

FILM PHOTOGRAPHY DAY 12TH APRIL 2014

lomography

MEETUP
KIT



FILM
PHOTOGRAPHY
DAY 12TH APRIL
2014

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HURRAY! WE'RE CELEBRATING THE 2ND FILM PHOTOGRAPHY DAY!

For the second year running, April 12th 2014 will be the official Film Photography Day, celebrating the one passion we all have in common – Analogue photography!

It is therefore our pleasure to invite you to join us in celebrating this very special day with parties, events and workshops in Lomography Gallery and Embassy Stores across the [world](#)!

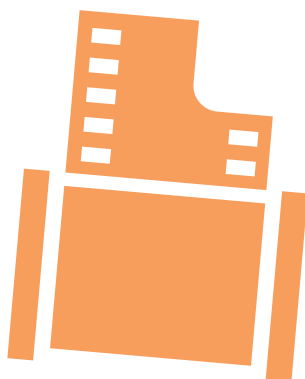
Check out the
orange [hyperlinks](#)
for more
information!

Don't have a store nearby? Then join one of the other [worldwide events](#) organized by film aficionados around the world, or organize your own Film Photography Day Event and share the love for analogue photography! Register on [meetup.com/lomography](#) and call out for all film photography lovers in your city to join the fun.

REDISCOVER THE MAGIC AND SURPRISES OF ANALOGUE PHOTOGRAPHY!

For more details please check:
[www.meetup.com/lomography](#)

Want to find out more about Film Photography Day 2014? Check out:
[www.microsites.lomography.com/film-photography-day/](#)



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FILMPHOTOGRAPHY DAY 2014

LOMOMATRIX

After organizing the Worldwide Photo Caterpillar to celebrate the 1st Film Photography Day in 2013, this year on April 12th 2014 we, the film fanatics at Lomography, are bringing back one of THE analogue events our beloved community is most fond of: the **LomoMatrix!**

Film Photography Day (F.P.D) 2014 LomoMatrix events will be organized by our Lomography teams from cities around the world on April 12th so mark the date and join the fun! Special treats and surprises await you...



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THE INDEPENDENT F.P.D 2014 LOMOMATRIX

If there is no Lomography Gallery or Embassy Store in your area, have no fear, we would still love for you to join the Film Photography Day fun by organizing your very own LomoMatrix!

What's a LomoMatrix you ask? Have a look at this video of some of the most fantastic LomoMatrixes from around the world: www.vimeo.com/65813932

We guess you have now got the idea, but in case you need a few more hints on how to organize a LomoMatrix, here's a [tipster](#) for you.

Does this sound exciting? Then get your gang together and organize your own 'Independent F.P.D 2014 LomoMatrix' on April 12th and celebrate Film Photography Day 2014!

One more reason to do this: We are going to reward the coolest, craziest and most awesome Film Photography Day 2014 LomoMatrix video, organized by 'independent' film lovers around the world, with an awesome LomoKino kit (containing 20 LomoKino cameras and 20 packs of 35mm CN film) to get you guys all geared up and ready for some analogue filming for next year's Film Photography Day. Read [here](#) for more details.



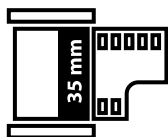
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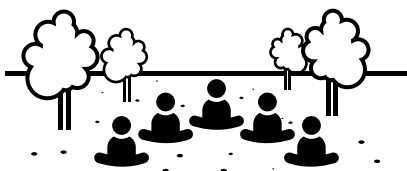
6 QUICK STEPS TO CREATING THE PERFECT LOMOMATRIX

To give you an idea of the most important things to keep in mind when organizing a LomoMatrix, here's a short checklist:

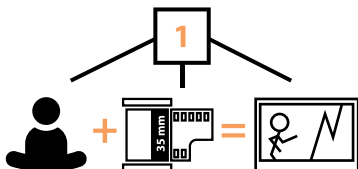
- 1 Grab your 35mm film cameras (it's best to use standard 35mm film cameras, so no panoramics or sprockets, in order to get the perfect uniform look for the final video), a bunch of friends and some colorful props (these will add color to your final video and make it unique, besides making everything more fun!).
- 4 Get 1 or 2 lucky and adventurous members of the group to stand in the middle of the circle and pose in the wildest and craziest stances they can think of. Now shoot! Take turns so that everyone gets to be both "actor" and "producer" in your LomoMatrix.



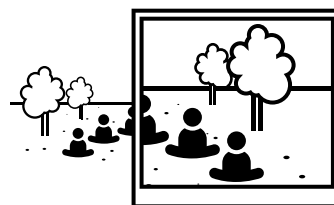
- 2 Choose a cool location where you can do this, like a park or a big square. Depending on how many people you gather you'll need more space, so you can sit everyone in a big circle.



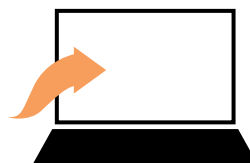
- 3 Assign a place in the circle to each member of the group. It's a good idea to give everyone a number and then number the exposed films accordingly, so you know later which order to stitch the pictures together for your LomoMatrix video.



- 5 Get some friends to film and take pictures of the event itself – these photographs and footage will add a nice touch to the final LomoMatrix video.



- 6 When you get the films and scans back from the Lab, start editing the photos together into your LomoMatrix video and then share it with the rest of the world!



PS: Don't forget to enter your LomoMatrix video in the 'Independent F.P.D 2014 LomoMatrix' contest and check out the cool prop designs we prepared further down in this kit.

For even more details, don't forget to check out this [tipster](#).

GOOD
LUCK

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MORE ANALOGUE FUN

Whether you're flying solo or in a group, here are a few more ideas of things you could do for Film Photography Day 2014 to make your celebration of analogue photography that extra bit special:

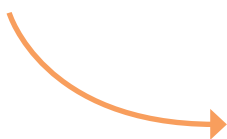
Solo

- ❑ Learn how SLR Film photography works and build your own camera or come up with great camera customization ideas and designs.
- ❑ Learn how to modify a single use camera so you can reload and shoot with it as many times as you want.
- ❑ Make a pinhole camera.
- ❑ Dive into the (not so) mysterious world of film development and learn how to DIY process B&W films or set up your own dark room.
- ❑ Got a bunch of films you never got to scan? Have a look at this guide and get started!
- ❑ Experiment with natural ingredients or develop your films using natural processes.
- ❑ Make some nice decorations out of your instant pictures.

Group

- ❑ Throw a party and shoot a LomoMusical while at it.
- ❑ Head out for a mind-blowing steel wool light painting session (be careful though!).
- ❑ Organize a photo scavenger hunt. Need some inspiration on the tasks? Have a look at this.

You can always find more inspiration on our online magazine, but we know you have plenty of ideas on your own! ENJOY!



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THE FILM PHOTOGRAPHY DAY MEETUP DESIGN KIT

Here are some great designs to help you get started in planning and promoting your Film Photography Day 2014 events. We hope you'll enjoy your day and remember to never stop shooting film!

