

## PRESS RELEASE

28 JUNE 2010

FOR IMMEDIATE RELEASE

### Impossible premieres the first photos taken on its new color film at Les Rencontres d'Arles Photography Festival

The Impossible Project is producing new instant film for traditional Polaroid cameras. On 22 March the venture presented its first, monochrome instant film. Now, the release of color film is scheduled for 29 July.

Experimental works taken on new color film material of the very first pre-production runs will be premiered at the Impossible Exhibition during this years Rencontres d'Arles Photography Festival. Initiated by Valerie Hersleven, her thirteen represented photographers took on the fresh challenge to be the very first artists exploring the new instant film materials by Impossible. Their unique, analogue works will be exhibited at the famous Bar de la Roquette from July 5 - 13.

Seduced by the Impossible Exhibition, the City of Arles called its citizens to find vintage family portraits shot on Polaroid. These portraits will also be exhibited in the Bar de la Roquette, selected by students of the Ecole de la Photographie d'Arles.

Moreover a selection of the European Polaroid Collection will be presented at the Espace Van Gogh. "Polaroid in Peril!" is curated by William Ewing, director of the Musée de l'Elysée. On July 8, he will together with Clément Chéroux, curator at the Georges Pompidou Museum of Modern Art and Florian Kaps, founder of The Impossible Project, participate in a public debate about the Polaroid Collection and changes of aesthetics due to technological progress. (The Impossible Project placed a binding offer to purchase the European Polaroid Collection to prevent it from being sold and separated in parts. The bid is currently being reviewed and a final decision is expected for the next weeks.)

# IMPOSSIBLE

"La Controverse du Poloroid" is another exhibition taking place during Les Rencontres d'Arles, presenting various analog instant photographs, amongst others several originals of The Impossible Collection – a new, fast growing collection of photographic works taken by international photographers on Impossible's new instant film materials.

The revival of analog instant photography doubtlessly inspirits this years Les Rencontres d'Arles Photography Festival, and the premiere of the results on the first samples of Impossible's new color film marks another milestone of instant photography's future.

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IMPOSSIBLE EXHIBITION  
5 - 13 July 2010  
Vernissage: 8 July 2010, 7.00 - 10.30 pm  
Bar de la Roquette  
36 rue de la Roquette  
13200 Arles, France  
[www.impossibleexhibition.com](http://www.impossibleexhibition.com)  
[www.valeriehersleven.com](http://www.valeriehersleven.com)

Analog Instant Photography Works on the new Instant Films by The Impossible Project from:  
Coco Amardeil, Mathieu Bernard-Reymond, Julia Fullerton-Batten, Louis Gaillard, Peter Granser, Frédéric Guelaff, Laurent Humbert, Christoph Morlinghaus, Hervé Plumet, Estelle Rancurel, Michael Schnabel, Bjorn Tagemose and Jan Van Endert.

POLAROID IN PERIL!  
Selection of the Polaroid Collection from the Musée de l'Elysée, Lausanne  
3 July - 19 September 2010  
Espace van Gogh, Arles  
<http://www.elysee.ch/en/travelling-exhibitions/detail/article/rencontres-darles-arles/>

LA CONTROVERSE DU POLAROID  
5 - 13 July  
Vernissage: 8 July 2010, 6.30 pm  
Salle d'Honneur de la Caisse d'Epargne  
6, place de la République, Arles  
<http://www.reponseparlimage.fr/>