

PRESS RELEASE 8th February 2010
For Immediate Release



**Will there ever be new film for Polaroid cameras?
Impossible encounters a delay in reviving production of analog Instant Film**

In 2008 when Polaroid surprisingly discontinued production of Instant Film for traditional Polaroid cameras, analog Instant Photography seemed to be doomed. The Impossible Project saved the last Instant Film Production plant in Enschede (NL), taking on the task of re-inventing analog integral film. Since 1972, integral film production has followed the same recipe. In order to carry instant film production into the 21st century, Impossible had to find new solutions for replacing and upgrading problematic or unavailable components.

Bringing back Instant Film is an intricate process. On the weekend of February 6th Impossible encountered an unexpected problem with one of the components vital for production. This undesirable fact is now engaging all of the Impossible team's attention and is forcing a rescheduling of the project's timetable. As such, the NYC press event on 22nd February has to be postponed. The Project leader's Florian Kaps and André Bosman must give themselves one more month to cope with the Impossible. On

22nd MARCH 2010

they will disclose whether or not their Impossible Project will be possible. At that time, they will present the status of their work, their plans and the products to change the world of photography publicly in New York. Details and invitations to the press event will follow. There will be a video of the presentation in New York, and a comprehensive media kit will be available worldwide.

Further updates will be published on www.the-impossible-project.com

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