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The Impossible Project inspires Polaroid to re-launch Instant Cameras

Over the past 12 months, The Impossible Project has generated an incredible number of press reports, events and discussions about the fascination of Instant Photography, and particularly about its quest to keep this unique and captivating kind of photography alive – by re-inventing a new analog integral film for vintage Polaroid cameras.

Accomplishing this mission and running the former Polaroid plant in Enschede (NL), The Impossible Project is pleased to herewith announce a history-making cooperation between The Impossible Project and Polaroid:

The new licensee of the Polaroid® Brand – The Summit Global Group – will re-launch some of the most famous Polaroid Instant Cameras and is therefore commissioning The Impossible Project to develop and produce a limited edition of Polaroid® branded Instant Films in the middle of 2010.

Summit Global held a press conference on 13th October 2009 in Hongkong, outlining their plans to re-produce some iconic Polaroid Instant Cameras and to bring them to the market in 2010 in a strategic relationship with The Impossible Project.

The Impossible Project is proud and excited that its ambitions and all the relentless work that has already been invested are now becoming the foundation for Polaroid's comeback as a producer of Instant Cameras.

Large-scale production and worldwide sale of The Impossible Project's new integral film materials under its own brand will already start in the beginning of 2010 - with a brand new and astonishing black and white Instant Film and the first colour films to follow in the course of the year.

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