

iamography

M T W T F S S
IS MY ANALOGUE DAY

FILM PHOTOGRAPHY DAY 12TH APRIL 2013



MEETUP
KIT

lomography

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IS MY ANALOGUE DAY

Lomography

FILM PHOTOGRAPHY DAY

Lomography invites you to celebrate Film Photography Day!

To rediscover the beauty of analogue, join us for a creative day where imagination is your only boundary!

On **Friday, April 12, 2013**, Film Photography Day Meetups will take place all over the world to celebrate film photography.

No Lomography Gallery Store near you? **Then organize a Film Photography Meetup of your own!**

Register on meetup.com/lomography and call out for all film photography lovers in your city to join. And if you manage to have more than 30 participants before March 28th 2013 we'll send you treats to add some extra oomph to your event!

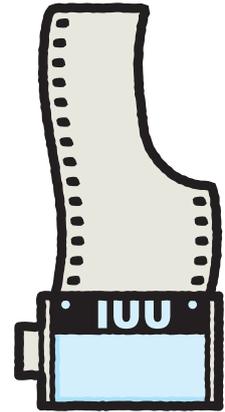
ENJOY!

For more details please check:

www.meetup.com/lomography

Need more analogue inspiration? Check out:

www.lomography.com/analogueaday



FILM
PHOTOGRAPHY
DAY 12TH APRIL
2013

Check out the blue hyperlinks for more information!

HOW TO PLAN YOUR FILM PHOTOGRAPHY DAY MEETUP

To help you get started, here are some ideas of things to do during your Film Photography Day event:

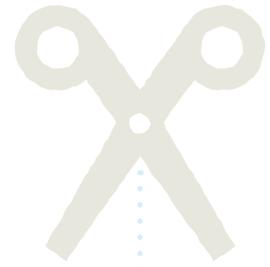
GOT A GROUP?

- ❑ Shoot a **LomoMatrix** – by using a **detonator!**
- ❑ Create your own 35mm movie with the **LomoKino**
- ❑ Organize a **photo scavenger hunt**
- ❑ Set up a guided photo tour of your city
- ❑ Build a mini **LomoWall!**

ANALOGUE PROFESSOR

- ❑ Lead a **film photography workshop for total beginners**
- ❑ Organize a photo workshop for children!
- ❑ Host a **professional portrait session**
- ❑ Set up your **own darkroom** with the **necessary chemicals**
- ❑ Set up a fun (or fancy!) **photo booth**





LAB COATS REQUIRED

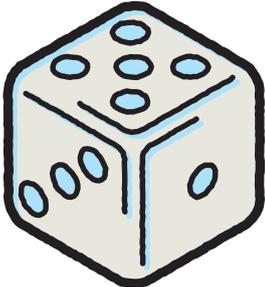
- Develop your film with **natural ingredients** or develop your films using **natural processes**
- Organize a **film swap!**
- Have fun with **light painting!**

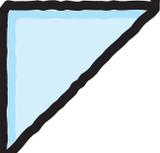
GET CRAFTY

- Make a **pinhole camera**
- Let your imagination soar and design a **La Sardina DIY** camera
- Go all out and customize a **Sprocket Rocket**, **Diana F+** or your **Holga**
- Create **DIY accessories**: a **camera strap**, an **embroidered notebook**, an accordion **picture frame** or a **splitzer** for your camera

You can find more ideas and inspiration in our related online magazine articles, but we are sure that you already have plenty on your own. Just remember to have fun!

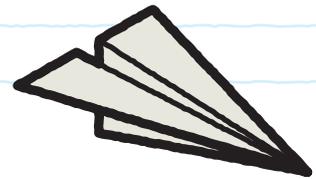
PLANNING YOUR FILM PHOTOGRAPHY DAY MEETUP

Time	<input type="checkbox"/> Pick a timeframe on Friday April 12th 2013!
Place	<input type="checkbox"/> Find a location. Your apartment might be a little too small... Consider doing it in the green, in a public space or reaching out to a local space that hosts events, such as a coffee shop, bar, cafe, library, museum, gallery, or art supply shop.
Projects	<input type="checkbox"/> What do you plan to do during your Meetup? Remember you'll get free analogue goodies from Lomography if you have 30+ people signed up for your event on meetup.com/lomography by March 28th, 2013!
Help wanted	<input type="checkbox"/> Together for more fun! Don't forget to ask (reliable) people to give you a hand!
Small budget?	<input type="checkbox"/> You could ask participants for a little contribution (like \$5)?
Pimp it up	<input type="checkbox"/> Make your event look like one! What about drinks, snacks, decoration and some good music?
Games and fun	<input type="checkbox"/> Will you organize some film photography games like a photo contest, a raffle, a scavenger hunt or have fun with a photo booth area with photo props?
Promote your Meetup	<input type="checkbox"/> Spread the word (use your email contacts, Facebook, Twitter and the invitations from this pdf).
	



