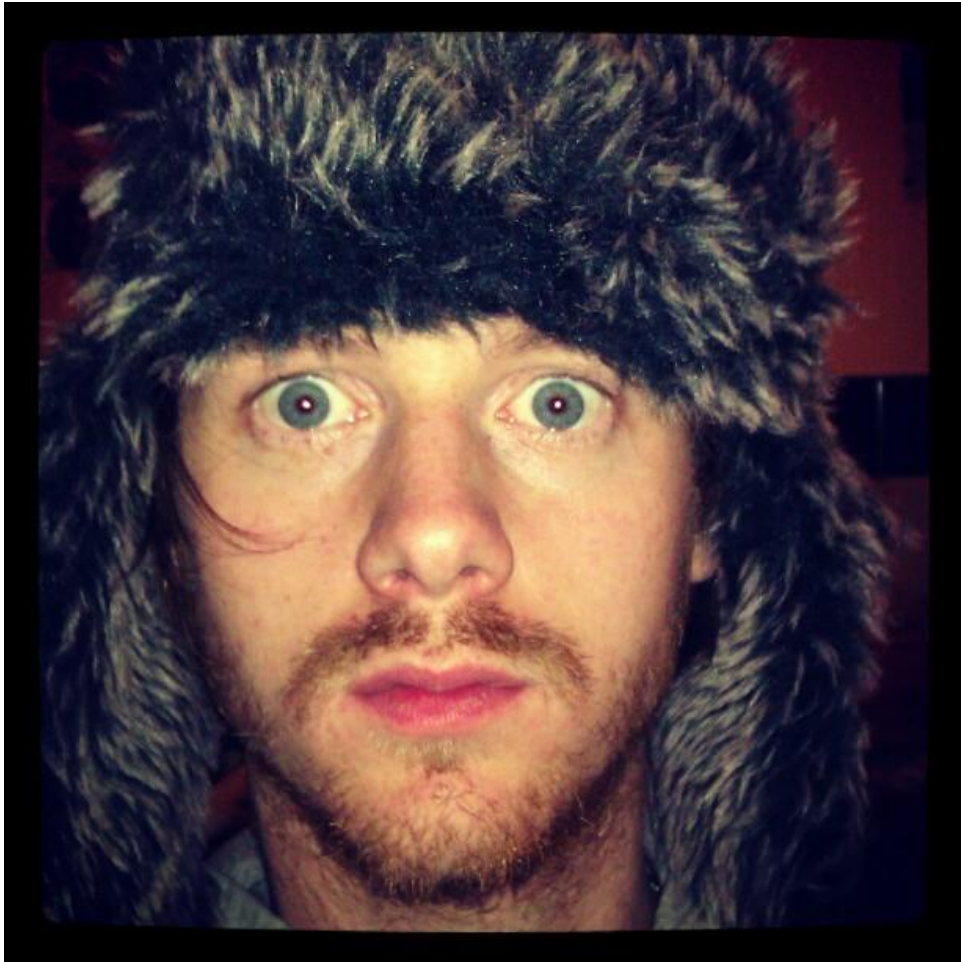


# Instagram

Fixing The Fluid Image







Bookshelf skeleton

#bookshelf #skeleton #photojournalism #worldpressphoto #curtain #window  
#skull

