ISO600 INTERNATIONAL

"You always start with a fantasy"  
That's how Edwin Land brought to life, in 1948, what we know today as instant photography.   
And that's where it all began, from a fantasy. Which began real, concrete, touchable. Like the polaroids we keep in our wallets or in our photo albums. An evident sign, a moment that becomes matter. And sometimes it becomes art, it becomes research, it becomes experimentation, in many different declinations. And it transforms, through the years, from a niche phenomenon to a strong and impact reality in contemporary photography.

THE FESTIVAL  
ISO600 INTERNATIONAL - The instant photography festival, from a fantasy will be, in October 2019, at its fifth edition. An important edition, renewed and enlarged, especially for what concerns the selection of the artists, which is now an international selection.   
The festival, conceived and curated by Alan Marcheselli, and the partnership of Nital, official importer of Polaroid Originals, and Paoletti Foto, is an event entirely dedicated to immediate developement photography, whose aim is to create and show unique pieces, images thought, created and lived with the awarness of their uniqueness.   
The will is to bring the great public closer to the pop icon of photography: instant photography, born from Edwin Land's genius, more than 70 years ago, and still today, the spine of an artistic movement characterized by powerful narration and creativity.   
Creativity that is, in Land's opinion, revealed, when our mind is not afraid of failure. And that's the right approach to instant photography. Research, courage, the ability to welcome the unexpected, and to understand the uniqueness of the result.   
A collective exhibition of 40 artists, both italian and international, with no claim of completeness or exhaustiveness, but the will to open a window, to invite the visitors to look closely and with curiosity to the world of contemporary instant photography, in all its aspects.   
The event will take place at GALLERIA PAOLETTI's, Strada Maggiore, 14, in the beautiful and vital centre of Bologna, an innovating and dynamic city.   
There will be also the possibility to take part in the collateral events organized by the artistic direction of the festival: conferences, meetings with the authors, polawalks, performances and group shootings.   
The vernissage will take place on Friday the 11th of October 2019, at Galleria Paoletti's.   
The exhibition will continue until Saturday the 19th of October 2019.

Margherita Zazzero