ANALOGUE TAKES OVER DIGITAL

Make an analogue statement on digital media: download your Film Photography Day Facebook covers and desktop graphics and show your love for film photography to the world.

YOU CAN'T BEAT
A BIT OF GRAIN

#FILMPHOTOGRAPHYDAY
APRIL 12TH 2014

★
LEAVE THE
DIGITAL GRIND
BEHIND

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EVENT INVITES

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YOU ARE INVITED

Join me in celebrating Film Photography Day!

ACTIVITIES: _____

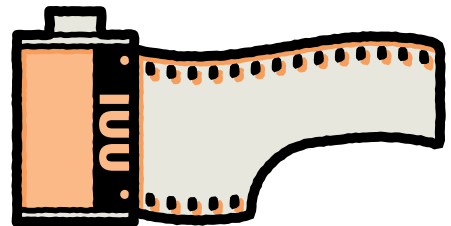
WHEN: _____

WHERE: _____

RSVP: _____

YOU ARE INVITED

Join me in celebrating Film Photography Day!



ACTIVITIES: _____

WHEN: _____

WHERE: _____

RSVP: _____

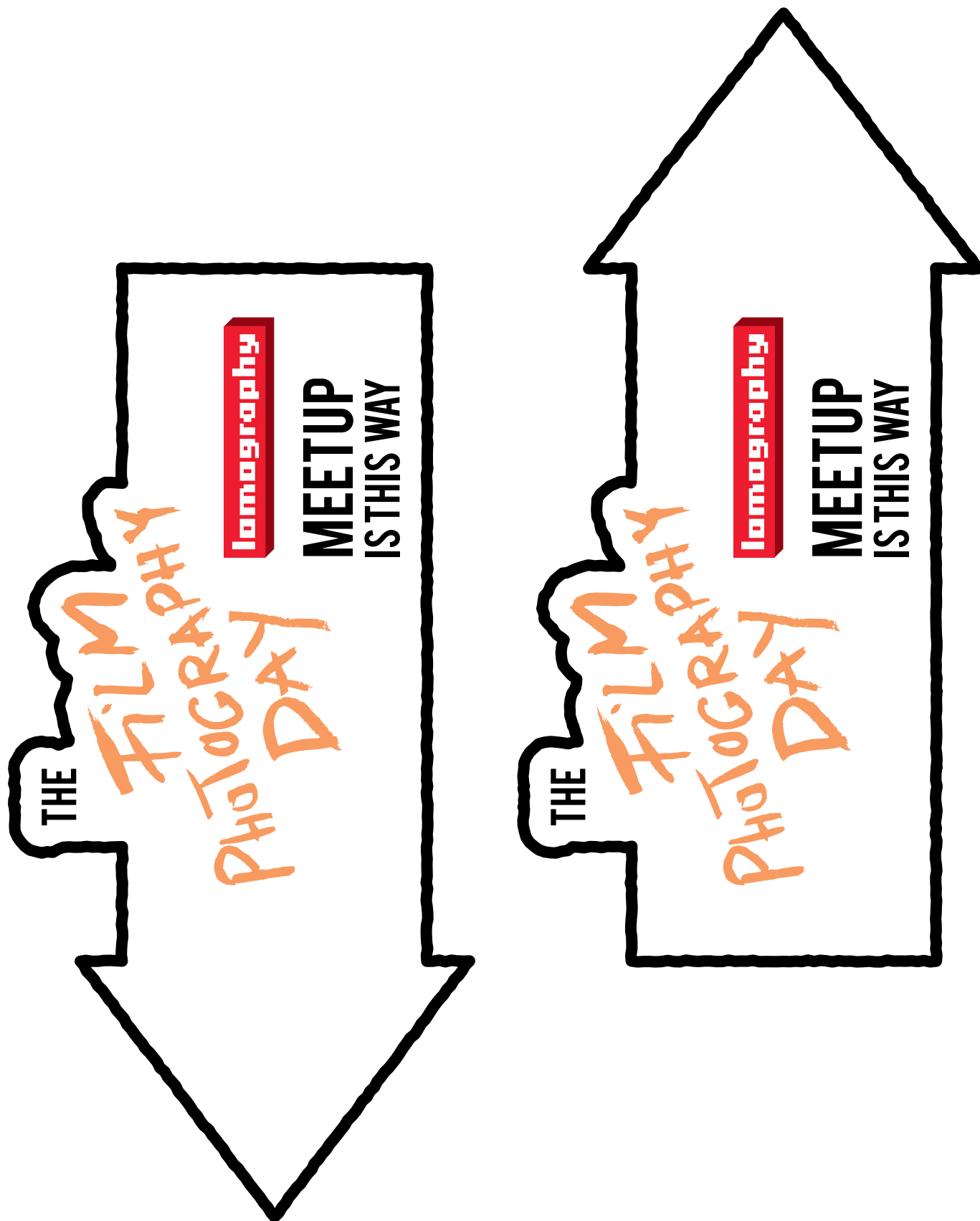
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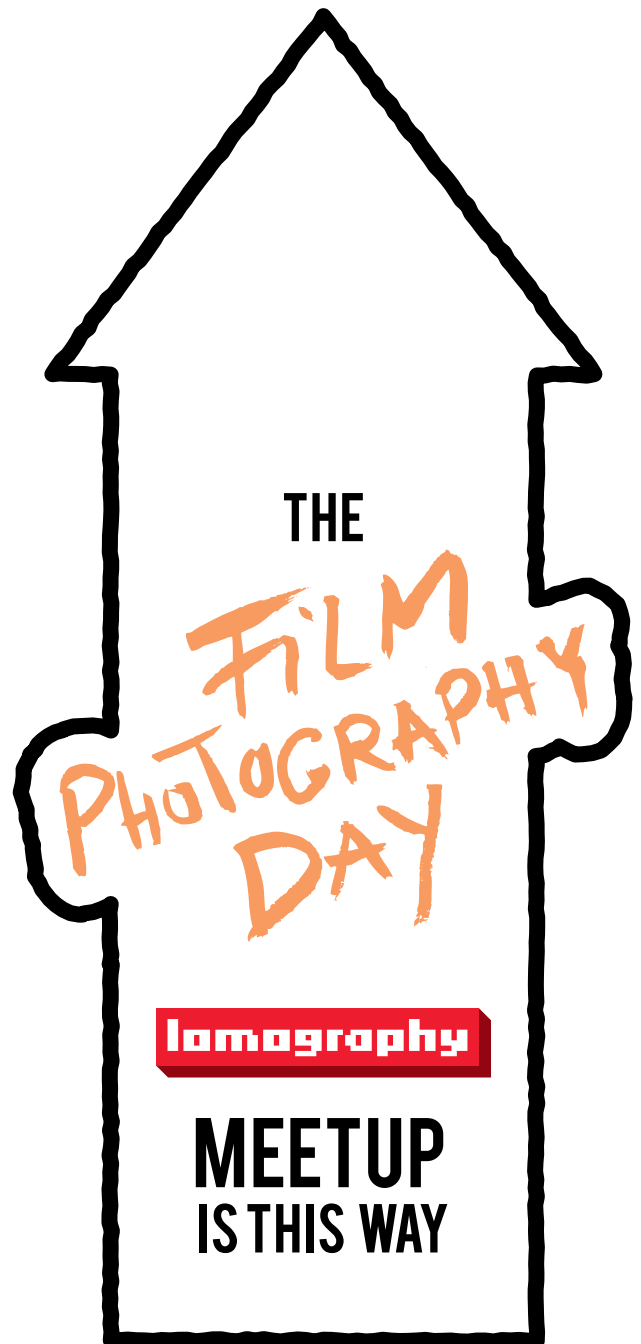
MEETUP DIRECTION SHEETS