**#Window - 1,512,644**

**#picoftheday - 54,122,750**

**#Love - 145,079,460**

September 2012 - 100 million users

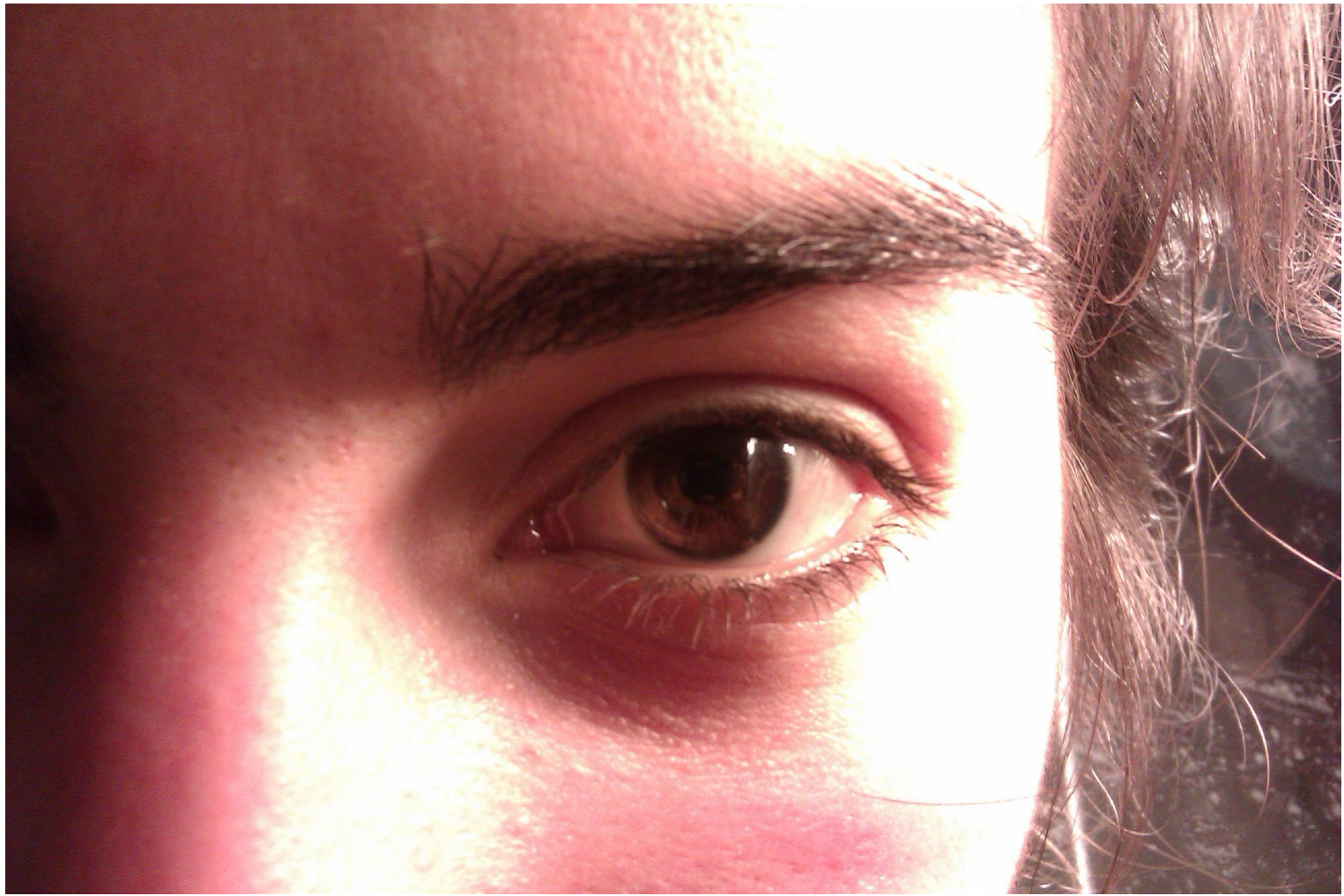
Estimated that 26 Photos are  
uploaded to instagram every second