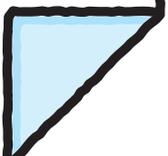
MATERIAL CHECKLIST SUGGESTIONS

- Film cameras & film rolls
- All tools and materials needed for your projects (paper, glue, scissors, stapler, stickers, strings, etc.)
- Tables and chairs
- Snacks and drinks
- Music (think about making a playlist)
- Signage to direct people to your party
- Name tags
- Party decorations and/or photo props!



SHARE YOUR EVENT

- Invite friends, local celebrities, journalists, bloggers, and famous photographers – who knows who will show up!
- Add your meetup to the Lomography Meetup page: www.meetup.com/lomography
- Share your Film Photography Day photos on our www.lomography.com/analogueday microsite or your LomoHome (tags: meetup and filmday)
- Share photos on your favorite social media sites like Facebook or Pinterest. Don't forget to tag Lomography and filmday
- Tweet about it! Let @Lomography and the community know about your #filmday!





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INVITATION

Print out these invites, fill in your activities, date, time, place, RSVP email and send them to all your friends – for an unforgettable event!

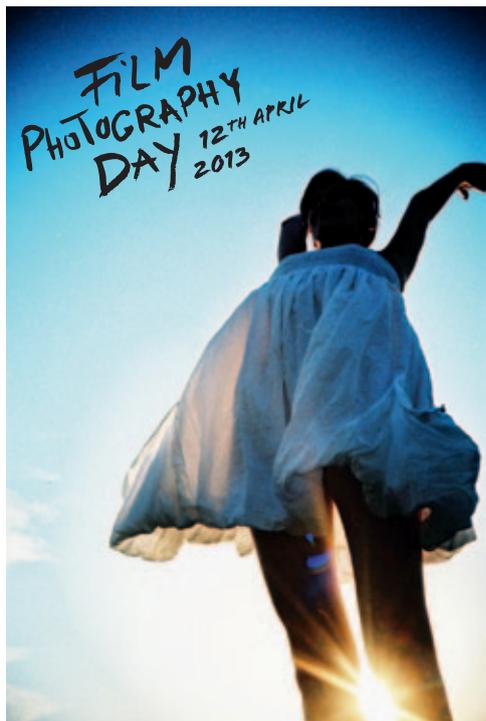


YOU ARE INVITED

Join me in celebrating **Film Photography Day!**

ACTIVITIES:
WHEN:
WHERE:
RSVP:

FILM PHOTOGRAPHY DAY 12TH APRIL 2013



YOU ARE INVITED

Join me in celebrating **Film Photography Day!**

ACTIVITIES:
WHEN:
WHERE:
RSVP:

PARTY DIRECTION SHEET

Color the arrow to direct your guests in the right direction!

lomography

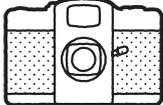
THE FILM PHOTOGRAPHY DAY MEETUP
IS THIS WAY!



