SERIOUS PHOTO STUFF

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Happily

SERIOUS PHOTO STUFF

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Cover: Pentax P3, Pentax-M 50mm 1:1.7
AGFA RSX II 200

In This Episode:

Nikon D50,
Soligor C/D 28mm f/2.8, extension tube

Light the candles, dim the lights, and pretend it's a surprise.

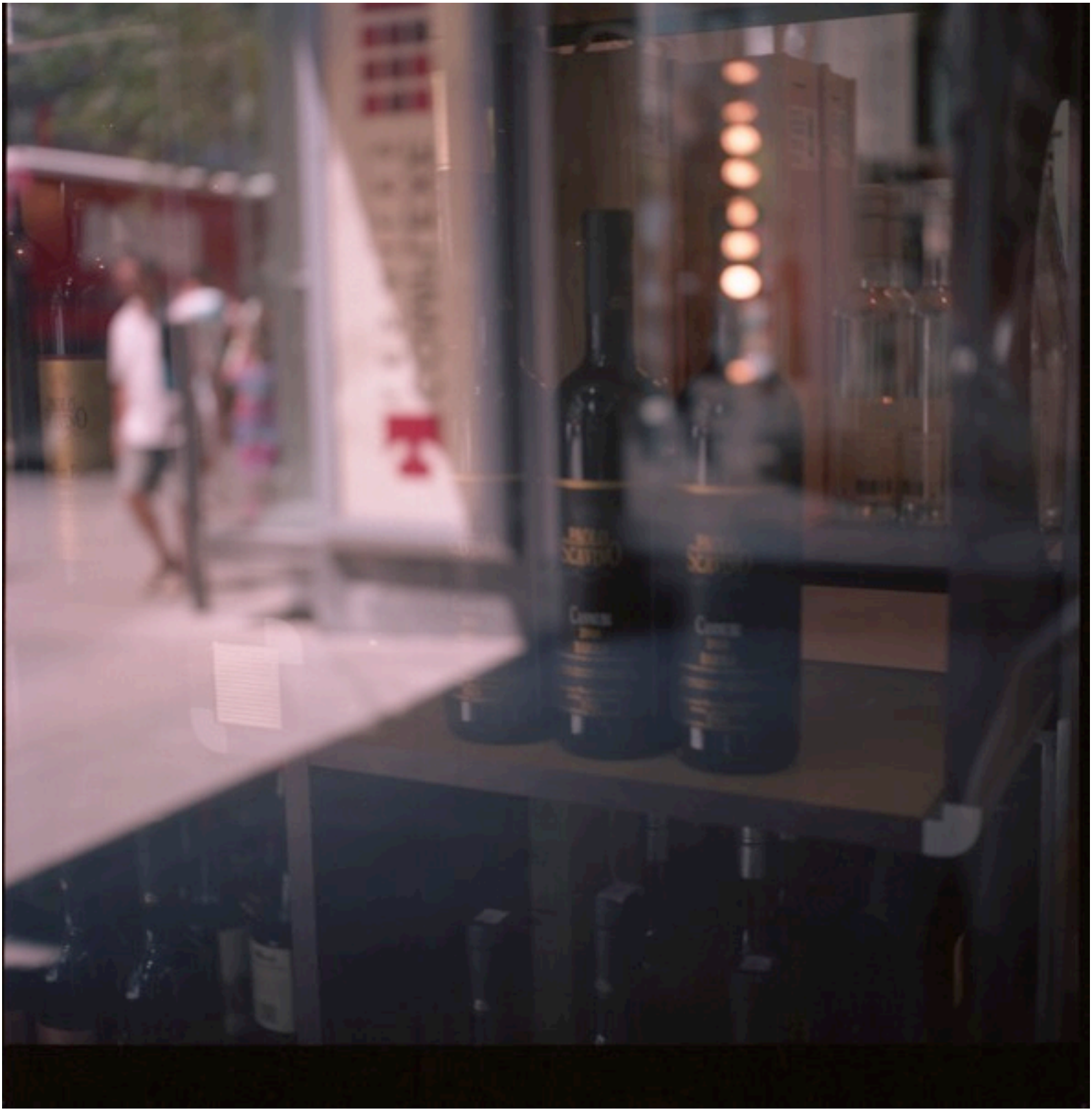
Pentax
AGFA RSX II 200

Let's celebrate

Every year you ask me what I wish for. But you always know what I want.

