

PRESS KIT

Writing a new chapter in the history of photography
THE IMPOSSIBLE PROJECT presents
IMPOSSIBLE INSTANT FILM

New York City, March 22, 2010

31.536.000 SECONDS

The Impossible Project had

31.536.000 seconds to change the world of photography

31.536.000 seconds to re-invent Instant Photography from scratch

31.536.000 seconds to develop 31 new components that are needed to assemble one single Instant Picture

31.536.000 seconds to prevent more than 300.000.000 perfectly functioning and carefully preserved Polaroid cameras from becoming obsolete

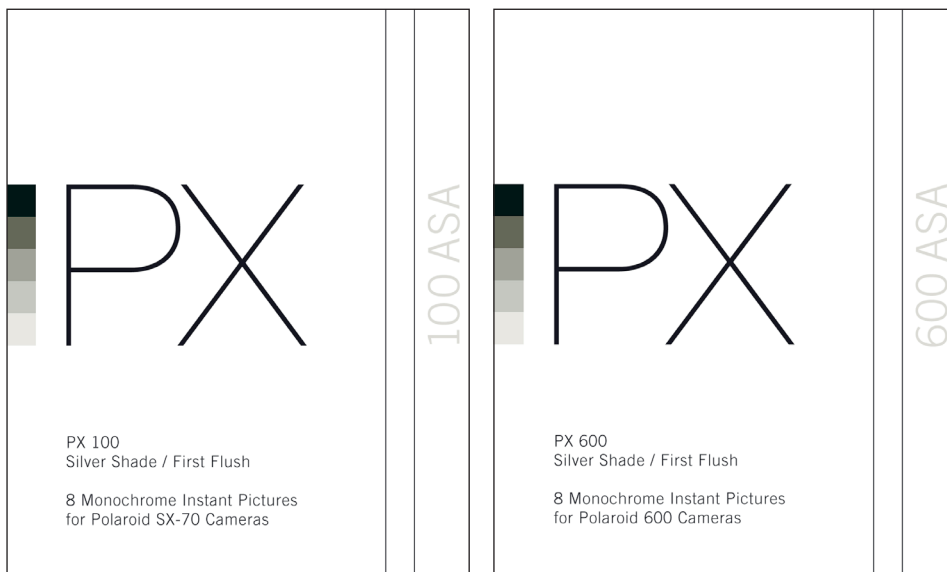
31.536.000 seconds dedicated to all the people out there who still embrace the magic of analog Instant Photography, who believe in the visions of Dr. Edwin Land and supported our Impossible dream.

Just a dream?

A DREAM COME TRUE!

New York City, March 22, 2010

The Impossible Project proudly presents
its first 2 Impossible Films



PX100 Silver Shade / First Flush

PX600 Silver Shade / First Flush

CONCEPT

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Impossible's new PX Instant Films are dedicated to all the people who feel a similar passion for the magic of analog Instant Photography as we do. Carefully manufactured to slowly develop in the palm of the hand, PX Silver Shade Films are monochrome Instant Films that are designed for usage with traditional Polaroid cameras.

This brandnew Instant Film material subtly combines all the important characteristics of the traditional analog Instant Film (appearance, format, temperature sensitivity, manipulability) with the unique, new appearance of silver based, monochrome shades.

Supported by Ilford Photo, UK (Harman Technology Limited), The Impossible Project is excited to present this new artistic material, which produces originals of outstanding, unique and never before seen characteristics, pushing analog Instant Photography beyond all traditional limits.

AVAILABILITY

PX 100 and PX 600 Silver Shade Films will be available online at www.the-impossible-project.com in a limited, First Flush Edition from Thursday, March 25th onwards, and shortly thereafter at selected premium retail partners all over the world.

In summer 2010, Impossible plans to present its first PX Color Film. In total, Impossible aims to present 6 new Instant film formats throughout of 2010: in addition to the PX 100 and PX 600 Silver Shade, two PX Color Films (100 and 600 ASA) as well as a Silver Shade and a Color Version of the larger Integral Instant film format for usage in all Polaroid Image/Spectra/1200 cameras are planned.

Please find the film datasheets as well as product images on the CD or download from www.the-impossible-project.com/press

FIRST FLUSH EDITION

New York City, March 22, 2010

»First Flush: The quality of tea depends on the time brewed and the time of the year it is picked. First Flush refers to the first picking season of the year, typically around March. First Flush tea typically has a rich and fresh aroma.«

PX 100 and PX 600 Silver Shade Films are introduced in a limited FIRST FLUSH Edition. This Edition is to celebrate the beginning of a new era of Instant Photography by Impossible.

These very first film packs produced at Impossible's factory in Enschede (NL) will provide all waiting photographers with a splendid, first taste of the new flavor of Impossible's film materials. These will be developed and expanded further, creating a whole family of new formats and blends.

Other than the highly standardized, traditional Polaroid film, the Impossible Films - and especially the First Flush Edition - will offer a new, broad range of possibilities, characteristics and possible results.

Just as First Flush Tea, this Film Material is carefully blended from handselected, rare, high quality components and ingredients. Like premium quality tea, it is highly dependent on temperature and can be enjoyed, treated and experienced in many different ways - based on personal tastes and preferences.

The First Flush Edition is a cordial invitation to all interested photographers to join us and discover everything about the possibilities of Impossible's first, new film material - and to fall in love with the magic of this completely new photographic system.

Now available for a special introductory price, we kindly invite you to join our Impossible adventure and to show the world the unique potential that analog Instant Photography still has.