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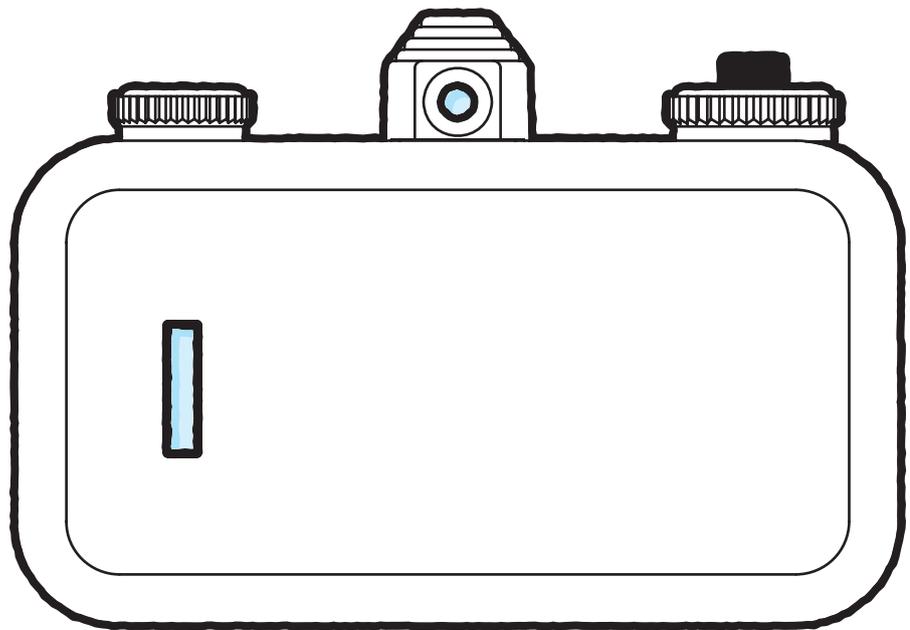
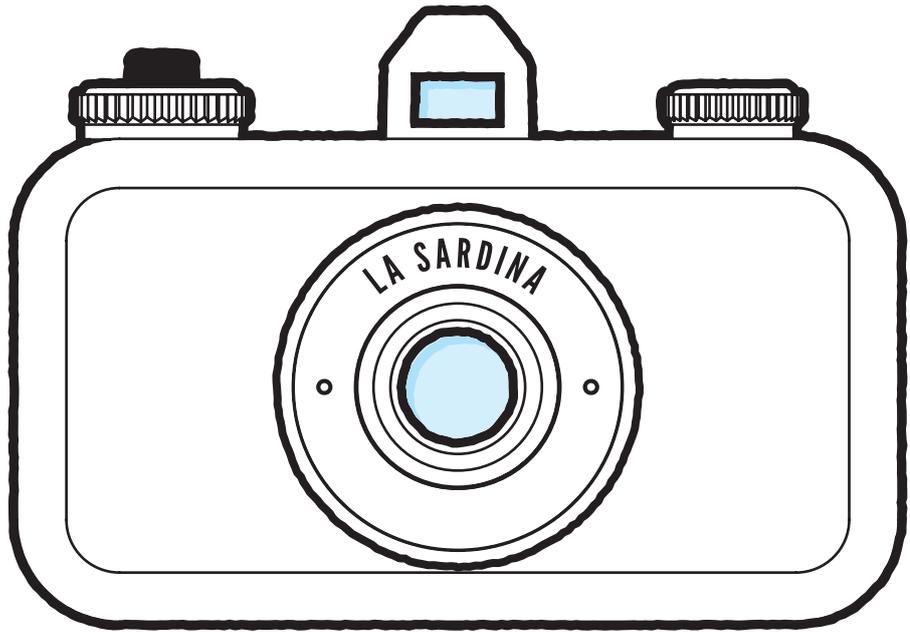
THE FILM PHOTOGRAPHY DAY MEETUP

IS THIS WAY!



LA SARDINA DIY

Print out this La Sardina DIY camera blueprint and start working on your own design. Get yourself some glue, glitters, colors or sew some fabric on it!





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IS MY

ANALOGUE DAY

VOUCHER

Usable online and in Lomography Gallery Stores*

From March 11th – April 30th 2013

Use Code: **analogueday**

ON YOUR NEXT PURCHASE

10% OFF

Shop online shop.lomography.com

or find your nearest Lomography Gallery Store www.lomography.com/more/stores

* Not to be combined with any other offer. One coupon per customer.



STRAW TAGS

Cut out these tags and put them on your guests' straws!

