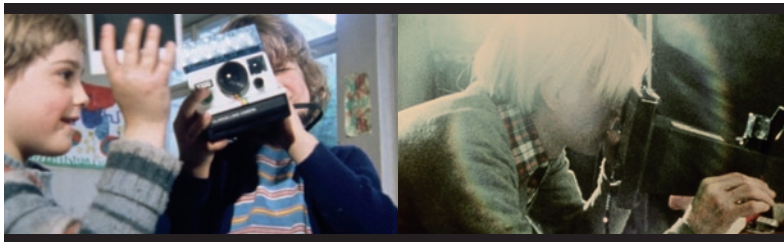


SUBITO – INSTANT PHOTOGRAPHY

BY PETER VOLKART

Polaroid – an invention bordering on magic! In 1947, ingenious inventor Edwin Land made the impossible possible: press, wait, ready! Polaroid revolutionised photography. After just a short wait, you're holding the snapshots in your hand. This jaunty camera has fascinated artists and photographers for over half a century and today, in the digital age, it quenches our desire for the unique, the real. Award-winning director Peter Volkart unfolds the fabulous history of this cultural phenomenon in a playful montage of archive treasures, art photographs, amateur shots and commercials.



SWITZERLAND 2018 • 52/77 min • GERMAN, ENGLISH, SWISS-GERMAN •
ART/CULTURE, POP-CULTURE, HISTORY



LINE-UP



ZÜRICH FILM FESTIVAL