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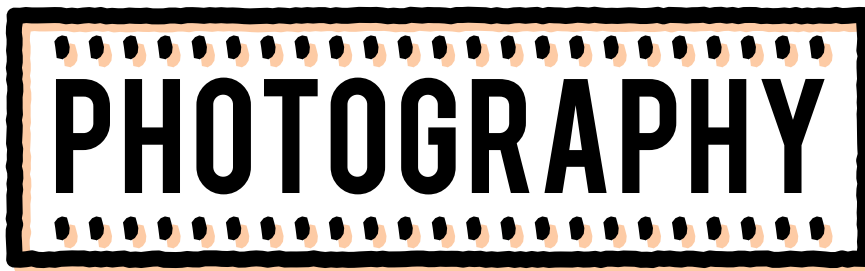
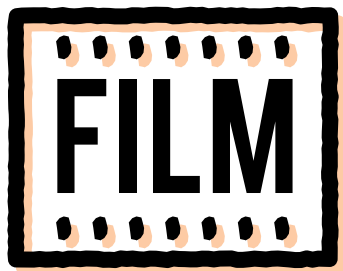
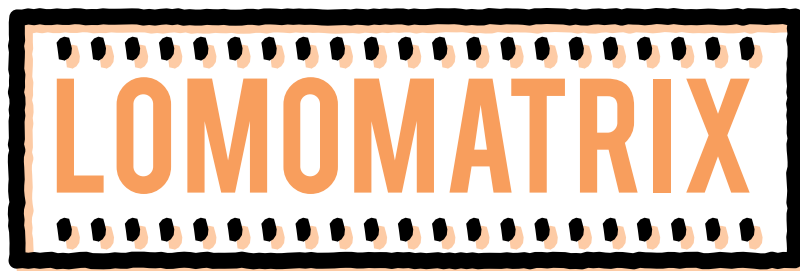
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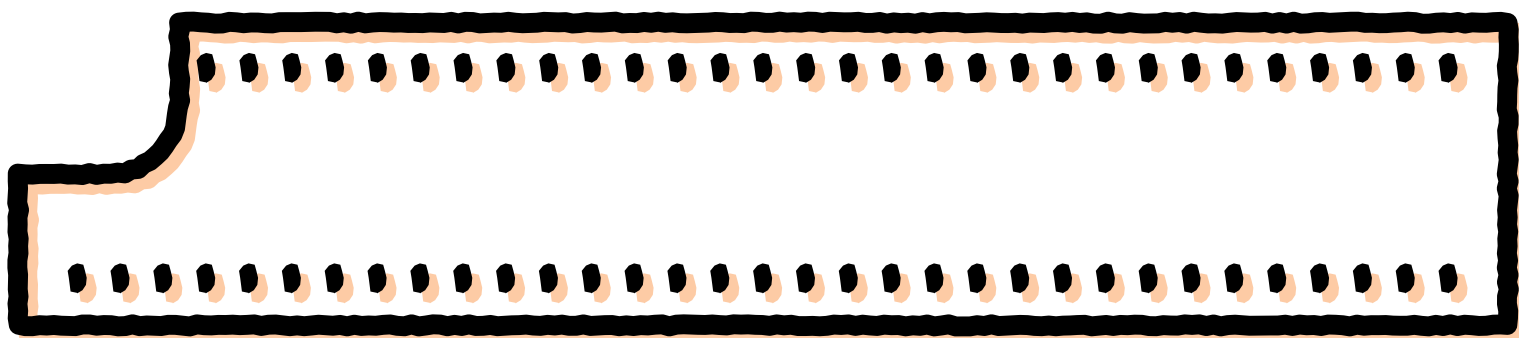
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LOMOMATRIX CUT-OUT PROPS



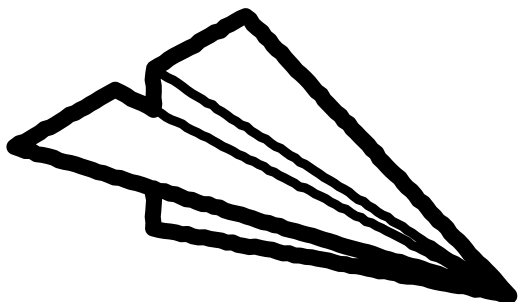
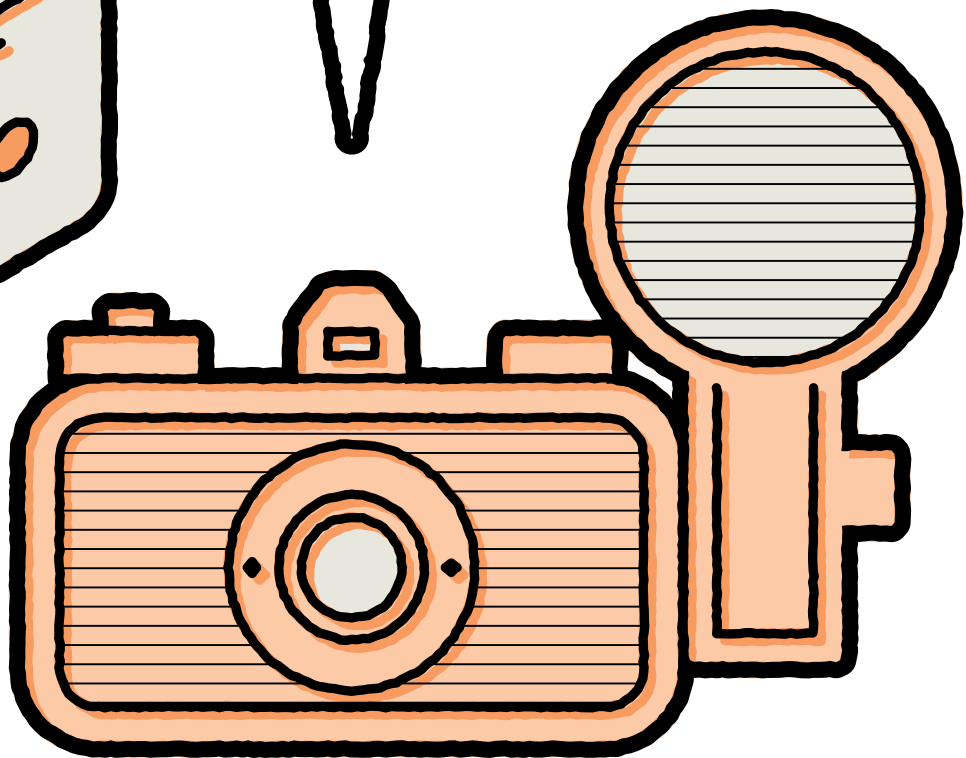
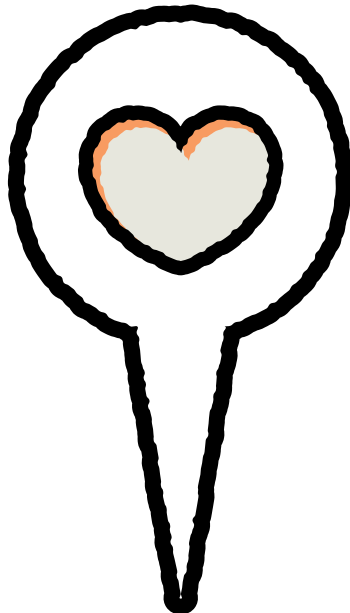
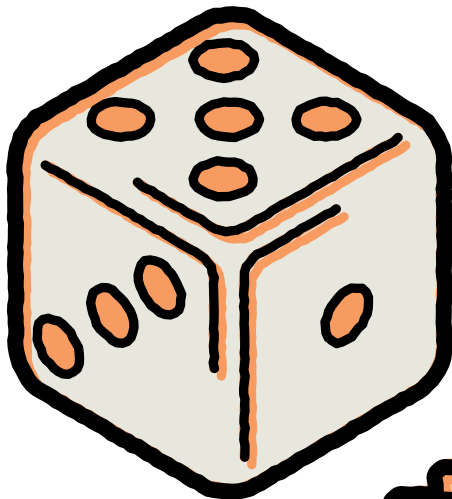
Here's also a blank card to fill in your city name, the name of the participants, or to add any other text you might like to use in your LomoMatrix...