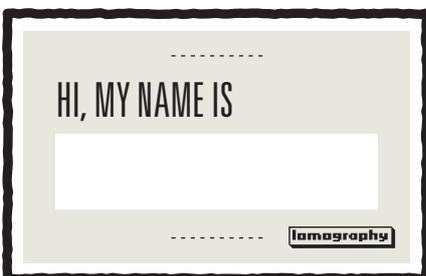
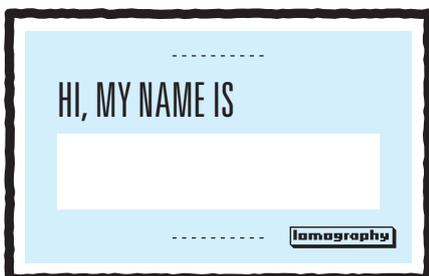
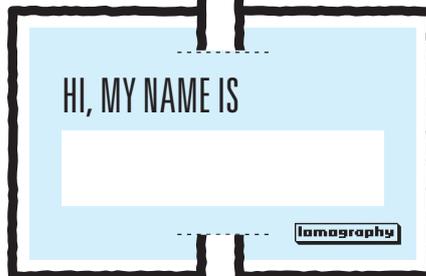
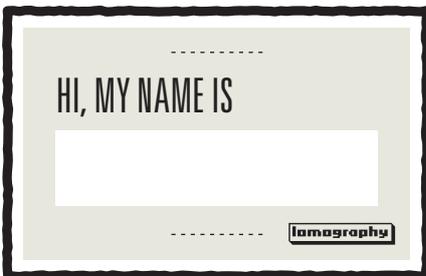
