

Polaroid



© 17 January 2023, 09:50 (CET)

Bowie | FAQ



ARTIST

1. What is the reason for partnering with Bowie and this collaboration?

We were inspired by the artist's boundary-pushing imagination at the intersection of art and music culture. Considering that we've entered the music space, we wanted to celebrate it with a film collaboration, and strengthen our association with music culture.

Plus, Bowie was an analog photography enthusiast and has been shot many times on Polaroid cameras, adding an extra element to the story and our partnership.

Did Bowie shoot with Polaroid cameras and film? Bowie has worked with various mediums – including Polaroid. The cover artwork of his 1979 Lodger album for instance is a Polaroid photograph by Brian Duffy.

2. Who are the artists featured in the Bowie campaign? What are their handles on social media?

- Celine Autumn (@cayenne_forever) by Chris Sim (@zalindrome)
- Mannequin Pussy (@mannequinpussy) by CJ Harvey (@cjharvey2)
- Rocket (@rockettheband) by CJ Harvey (@cjharvey2)
- Pixx (@pixxmusic) by Holly Whitaker (@hollyemmw)
- PVA (@pva_are_ok) by Holly Whitaker (@hollyemmw)
- Foals (@Foals) by Pooneh Ghana (@poonehghana)

3. Does this film have a giveback element attached to the Bowie foundation?

No. This is simply a collaboration and celebration of David Bowie's boundary-pushing imagination and his chameleonic, constantly re-inventive attitude. The film has been made to inspire you to get out there and capture that kind of energy.

4. Are any of the proceeds going to a charity or foundation?

No. This is simply a collaboration and celebration of David Bowie's boundary-pushing imagination and his chameleonic, constantly re-inventive attitude. The film has been made to inspire you to get out there and capture that kind of energy.

DESIGN

1. How many different framestyles in total?

There are 10 frame styles in total.

2. What inspired the frame designs?

The frames are inspired by the iconic artwork and imagery of classic David Bowie albums. Each film pack contains 8 frames from 10 unique frame designs, each frame featuring designs inspired by a different era & persona.

3. Are the frame in specific orders?

No. Each pack will simply consist of 8 different frames randomly selected out of the 10 unique frame designs.

4. Is this to honor a specific Bowie moment or moment in time?

This film does not focus on only one era of Bowie. The different designs of the frames are inspired by the iconic artwork and imagery of various classic David Bowie albums. Each film pack contains 8 frames from 10 unique frame designs, each frame featuring designs inspired by a different era & persona.

FILM

1. What type of film is this?

This is i-Type film – our latest generation of instant film made for our i-Type cameras in that original Polaroid square format.

2. What camera can I shoot with?

You can use this film with i-Type cameras such as Polaroid Now, Polaroid Now+, Polaroid OneStep2, Polaroid OneStep+, and our Polaroid Lab printer.

3. What is the expiration date?

For best results when shooting, we recommend using your film within 12 months of this production date. You can find the date of production on your packaging! Keep in mind, to get the best results you should store your film in the fridge in the meantime.

4. Where is the film manufactured?

The film is manufactured in our factory in Enschede (The Netherlands) like all our film.

AVAILABILITY

1. Is it a one-time edition?

Yes, once it's gone, it's gone! If it's out of stock it will come back? No, once it's gone, it's gone!

2. Where can I purchase the film?

On polaroid.com and at selected retail partners.

3. How much does it cost?

Depending on where you shop, one pack of film costs \$19.99, €19.99, £18.99.

ABOUT POLAROID

Polaroid was founded by Edwin Land in 1937 as an icon of innovation and engineering. The company first produced ski goggles and 3D glasses for the US Army and Navy. It wasn't until 1943 when Land's daughter asked why she couldn't see a photograph of herself immediately that the idea for the instant camera was born. In 1947 it became a reality with the first ever instant camera.

It was the introduction of the breakthrough Polaroid SX-70 camera in 1972 that launched instant photography.

As we know it today, followed by landmark innovations such as the original OneStep, instant color film; and the Polaroid 600 and Spectra cameras and film formats.

Polaroid cameras went on to inspire artists such as Andy Warhol, Helmut Newton, Robert Mapplethorpe, Maripol, Keith Haring, and Guy Bourdin who raised the brand to the status of a cultural icon.

In the 1990s and 2000s, the swift rise of digital technology eclipsed instant photography and Polaroid announced the end of instant film production in 2008. But that was short-lived; a dedicated group of instant photography fans under the name 'The Impossible Project' saved the last Polaroid factory in the Netherlands. Since then, they have been the only people in the world making film for vintage Polaroid cameras.

In 2017, The Impossible Project re-launched as Polaroid Originals: a brand dedicated exclusively to Polaroid's original analog instant photography products. Bringing analog instant photography back under the Polaroid umbrella was a significant milestone, but it was not the end of the journey. In March 2020, Polaroid took the next step and became one brand, with the one name: Polaroid.

Today, Polaroid has analog instant photography at its core and represents the brand that people all over the world came to know and love for over 80 years. By unifying its entire product portfolio under one name, Polaroid is setting out its new vision as a global brand that will continue to create products that bring people together in human and meaningful ways.

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