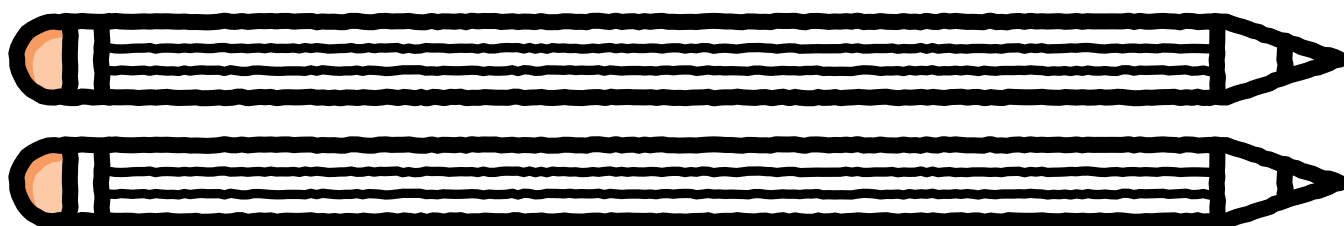
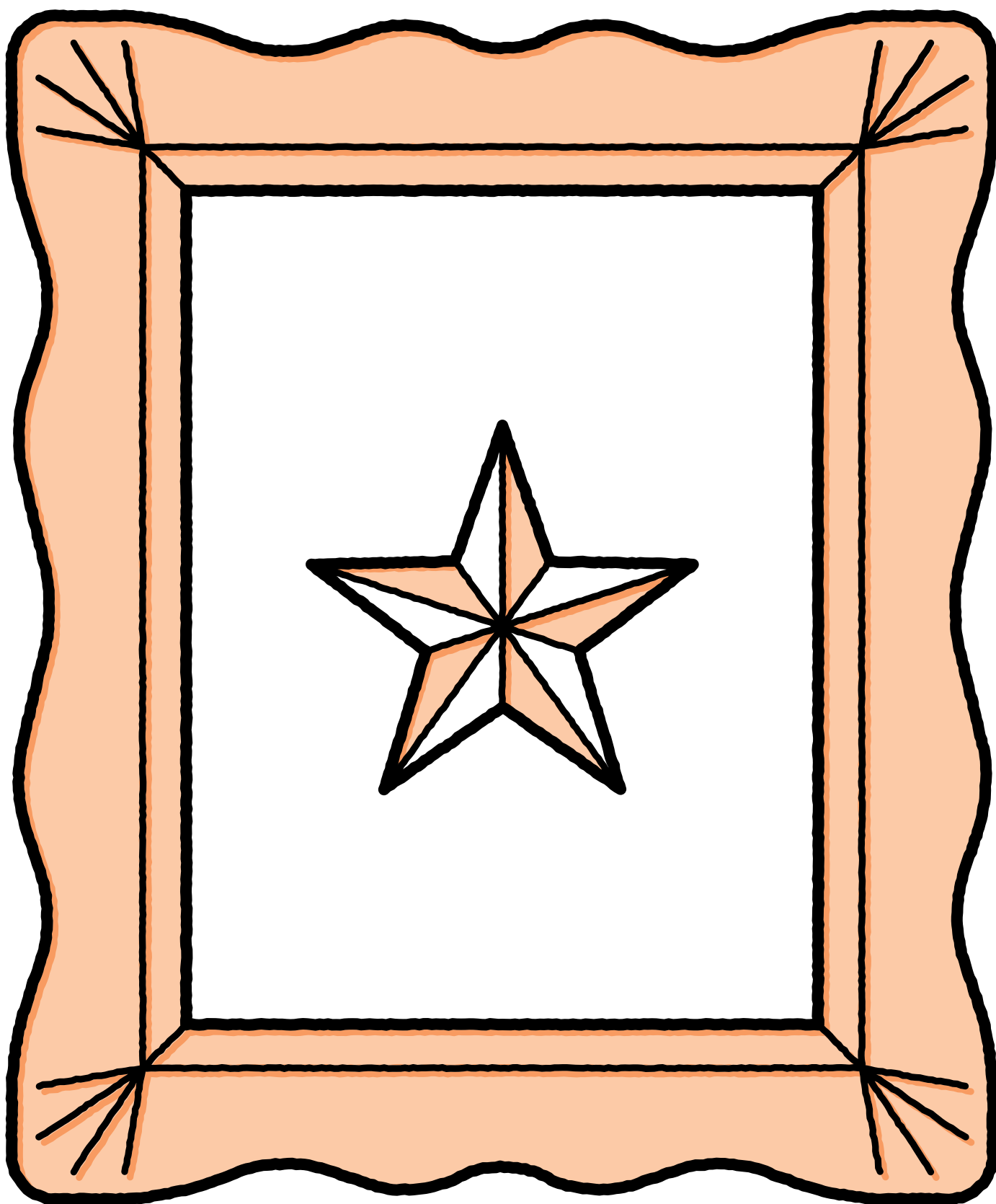
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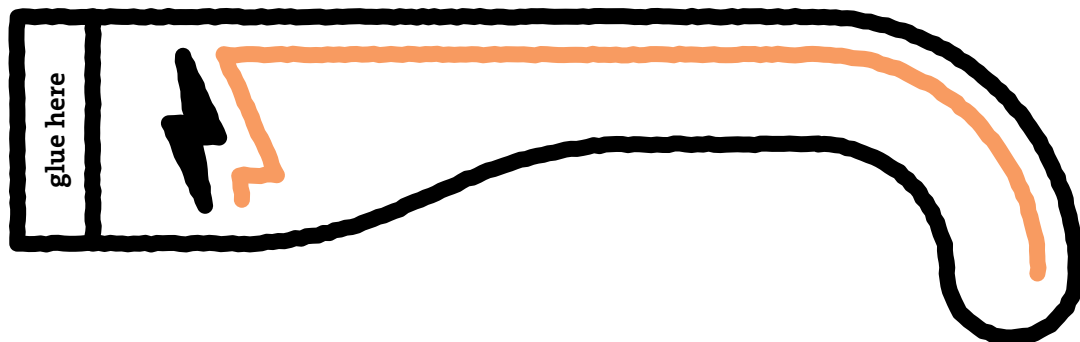
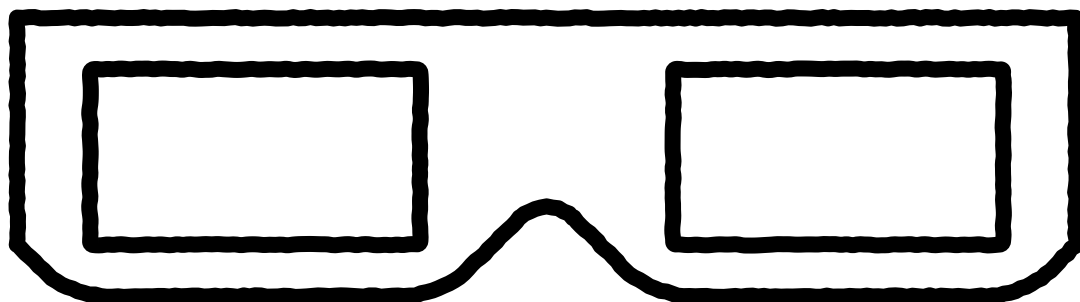