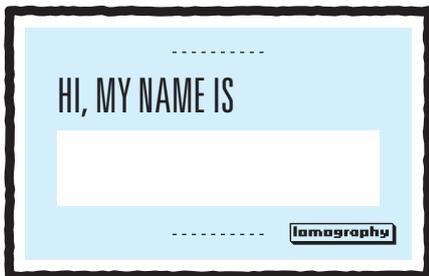
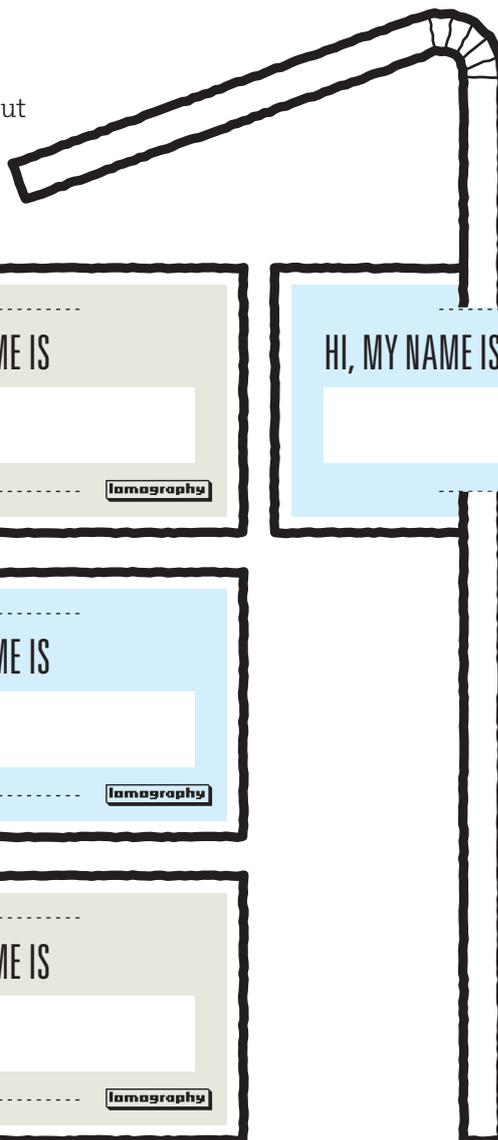
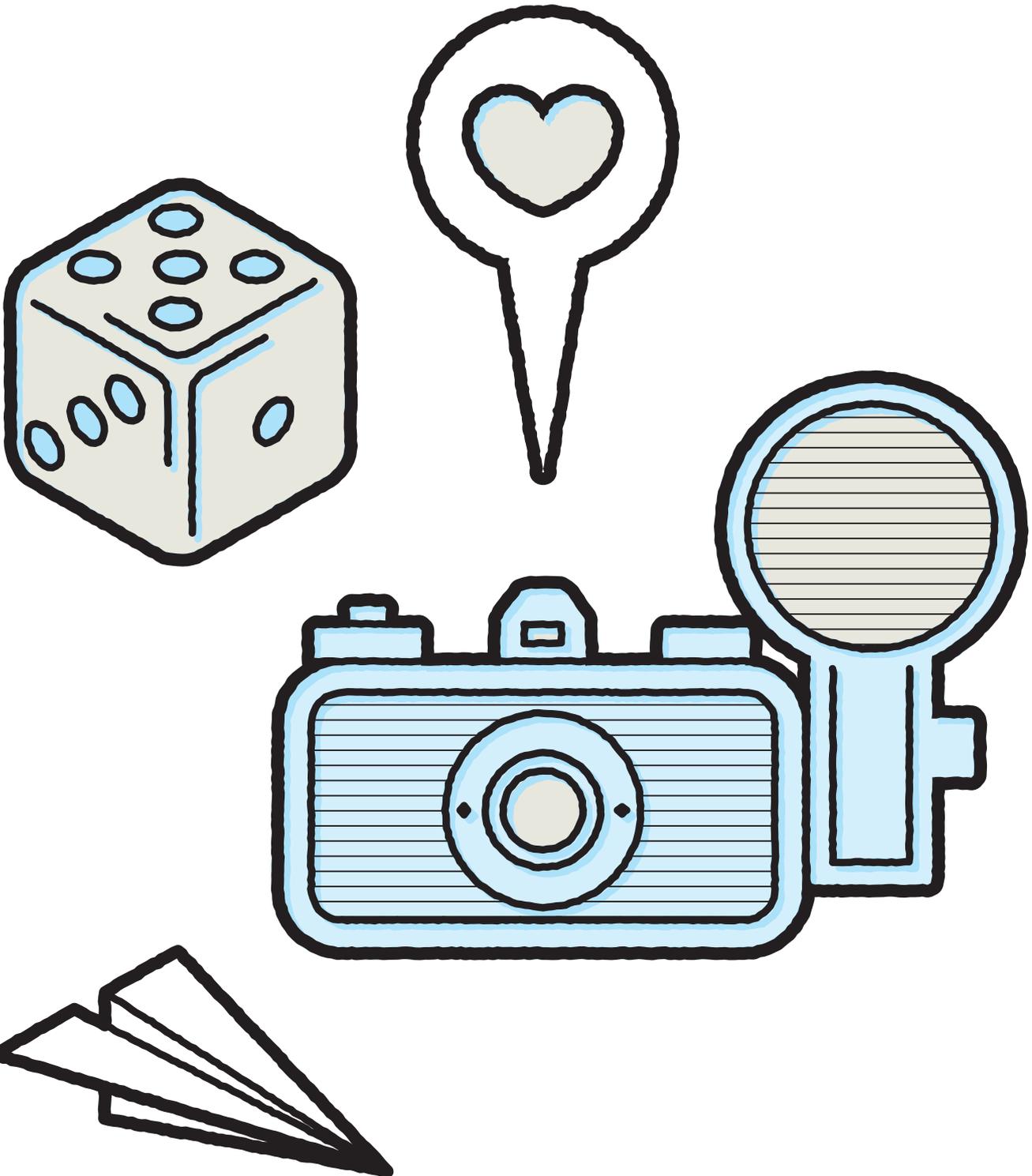
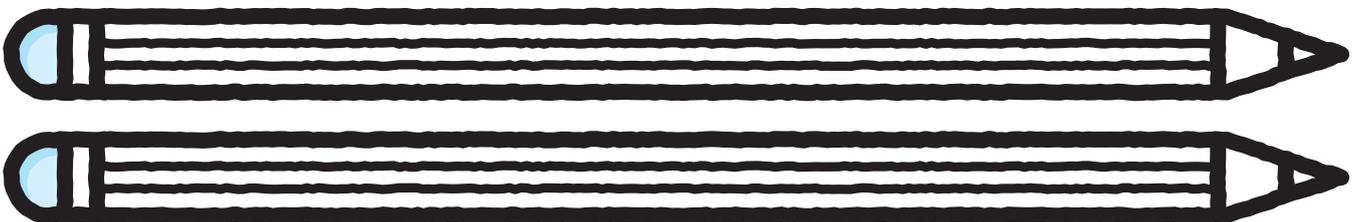