10% of all Photographs ever taken  
were taken in 2011



# The Filters

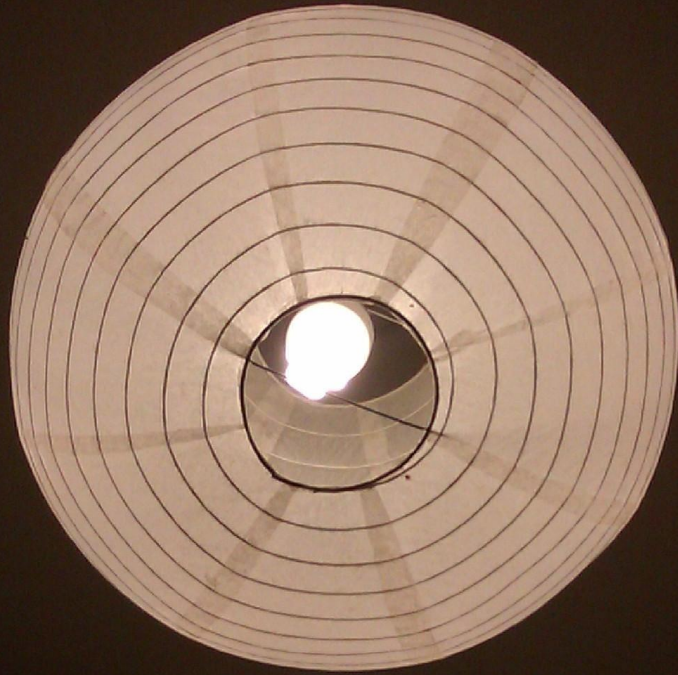


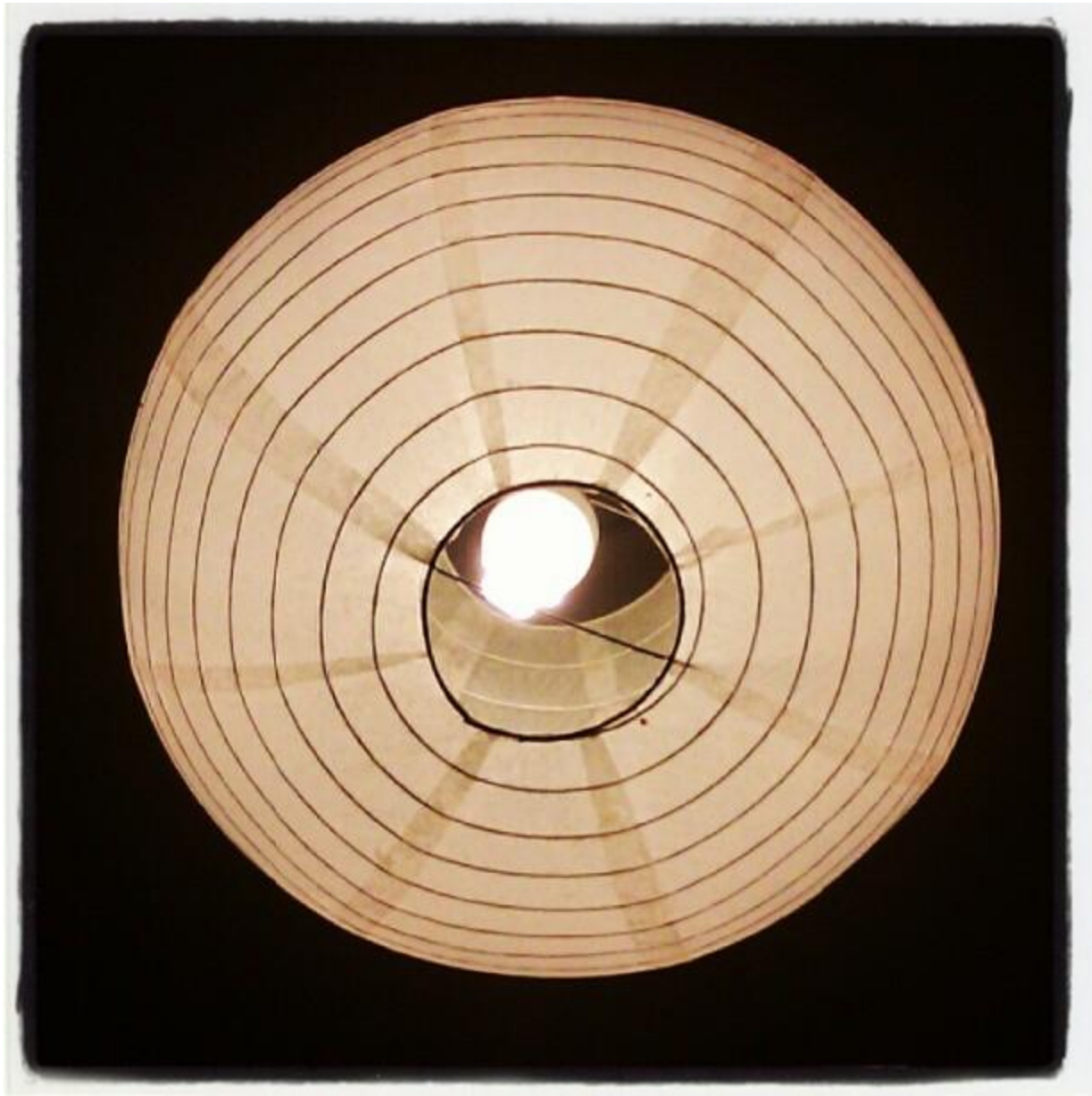














# Nostalgia

## Definition of **nostalgia**

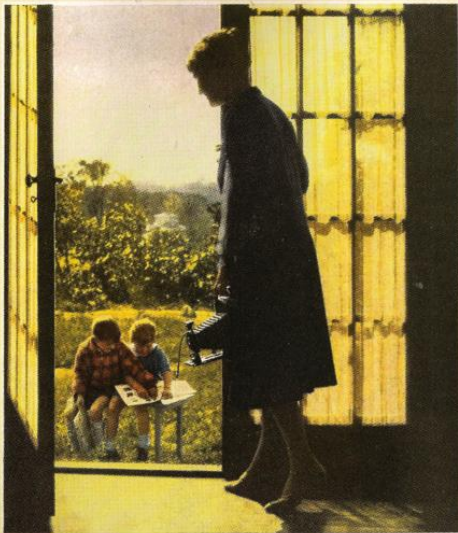
*noun*

[*mass noun*]

- a sentimental longing or wistful affection for a period in the past:*I was overcome with acute nostalgia for my days at university*
  - something done or presented in order to evoke feelings of nostalgia:*an evening of TV nostalgia*

## Photographs mnemonic to Nostalgia





*Let Kodak keep the story*

Autographic Kodaks, \$5 up

Eastman Kodak Company, Rochester, N. Y., *The Kodak City*



Save your happy  
