

IMPOSSIBLE

IMPOSSIBLE EXHIBITION in Arles presents EXPERIMENTAL WORKS ON BETA MATERIAL OF IMPOSSIBLES UPCOMING COLOR INSTANT FILM

Arles, France, July 5, 2010. Today the Impossible Exhibition opens its doors in Arles, where it runs until July 13 alongside the famous Rencontres d'Arles Photography Festival. Initiated by Valerie Hersleven, her represented photographers have been working on instant film materials by Impossible (The Impossible Project is developing and producing new analog instant films for traditional Polaroid cameras at a former Polaroid factory in Enschede, NL)

The highlight of the exhibition are experimental photographic works taken on beta color film material of the very first pre-production test runs. Impossible's upcoming color film material is therewith taking its very first steps into the world, while it is still being finetuned and finished into all details at the factory in Enschede. The way things develop at the moment, Impossible's upcoming color film material proves to be a sensitive, experimental and charming film material with unique coloring.

The First Flush Edition of Impossible's upcoming color instant film will be officially presented and released on July 29.

Impossible Exhibition, 5 – 13 July, Bar de la Roquette, 36, rue de la Roquette, Arles
Featured artists: 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.
www.impossibleexhibition.com

Photo Material of the Exhibition is available on www.the-impossible-project.com/press

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