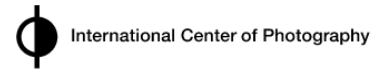


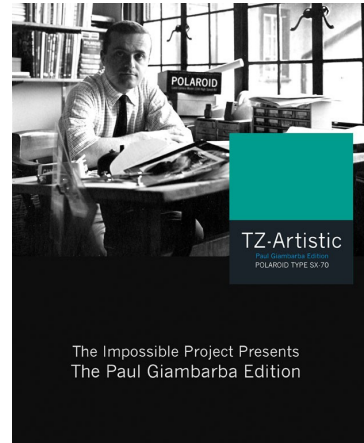
As an exclusive interlude until its new film in 2010  
THE IMPOSSIBLE PROJECT proudly presents:

The last Original Polaroid™ film in a limited  
Special Edition designed by PAUL GIAMBARBA



*The Impossible Project* is saving analog Instant Photography and aims to release a new instant film for Vintage Polaroid cameras early in 2010. In order to shorten the waiting period until the premiere of its new film, *The Impossible Project* is proud to be able to present the **last original, carefully saved Polaroid™ film – repackaged in a limited Special Edition designed by Paul Giambarba**, who created the iconic look of Polaroid from 1958 to 1977.

Paul Giambarba was responsible for the design of the best-known Polaroid films, and the circle is now completed by collaborating with him on the re-design of these last Polaroid films. No one else was more significant to the Polaroid look, and no one else could have done a more outstanding job for this occasion, which marks not only the ending of a classic but also readies the world for the future of Instant Photography by *The Impossible Project*. This future honors Polaroid's innovative past.



There is no location better suited for the **premiere of the Paul Giambarba Edition** than the International Center of Photography (ICP) in New York City, where the presentation will be hosted in the presence of designer Paul Giambarba and Florian Kaps, initiator of *The Impossible Project*.

Please join us:

Friday, December 18<sup>th</sup>, 2009, 5.00 – 7.30 pm

ICP International Center of Photography

1133 Avenue of the Americas at 43rd Street, New York, NY 10036

Apart from the Paul Giambarba Edition, which includes 12 different kinds of original Polaroid™ film, there will also be an **ICP Special Edition Camera Kit** of 100 items, including film and a tote bag – available exclusively at ICP. The Paul Giambarba Edition will also be available at [www.polapremium.com](http://www.polapremium.com) and at selected partner retail shops.

Meanwhile *The Impossible Project* will continue to define and develop its new instant film materials. The concrete aim is to present an analog monochrome integral film in February 2010; color integral film as well as Image (Spectra) film will follow in the course of the year.

Visit [www.theimpossibleproject.com](http://www.theimpossibleproject.com) for regular updates.

[www.polapremium.com](http://www.polapremium.com)

Press Contact & further requests:

[contact@theimpossibleproject.com](mailto:contact@theimpossibleproject.com)

Picture Credit: Paul Giambarba in Cambridge, 1958, taken by Ruth Tremaine Giambarba

## The Paul Giambarba Edition

The very limited Special Edition of carefully saved, stored and tested Original Polaroid™ film designed by Paul Giambarba features the following types of film:

Film Type 100 (100 Sepia, 100 Chocolate, 100 Blue Film, 664, 669, 125i SILK)  
Film Type 80 (Viva Color)  
Image Film (Image, Image Softtone, Image Wildside)  
600 Film (600)  
TZ Film (TZ Artistic)

Furthermore *The Impossible Project* is proud to present an exclusive *ICP Special Edition Camera Kit* designed by Paul Giambarba and available exclusively at ICP.

The Paul Giambarba Edition is available at [www.polapremium.com](http://www.polapremium.com) and at selected partner retail shops.