PRICING

PX 100 Silver Shade „FIRST FLUSH“ EDITION: Retail price: 21 USD / 18 EUR

PX 600 Silver Shade „FIRST FLUSH“ EDITION: Retail price: 21 USD / 18 EUR

THE IMPOSSIBLE COLLECTION

New York City, March 22, 2010

Established in the 1960s, the inventor of Instant Photography Edwin Land started one of the most significant art projects ever. With the support and under the leadership of Ansel Adams, Land provided the most outstanding, contemporary photographic artists with his instant film materials and collected their resultant artworks in order to serve two main purposes:

1. Constant learning about and development of the film materials in close collaboration with the people using it.
2. Revealing the potential of Land's materials by collecting and presenting a fast growing collection of the most interesting photographic works of all times.

The Impossible Project was not only started to develop, produce and distribute a new, fascinating analog instant Film Material and to therewith save analog Instant Photography from extinction. The overall picture contains much more: being a true and honest dedication to one of the most fascinating analog inventions ever made, Impossible's passionate mission is to start writing a completely new chapter in the history of photography.

With the availability of the first new Impossible Instant Film, Impossible is now in the honorable position to support and cooperate with all the contemporary photographers and artists whose work is based on the magic of analog Instant Photography.

Starting with the very first packs of testfilm of the new PX Silver Shade material, Impossible invited several carefully selected photographers and artists worldwide to utilize the new materials and to discover its potential and capabilities - and to therewith start building The Impossible Collection: a new archive of contemporary Instant Photography artworks.

So far the following artists provided their work and carefully interpreted the new Impossible materials, building the base of THE IMPOSSIBLE COLLECTION:

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Alison Garnett (CAN), Ani Asvazadurian (AT), Aurélien Dumont (FRA), Beppe Bolchi (ITA), Boris Zuliani (FRA), Brian Henry (USA), carmendevos (BEL), Chloe Aftel (USA), Claire B. (FRA), Dan Ryan (UK), Danny Clinch (USA), Didier Le Pecheur (FRA), Emilie Le Fellic (FRA), Filippo Centenari (ITA), Grant Hamilton (USA), Heather Champ (USA), Holger Homann (GER), Jake Chessum (USA), Jeff Hutton (USA), Jeff Sutter (USA), Jennifer Rumbach (GER), Jeremy Kost (USA), Jessica Hibbard (USA), Josh Goleman (USA), Justin Craigen (USA), Laura A. Watt (USA), Leah Reich (USA), Lia Sáile (GER), Lindsay Josal (USA), Nancy L. Stockdale (USA), Philippe Garcia (FRA), Pino Valgimigli (ITA), Rebecca Rust (CH), Sean Tubridy (USA), Simone Frignani (ITA), Stefanie Schneider (GER), Steph Parke (USA), Rhiannon Adam (UK), Richard Bevan (UK), Zora Strangefields (GER)

Furthermore, the supporters of The Impossible Project recently placed a binding offer to purchase the International Polaroid Collection, located in the Musée de l'Élysée, Lausanne. Impossible's intention is not only to preserve and protect this unique collection from being sold in parts, but also to re-open and expand it by providing the new Impossible film materials to contemporary artists.

Please find an extended selection of the Impossible Collection on the CD or download from www.the-impossible-project.com/press

ABOUT THE IMPOSSIBLE PROJECT

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The Impossible Project was launched in October 2008 by Florian Kaps (CMO), André Bosman (COO) and Marwan Saba (CFO) with one concrete aim:

*To keep the magic of analog Instant Photography alive
by producing a new Instant Film Material*

The Impossible Project's mission was not only to re-build Polaroid Integral Film, but to develop a new product with new characteristics (consisting of new optimized components, produced in a streamlined modern setup) as well as to support and promote analog Instant Photography amongst artists and photographers.

Therefore *The Impossible Project* saved the last Polaroid production plant in Enschede (NL), acquired the machinery from Polaroid, signed a lease contract with the new owner of the site for Building North (14,000 m²) for a duration of 10 years and engaged the most experienced team of Integral Film experts worldwide. In order to carry Instant Film production into the 21st century, Impossible's team had to find new solutions for replacing and upgrading problematic or unavailable components.

In March 2010 *The Impossible Project* introduced its first, brand new analog Instant Film materials – the PX 100 and PX 600 Silver Shade. In order to reflect the transformation of integral Instant Film from a former mass product to an artistic niche market product, *The Impossible Project* scaled down and condensed the production process.

In total, *The Impossible Project* plans production of 1 million films in the first year. From 2011 onwards, Impossible will ramp up production to 3 million film packs per year, with an estimated maximum sales potential of up to 10 million films in the following years.

In summer 2010, *The Impossible Project* plans to present its first PX Color Film. In total, Impossible aims to present 6 new Instant film formats throughout of 2010: in addition to the PX 100 and PX 600 Silver Shade, two PX Color Films (100 and 600 ASA) as well as a Silver Shade and a Color Version of the larger Integral Instant film format for usage in all Polaroid Image /Spectra /1200 cameras are planned.

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Starting with the availability of the first new Impossible Instant Film, *The Impossible Project* started its cooperation with international artists and photographers to build *The Impossible Collection*: In order to reveal the potential of Impossible's Film Materials by collecting and presenting a fast growing collection of some of the most interesting photographic works of all times.

Since its start *The Impossible Project* faced a huge interest from worldwide press. Stories about this venture have - amongst numerous others - been featured in The New York Times, The Independent, National Post, The British Journal of Photography, The Observer, Financial Times, Wired, Le Monde or Wallpaper – every single one of them proving how vivid and fascinating the magic of Instant Photography still is.

A grand *Impossible Project's Space*, hosting a shop as well as a gallery, will open on April 30, 2010 at 425 Broadway in New York City – celebrating the magic and the bright future that analog Instant Photography is now facing.

Learn the whole story of The Impossible Project on
www.the-impossible-project.com