memories with a  
**Kodak**



**"Kodak" Time**

' 'Kodak systematically urged it's  
consumers to view Photography and the  
world it recorded through the lens of  
nostalgia.' '

Nancy Martha West

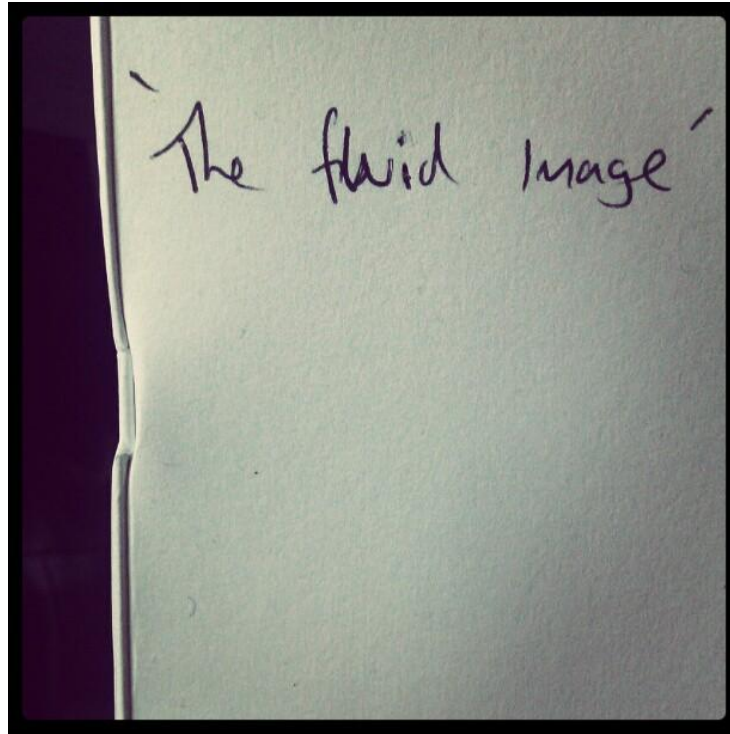
*Kodak and the lens of Nostalgia*



**Polaroid**



**Instagram**



## 'Quantum Imagery'

Fred Ritchin

**'Digital photography is anything and everything at any single moment; it has contradictory meanings all at once''.**

Stephen Mayes

Brooke, P (15th Nov 2012) *Photographs are no longer things they're experiences*, Available at: <http://www.wired.com/rawfile/2012/11/stephen-mayes-vii-photography/> (Accessed: 3rd Dec 2012).