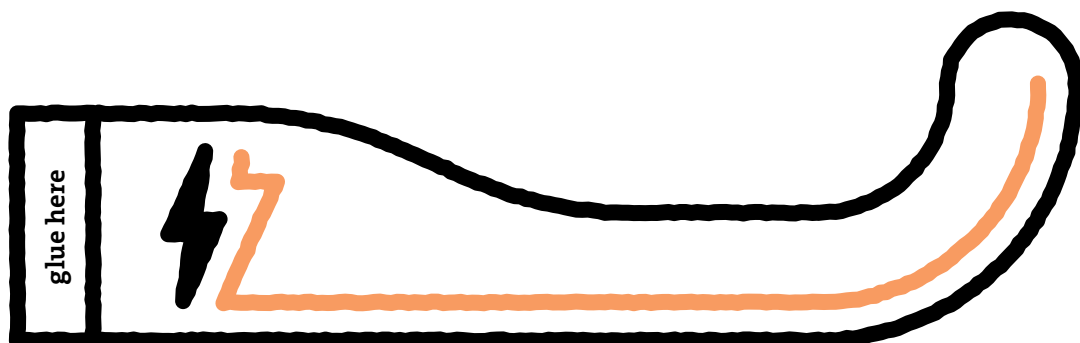
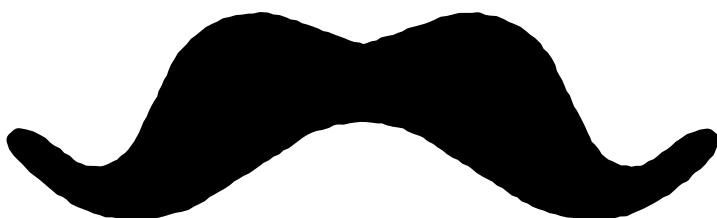
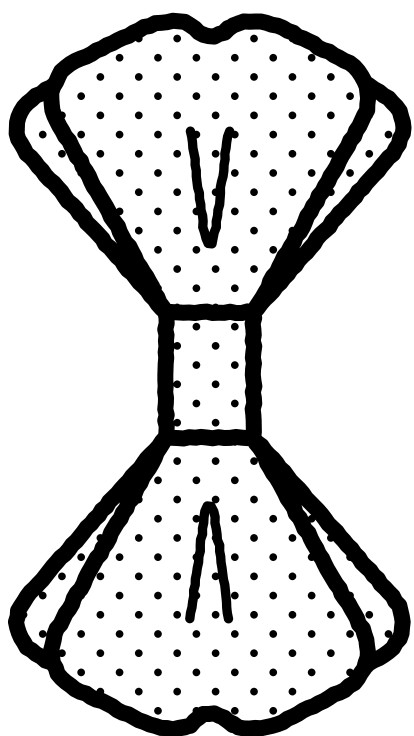
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PARTY PROPS AND DECORATIONS

