Instant Lab Film issued by the firm of Enschede. So put yourself to the test! Show us your style, take a picture with your device and share with us your shots.

Do you want to win those packs and discover a new world of possibilities to make art?

You've got time from Monday 21st at midnight until Sunday 27th CET to participate.

No matter if you find yourself in the remotest corner of the planet or in the most crowded city, post a picture on **Instagram!** The hashtag is **#Polaround2014**

The best picture will be prized with 5 packs of Impossible Instant Lab Film!

Come on! What are you waiting for?

1. Take a picture with your device
2. Share it on Instagram by the 27th April, hashtag **#Polaround2014**
3. Wait for the verdict! Five packs of Impossible Instant Lab Film could be yours!