[Instagram: Death of creativity](#) 

[blogs.bujournalism.info](#) > Home > Photogenie

Apr 21, 2012 – Home Photogenie **Instagram: death** of originality ... issue that **photographer** Steve Dowling raised at the time; has **Instagram** sparked a wave of ...

[Facebook + Instagram = the death of pro photography?](#) 

[bizmology.hoovers.com/.../facebook-instagram-the-death-of-p...](#)

Apr 19, 2012 – Does Facebook's \$1 billion acquisition of popular **photo-sharing** service **Instagram** suggest the slow demise of professional photographic ...

[Art Photography: Is Instagr.am the death of analog art ...](#) - Quora 

[www.quora.com/.../Photography/Is-Instagr-am-the-death-of-an...](#)

Will the digital innovation around filters have the same impact as digital cameras had on analog cameras?. Answer 1 of 7: Um, have you actually looked at art ...

[Enter Instagram and the \(possible\) death of Photography](#) 

[aaabackstage.com](#) > News > Reviews

Apr 3, 2012 – What's that? You've got In wow, that's amazing, you must be such a

[Where's The Film: Instagram - The](#)

[yunofilm.blogspot.com/.../instagram-dea](#)

Jun 18, 2012 – I showed this to a co-work instagramed!". That one comment is the

[Does Twitter spell the death of journalism?](#) 

[www.sunderland.ac.uk/newsevents/news/news/index.php?mid...](#)

Does **Twitter** spell the **death of journalism**? Does **Twitter** spell the **death of journalism**? Released: Tuesday 15th January 2013 at 11:46. One of the best known ...

[Twitter / Echidne: The death of journalism. A...](#) 

[https://twitter.com/Echidne/status/290555784306253825](#)

Jan 13, 2013 – Instantly connect to what's most important to you. Follow your friends, experts, favorite celebrities, and breaking news.

[The Twitter Death Epidemic | American Journalism Review](#) 

[www.ajr.org/article.asp?id=5265](#)

7 days ago – The **Twitter Death** Epidemic. All of the bogus tweets about celebrity **deaths** underscore why it's silly to assert that **Twitter** "beat" the news media ...

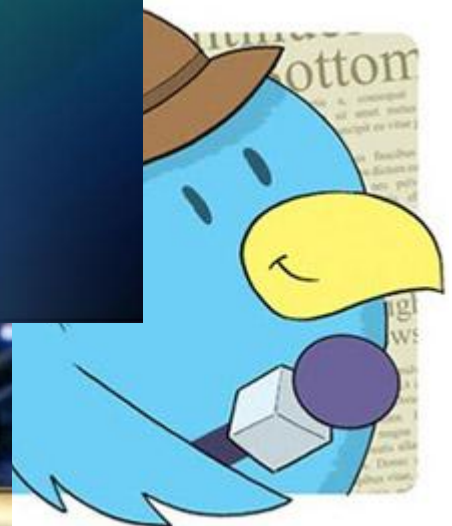
[Twitter: the future of journalism, or only the - The Next Web](#) 

[thenextweb.com/twitter/.../twitter-the-future-of-journalism-or-t...](#)

of **journalism** by many -- but is it gan Freeman.

o social media? - Campaign

down to social media? ... the





Nick Starr  
Edit My Profile

FAVORITES

- News Feed
- Messages
- Events 6
- Friends 20+

GROUPS

- Young, Gay, and ... 3
- Events For Nerds 2

APPS

- Places Editor
- App Requests 1
- Twitter
- Game Requests 7

News Feed

Top News • Seattle

Manage List

Update Status Add Photo

What's on your mind?