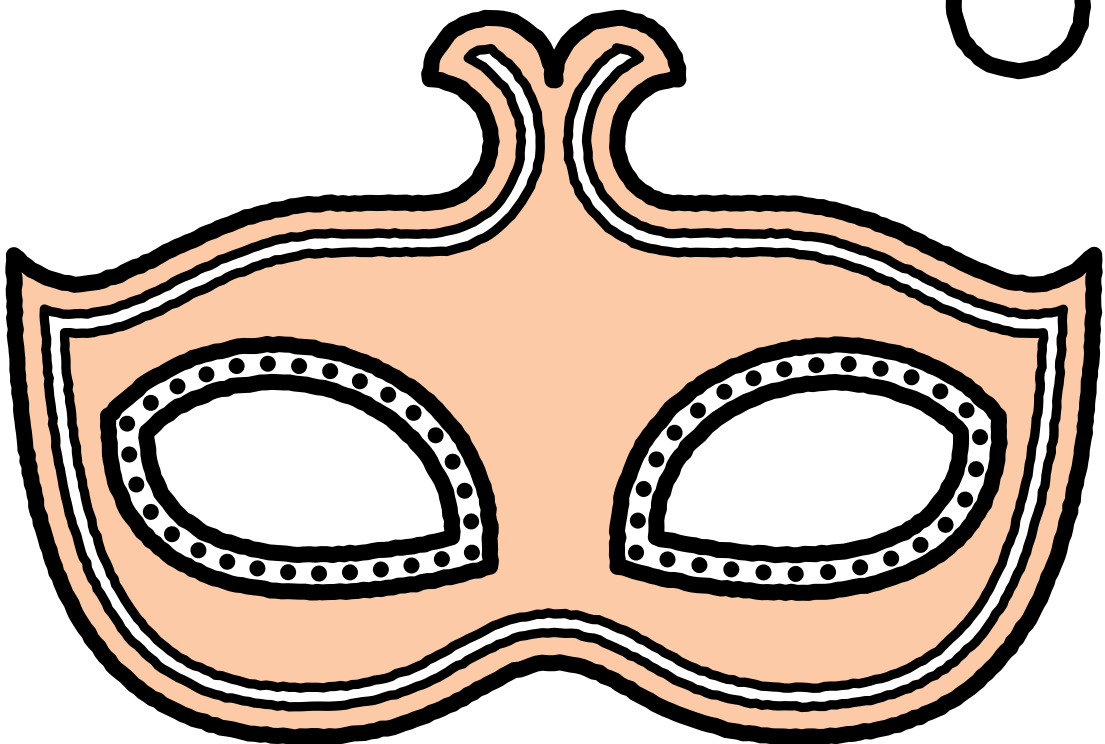
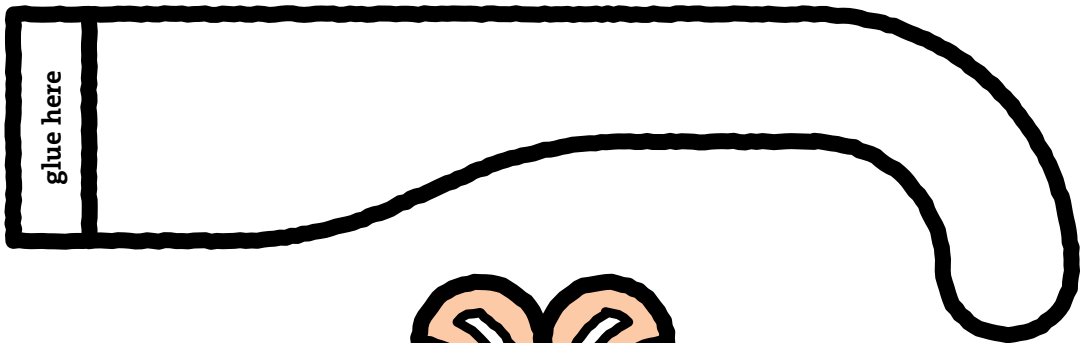
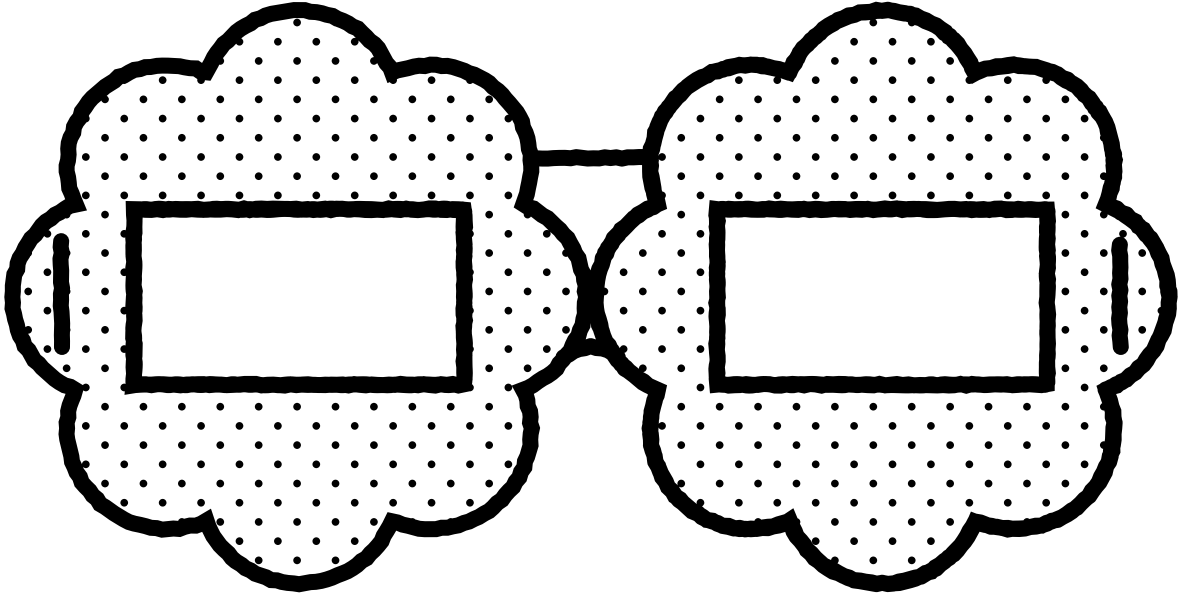