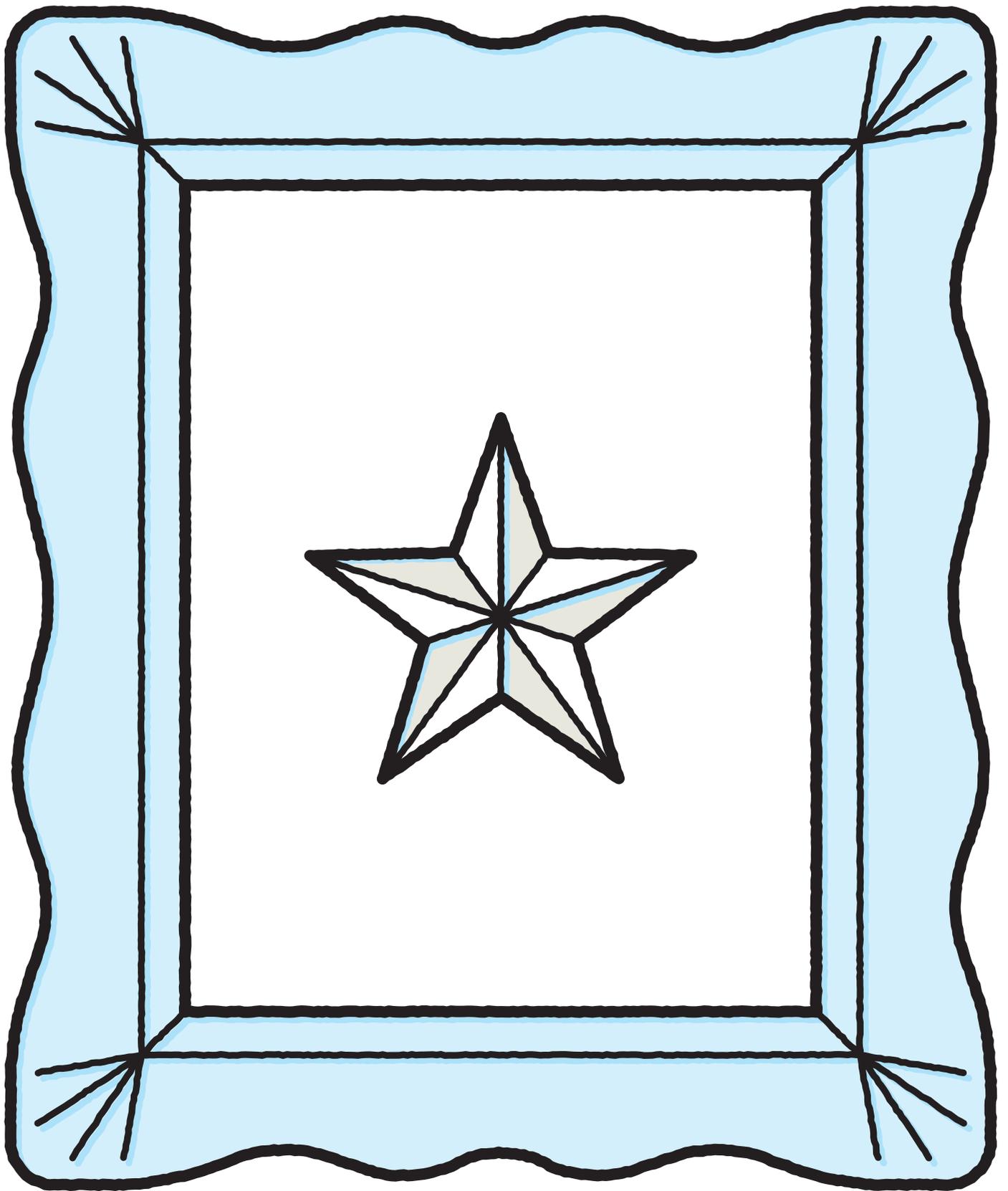
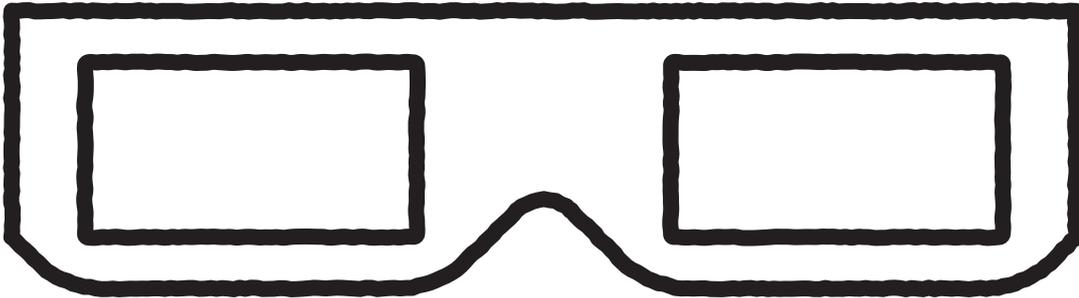
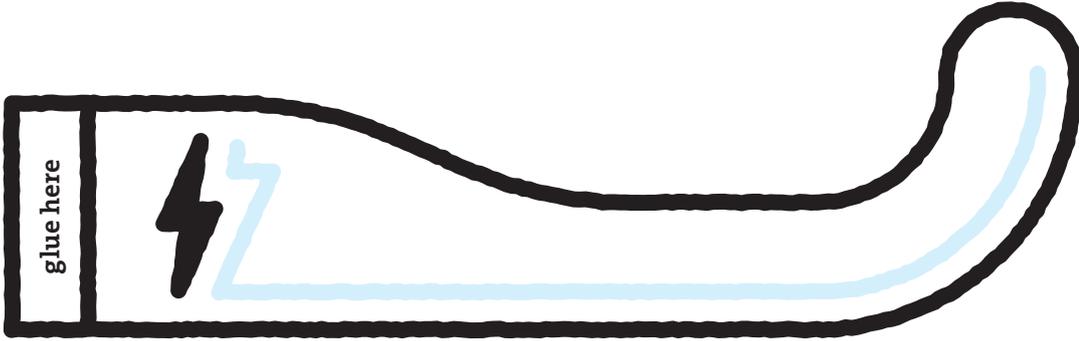