Lyndsey Grineau likes D  
Like Page · 2 seconds



Ricky Welch  
Ya I think it pics from like your top fav  
Like · Comment · 6 seconds ago via mobile



Neighbours Seattle is now friends with Carven Haha and 15 other people.



Find Friends · about a minute ago



Devin Knell and Tanya Dantes are now friends.  
Like · Comment · Add Tanya as Friend · 2 minutes ago



Anthony Curtis  
The uzhe. — at Gold's Gym Seattle Capitol Hill.  
Like · Comment · Add Category · 3 minutes ago via mobile



Kyle Edison  
Not bad for me taking it myself??? idk i didnt know how to mess with the camera lighting. so they all are super bright.



Wall Photos

**Friend List Feed Filters**

Feed filters make it easy to see a selected set of friend's updates in one place and share exclusively with them.

Learn More Okay

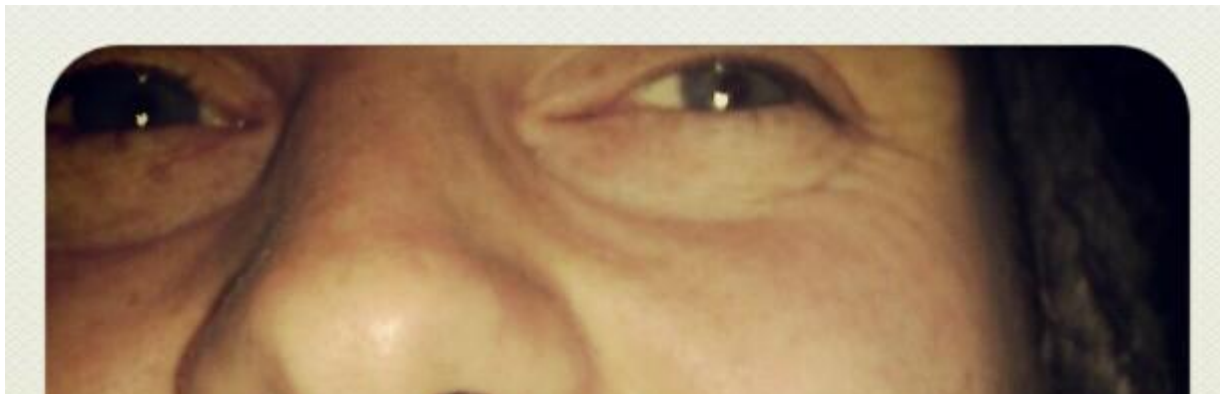
On This List (319) See All



List Suggestions

- + Heklina Heklina ×
- + Christian Yanik ×
- + Robert Touet ×
- + Jai Lyle ×
- + Andre Chriz ×

See More Suggestions



Status



Photo



Place



Life event

How's it going, Sean?



Friends



Post

'When we first invented the Automobile, we called it the Horseless Carriage, we still have Horsepower in our cars, but the car has nothing to do with horses.'

'Digital Photography has very little to do with what we think of as Photography'

Fred Ritchin

*Talking at the 'What's Next?' Expert meeting held at Foam, Amsterdam 2011*



So why are we beginning to fix the fluid  
Image?

'Instagram is tapping the sense, a sense  
that has almost been lost, that a  
photograph is itself a precious object.'

Christopher Bonanos

Bonanos, C (April 13th 2012) *Instantly Old The retro mojo of Facebook's shiny new toy.*, Available at: <http://nymag.com/news/intelligencer/instagram-2012-4/> (Accessed: 1st Dec).

**IMPOSSIBLE**

RE-INVENTING PHOTOGRAPHY

**IN AN AGE OF  
DIGITAL IMAGES,  
INSTANT PHOTOS  
ARE PURE AND REAL.**

Against all odds we do believe in the magic of  
analog photos slowly developing in our hands.



300,000,000 - Still working Polaroid Cameras

Just under 1,000,000 packs of New Polaroid Film in 2011

# The Impossible Project Instant Lab





BE MINE?