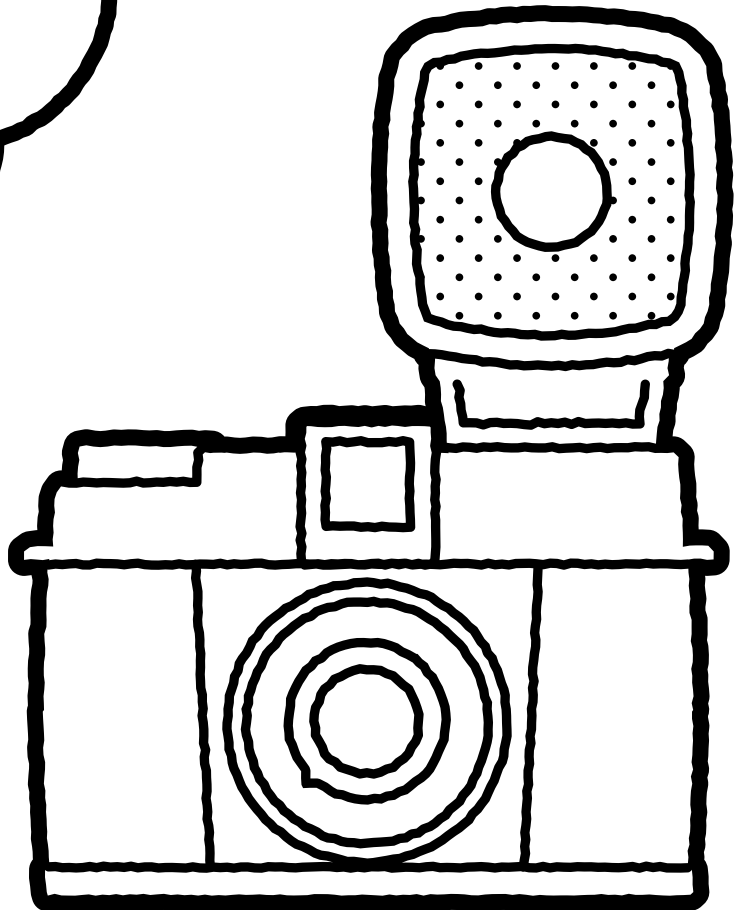
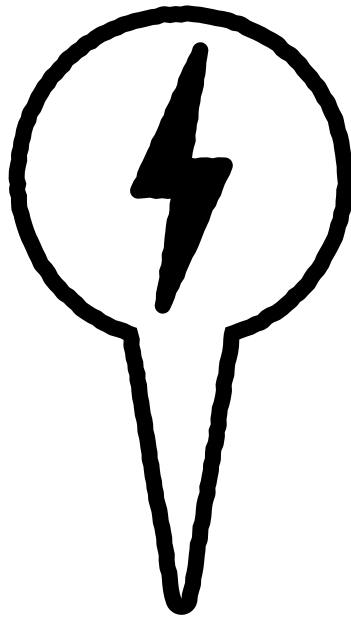
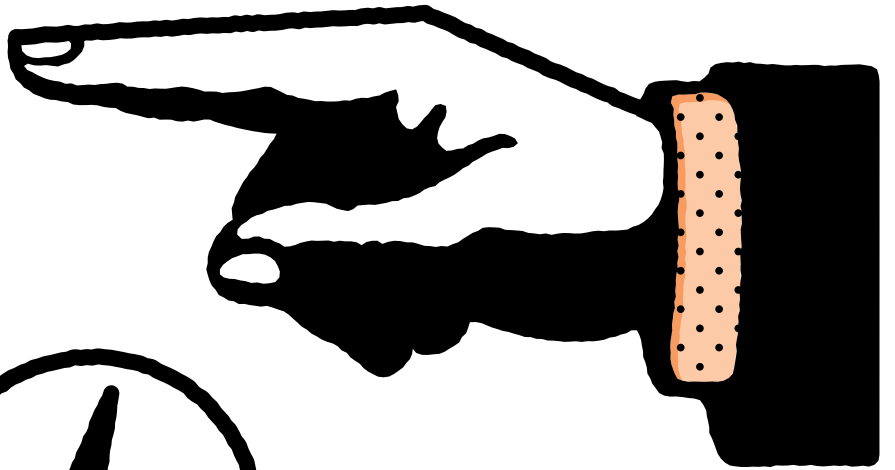
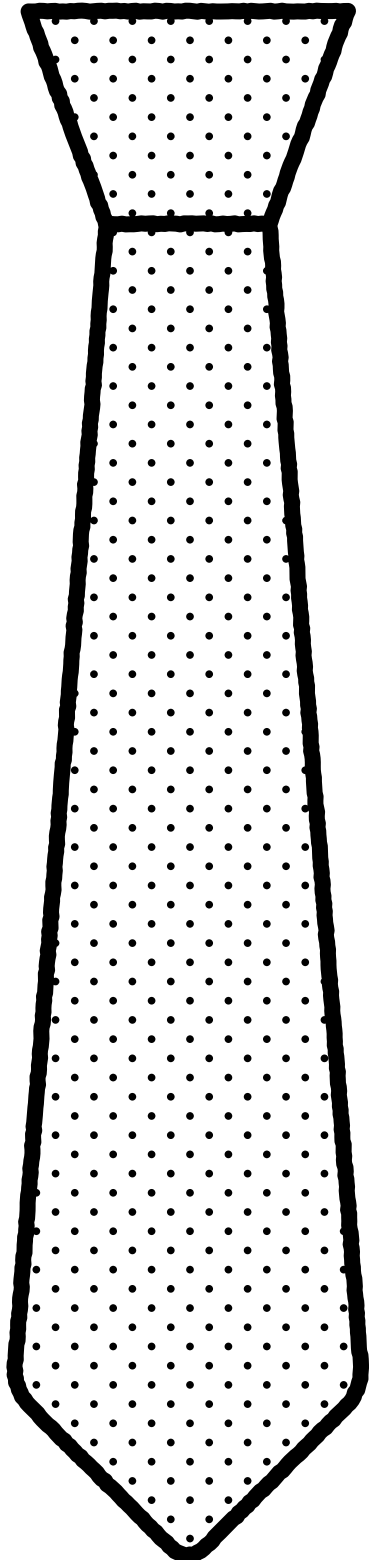
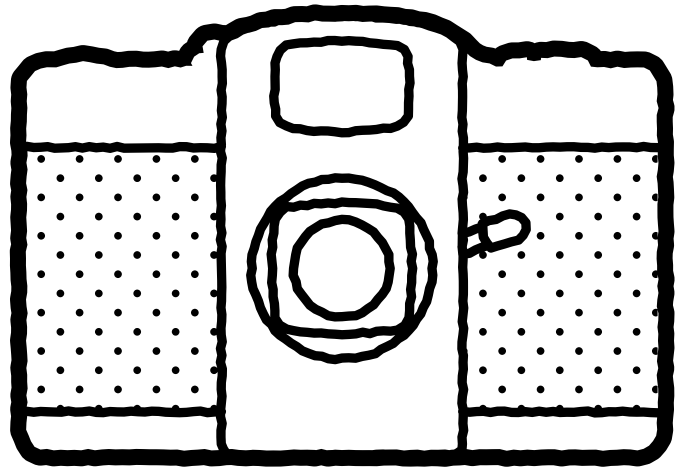
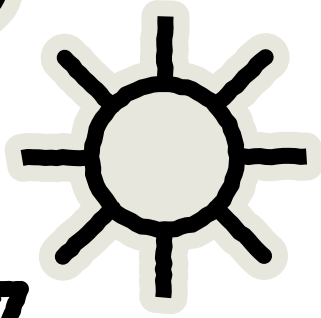
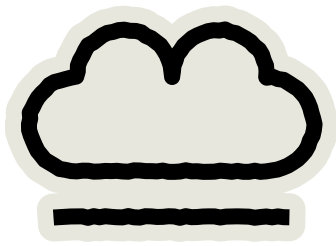
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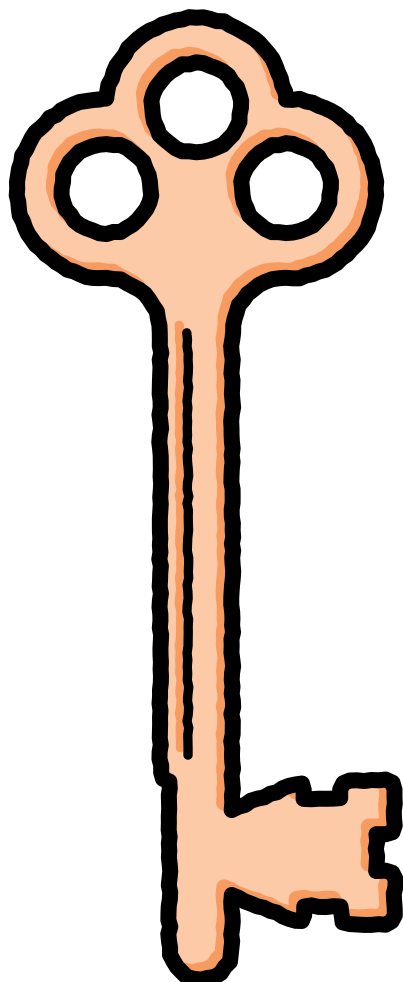
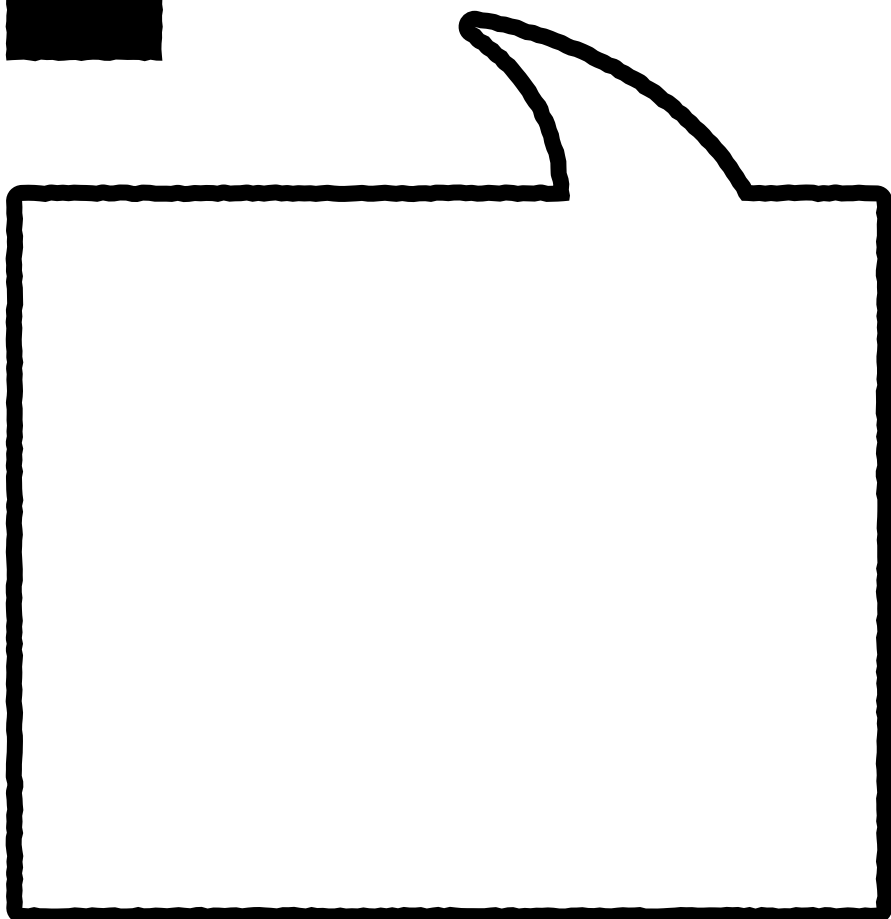
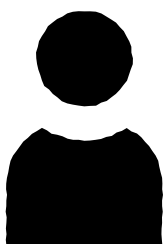
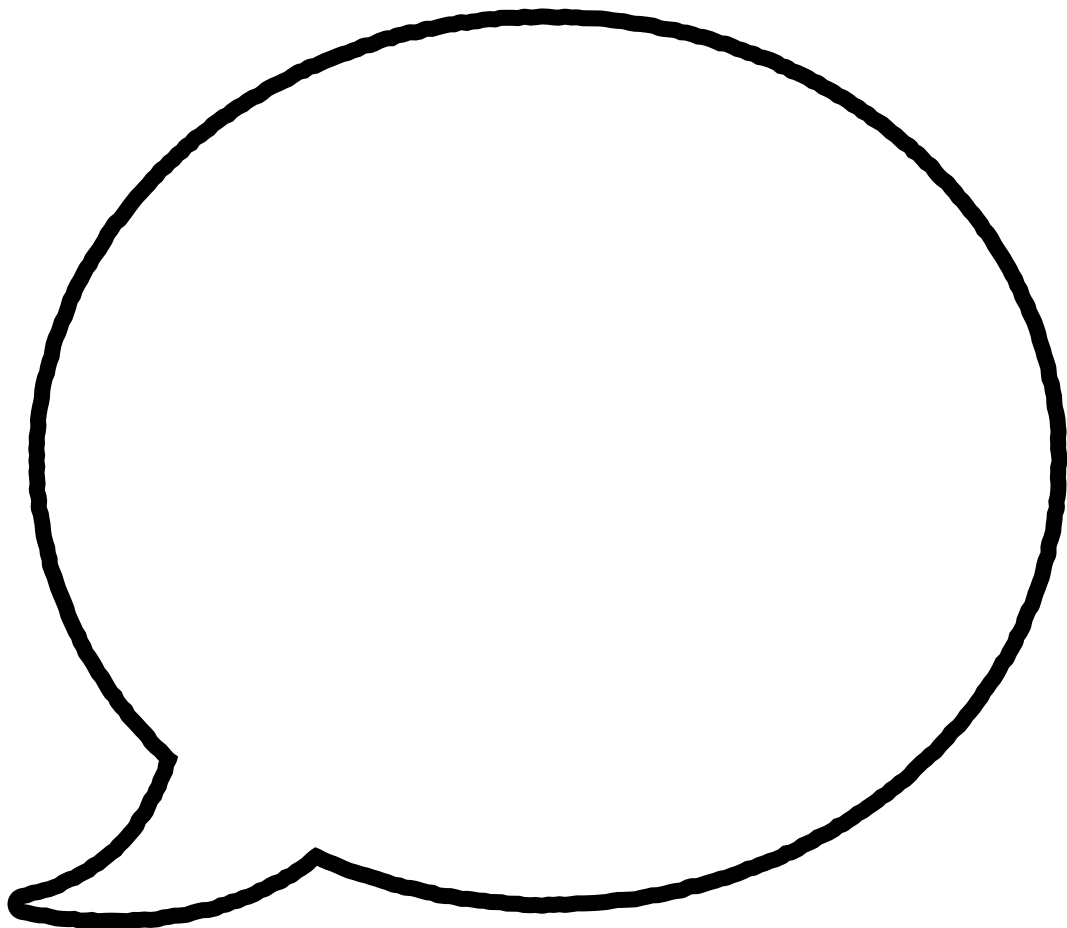


Hydroponomol





QUESTION



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REMEMBER

- ❑ Check the Film Photography Day [website](#) for updates on the worldwide events and competitions (we have some great things coming your way).
- ❑ Add your Film Photography Day Meetup to the Lomography Meetup page: www.meetup.com/lomography/, tweet about it, let the world and @Lomography know about your #filmphotographyday event.
- ❑ Use the hashtag #filmphotographyday in your online communication, to help spread the analogue love.
- ❑ Upload your #filmphotographyday pictures to your website, blog or [LomoHome](#) and let us know how you spent your Film Photography Day 2014.
- ❑ [Share](#) your 'Independent F.P.D 2014 LomoMatrix' video with us to stand a chance in winning the 20 LomoKino kits!
- ❑ Load your camera, shoot and, above all, have tons of fun!

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