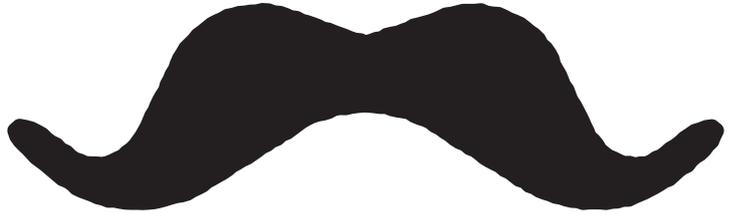
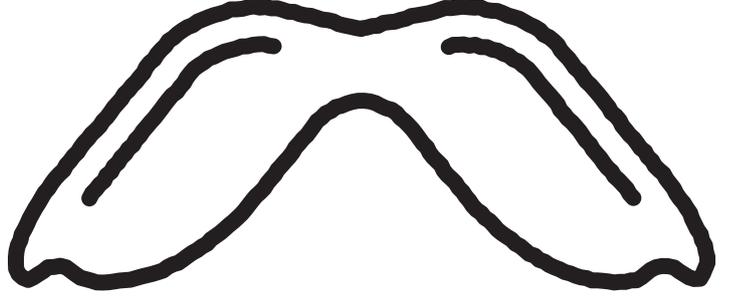
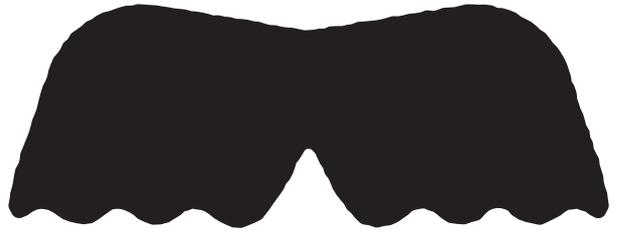
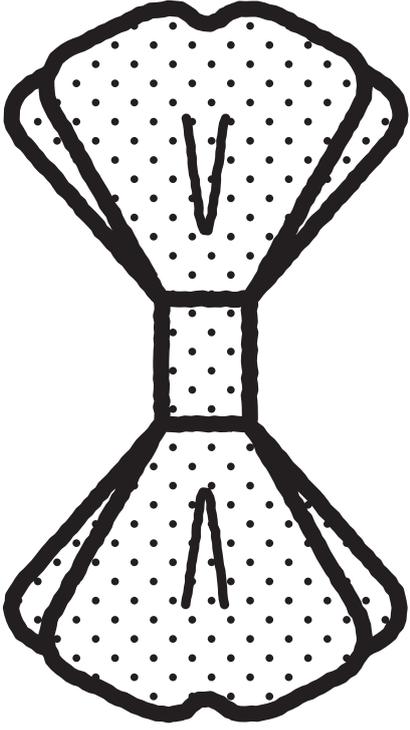