ORDER PRINTS FOR THE ONES YOU LOVE BY FEBRUARY 3RD TO RECEIVE THEM IN TIME FOR VALENTINE'S DAY

Like 19k Tweet 4,867 Pin it 35 +1 809

**PRINTSTAGRAM** MemoryBox

## PRINT ALL YOUR INSTAGRAM PHOTOS

Instagram is where you share all your favorite photos - we've made it easy to print them all too! Order the Memorybox to receive awesome squares or little mini-prints of all the photos you have ever taken on Instagram.

*Please note: box is not included with orders under 280 prints*

**GET STARTED!**

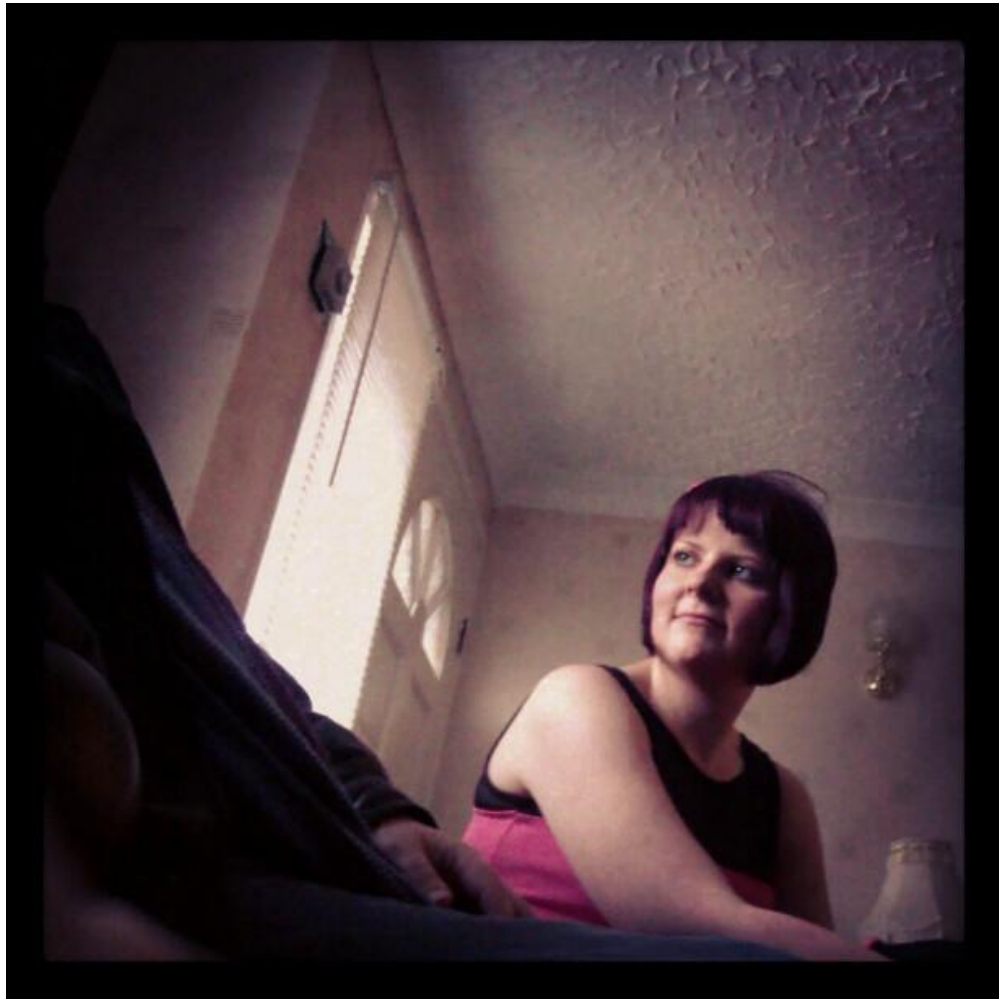


Instagram is where you share all your favorite photos - we've made it easy to print them all too! Order the Memorybox to receive awesome squares or little mini-prints of **all the photos you have ever taken on Instagram.**

→ Choose single prints for keeping or double prints for sharing.







'One thing about which fish know exactly  
nothing is water'

Marshall McLuhan,  
*War and Peace in the Global Village*