

PRESS RELEASE

21 FEBRUARY 2012

FOR IMMEDIATE RELEASE

IMPOSSIBLE PROJECT SPACE NYC presents:

MOMENTUM

A Celebration of Analog Progress in a Digital Age

March 1 - June 28, 2012

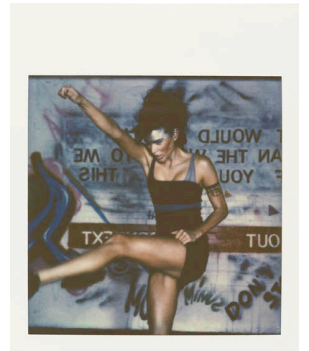


Photo by Thom Jackson

NEW YORK Feb. 21, 2012 – It has been almost two years since the very first release of *Impossible* instant film for *Polaroid SX-70* cameras. Although the film was initially in a developmental stage and highly experimental, it dawned on both fanatics and photographers alike that the impossible would actually become possible.

Just nineteen months later, *Impossible* has released twelve unique film types for three separate *Polaroid* camera systems. Although the journey has been short, the length *Impossible* has come represents a milestone in reviving analog instant photography.

Using *Impossible's* latest color and black & white films, twelve carefully selected photographers are illustrating a MOMENTUM that will carry analog instant photography through the digital age and beyond: *Anne Bowerman, Brian Henry, Brooke Castro, Thom Jackson, Bradley Johnson, Whitney Johnson, Clay Lipsky, Peter Plaia, Jessica Reinhardt, Patrick Tobin, Yana Toyber and Max Wanger.*

MOMENTUM will be shown at The Impossible Project Space NYC from March 1 to June 28 2012 and on www.the-impossible-project.com.

The Opening Reception will take place on March 1 from 6pm to 9pm in presence of some of the artists with live music by DJ Tied Eyed and refreshments provided.

IMPOSSIBLE

IMPOSSIBLE PROJECT SPACE NYC presents

MOMENTUM

A Celebration of Analog Progress in a Digital Age

March 1, 2012 – June 28, 2012

Opening Reception:

Thursday March 1, 2012. 6pm-9pm.

RSVP: rsvp@theimpossibleproject.com

Open to the public during open hours

Monday to Friday: 11am to 7pm

Saturday and Sunday: 12pm to 5pm

The Impossible Project Space NYC

425 Broadway, 5th Floor

New York, NY 10013

T: (212) 219-3254

E: nyc@the-impossible-project.com

www.the-impossible-project.com

About Impossible

Impossible manufactures fresh instant films for traditional *Polaroid* cameras at the original *Polaroid* production plant in Enschede (NL). Keeping variety, tangibility and creativity alive, *Impossible* prevents millions of perfectly functioning *Polaroid* cameras from becoming obsolete and thus changes the world of photography.

www.the-impossible-project.com

For press inquiries or to request high-resolution images please contact:

IMPOSSIBLE USA: Jon Campolo, jon@the-impossible-project.com, + 1 212 219 3254

IMPOSSIBLE INTERNATIONAL: Marlene Kelnreiter, marlene@the-impossible-project.com, + 43 1 8903190 – 40

Download low-resolution images:

<http://www.the-impossible-project.com/upload/get.php?u=marlene&t=4f425eaf577ad>