## Paul Giambarba

Paul Giambarba initiated Polaroid's corporate image development and product identity in 1958. His innovative black packaging successfully subdued the dominance of Kodak yellow at point-of-purchase and spawned generations of black packaging within the industry. Creator of the ubiquitous Polaroid color stripes, one of the most widely imitated design devices of the last several decades, he designed and produced hundreds of Polaroid packages and collateral material including consumer literature and "How to Make Better Polaroid Instant Pictures," a trade book for Doubleday & Co. Giambarba's Branding of Polaroid 1957-1977 has been documented in his web log, [http://giam.typepad.com/the\\_branding\\_of\\_polaroid/](http://giam.typepad.com/the_branding_of_polaroid/)

Giambarba has also been a design consultant for Tonka Toys and Tonka Corporation, the Gillette Company International; and on the Costa Smeralda in Sardinia for His Highness Aga Khan. His work has been the subject of articles in Graphis (Zurich); Industrial Design; American Artist; Idea (Tokyo); Relax (Tokyo); Grafik (London); Brand eins (Hamburg) and Communication Arts.

He is the author and illustrator of 18 titles published by Atlantic/Little,Brown, Houghton-Mifflin, Doubleday, and the Scrimshaw Press, which he began in 1965, CapeArts magazine in 1980, and in 1985 a founding partner of Arts & Flowers, publisher of botanically accurate greeting cards.

He has been a Senior Americorps and Cape Cod Senior Environment Corps volunteer.

An exhibition of his photographs was held at the Cape Cod Museum of Art in 2008.

„As a designer, I do not work in a vacuum. My work is only as good as the work of my inhouse partner, in this case, Dr. Florian Kaps, who has made all the right choices as well as shepherding each individual job through the corporate system. This is essential in achieving the best possible results.

To have my name and signature on the packaging is a heady experience, akin to that of a professional athlete's endorsement of an ice hockey stick or baseball bat. I'm flattered but it would be dishonest of me not to admit to a substantial amount of humility.“

PG, 19 November 2009

**Paul Giambarba** <http://giam.typepad.com/about.html>

#### **Honors and Awards**

Gold Medal, Art Directors Club of New York  
Certificates of Merit, Art Directors Club of New York  
Gold Medals, Art Directors Club of Boston  
Certificates of Merit, Art Directors Club of Boston  
Certificates of Excellence, American Institute of Graphic Arts Packaging 1972, 1974, 1976  
Andy Awards, Advertising Club of New York  
Hatch Awards, Advertising Club of Boston  
Certificate of Excellence of Design, Industrial Design magazine Annual Design Review

#### **Invited Lecturer**

Cornell University, Ithaca, NY  
Wellesley College, Wellesley, MA  
Simmons College, Boston, MA

#### **A Partial List of Design Clients**

Polaroid Corporation  
Tonka Corporation  
Tonka Toys  
The Gillette Company International  
General Electric Company  
Telechron Division  
Bank of Boston  
Bank of New England  
Old Colony Trust Company  
The New England (life insurance)  
Kyoto-Boston Sister City Committee  
Data General  
Digital Equipment Corporation  
Mount Castor Software  
Softbridge Software  
Sentinel Technical Products  
Sentinel Fitness Products  
His Highness Aga Khan  
Hotel Cala di Volpe, Sardinia  
Yacht Club Costa Smeralda, Sardinia  
New Seabury, Cape Cod  
Sandwich Glass Museum  
The Cahoon Museum of American Art

**ICP International Center of Photography, NYC** [www.icp.org](http://www.icp.org)

Located in the heart of New York City, the International Center of Photography (ICP) is a world-class museum and school dedicated to exploring the possibilities of the photographic medium through dynamic exhibitions and educational programs. ICP presents a wide range of historical and contemporary photographs in its acclaimed exhibitions, and houses a collection of more than 100,000 original prints that span the history of photography. The School at ICP offers full-time master's and certificate programs, as well as part-time and adult coursework, and its Community Programs Office, which organizes award-winning youth education initiatives, collaborates with local schools, community centers, and other cultural institutions to promote the communicative power of photography

**The Impossible Project** [www.the-impossible-project.com](http://www.the-impossible-project.com)

In October 2008 The Impossible Project acquired the complete film production equipment in Enschede (NL) from Polaroid, signed a 10-year lease agreement on the factory building, and engaged the most experienced team of Integral Film experts worldwide – with the concrete to re-invent and re-start production of analog Integral Film for use in vintage Polaroid cameras.

The Impossible Project's work is far from complete. But 2010 will go down in history as the year that the instant film that we have known and loved for over 35 years was saved from extinction. Be prepared for many surprises and dust off that old Polaroid camera because our new film will be Impossible to resist.