You buy me nice things, but I don’t want them. I want to spend time with you.

Mamiyaflex Automat B II
Kodak Portra 160NC



Mamiyaflex Automat B II
Kodak Portra 160NC

Every year, you know what I don't want. You remind that I'm a year older.

Then you tell me that every year I spend with you makes me a year wiser and more beautiful. You always know what I want. sPS

Mamiyaflex Automat B II
Kodak Portra 160NC

Everyone knows precise details about Henri Cartier-Bresson, George Eastman, and other photographic luminaries. Here's the final word on the less popular pioneers of our favourite medium.

An alternate, inaccurate history of photography

1774—While experimenting with silicon as an alternative to silver for minting coins, Benjamin Franklin accidentally discovers the CCD sensor. With no electricity and his face appearing on US currency anyway, he abandons the project.

1816—Nicéphore Niépce discovers that silver chloride is unsuitable for recording the light of an image on a 2-dimensional surface. He celebrates this failure by committing to years of more failure.

1822— Niépce continues experimenting with many chemicals, some of them for photography. Concern grows among family and friends at Niépce's outlandish claims of seeing images on pieces of flattened pewter.

1826 (circa)—At his intervention, Niépce reveals a permanent, recorded image. Triumphant and redeemed, he names it *DSC_0000*.

1839—Louis Daguerre introduces the "daguerrotype" process, which combines toxic chemicals and lengthy exposures for recording faint images. Daguerre licenses his technology to erotic postcard publishers. William Fox Talbot announces his "photogenic" process, which uses inexpensive chemicals and relatively short exposures to record clear images. Talbot sells his technology to publishers of catalogs for buggy whips and mustache wax.

1840—Daguerre fails to learn of news that Talbot has declared bankruptcy when Daguerre is seriously injured after falling from his mountain of cash.

1899—Kodak lights a cigar with the first $1000 bill to shoot out of its film factories.

1912—Kodak builds yet another warehouse to store its $1000 bills. The space dedicated to $1000 bill storage exceeds the space for manufacturing film.

1925—Leica invents a still camera that uses cinematic film, which makes it finally possible to sell photography equipment to affluent, materialistic, trend-following young adults who pretend to be the opposite of all these things.

1932—Nippon Kōgaku Kōgyō Kabushikigaisha designs the world's first camera that is large enough to be labelled with the company's name: a quadruple lens reflex camera. Although it only weighs as much as the average 5-year-old child, the camera is a commercial failure.

1958—In a final effort to avoid bankruptcy, Nippon Kōgaku Kōgyō Kabushikigaisha renames itself Nikon to label a new reflex camera with a meager single lens. Because it is small enough for a 5-year-old to carry, the camera is a success.

1973—Schlomo Pinholiev convinces the Soviet Politburo that its failing program to build rockets from smuggled Coca Cola bottles, surplus cast iron pans from World War II, and flammable plastic components would be better used for manufacturing cameras for the Russian middle class, which was by then able to afford not just clothing but food as well. The re-tooled factory is nicknamed “Schlomo” and later shortened to “LOMO”.

1986—At an archeological dig of Benjamin Franklin’s former research lab, Dr. Indiana Jones and Dr. Nicholas Cage uncover the lost plans for the CCD sensor. Kodak buys the plans then immediately buries them again, laughing nervously.

1991—The Iron Curtain falls, rendering the LOMO factory insolvent. Schlomo Pinholiev strikes a deal with some Austrian backpackers: they must take possession of the entire inventory but only need to pay $5 for each non-defective camera. Lomography is born, with $50 of debt and 1 million cameras to sell.

1993—Tim Berners Lee converts the internet from a system for distributing dozens of scientific research papers every day into a system for distributing billions of photos of lunch every day.

2001—Kodak lights a cigar with its last $1000 bill. Panicked, it borrows heavily, using its film factories as collateral, to pay

for research and development of a new analog imaging technology that can also ignite tobacco.

2013—SERIOUS Photo Stuff publishes its first issue.

References

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SPS

There are too many photos of people blowing out candles. It's time for something different.

Cakes, candles, and shoes

OLIVIER BAJARD, FORMATIONS COURTES
September, Collioure, France
www.olivier-bajard.com

GARDENS OF LIGHT
Starting September 6, Montreal Botanical Gardens, Montreal
espacepourlavie.ca/en/programming/gardens-light

SETTIMANA DELLA MODA
September 18-23, Milan, Italy
www.cameramoda.it

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