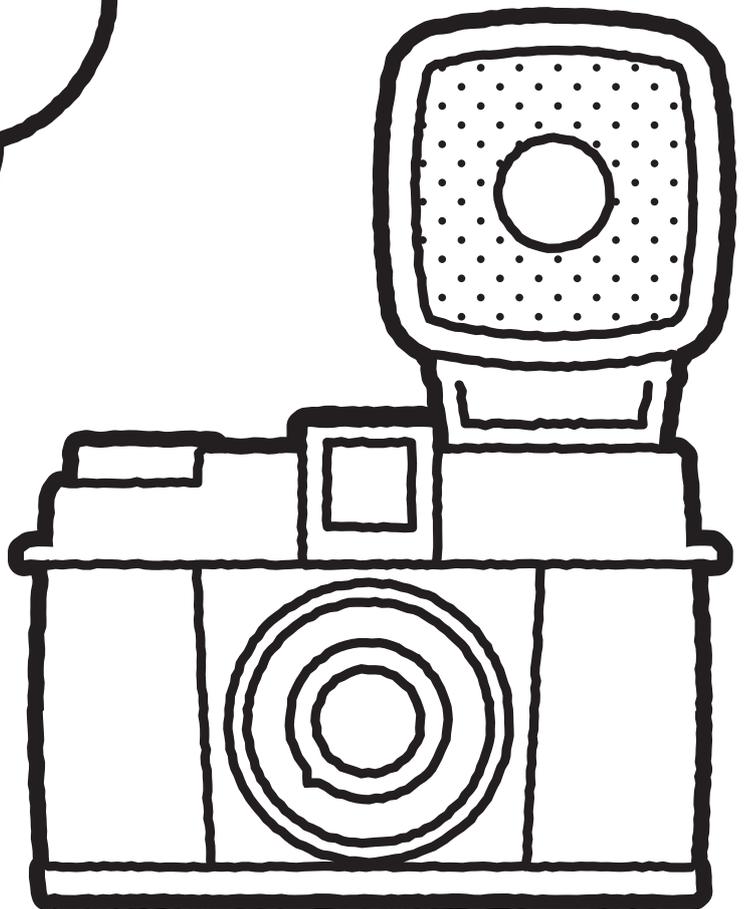
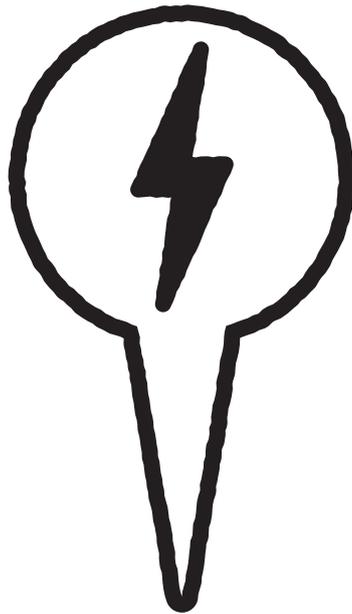
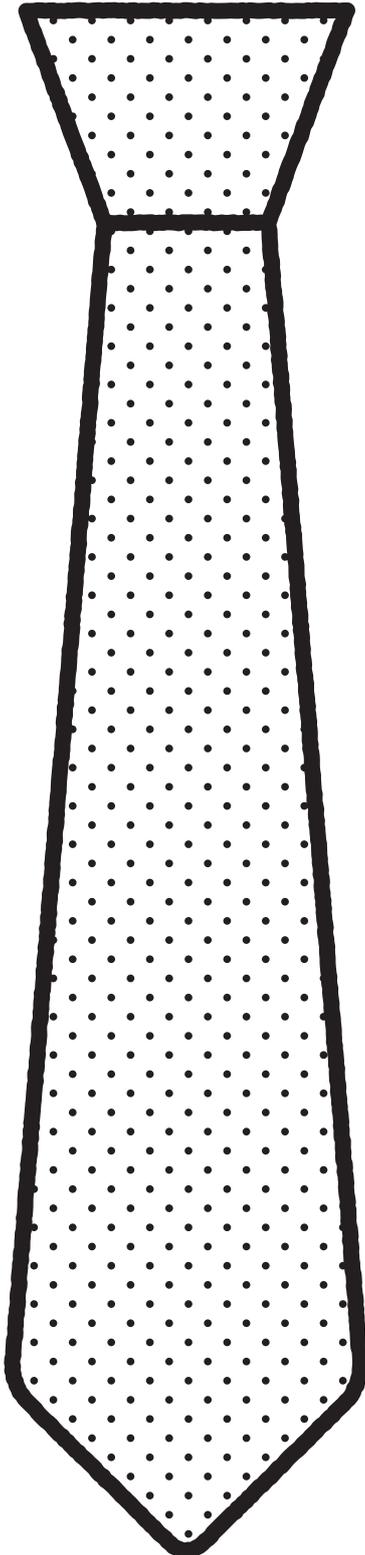
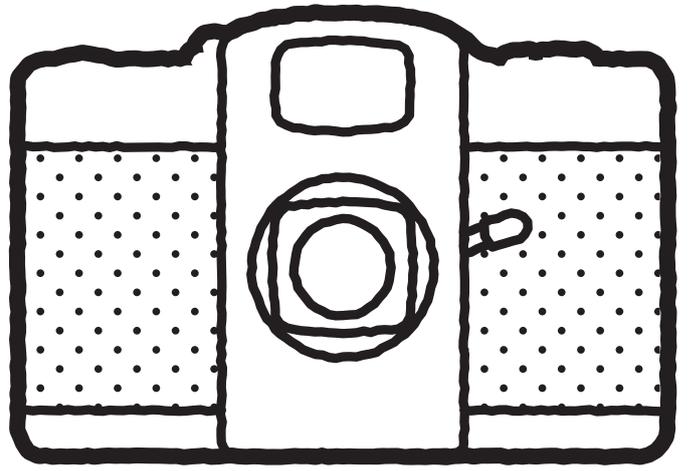
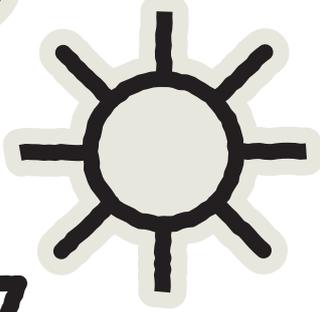
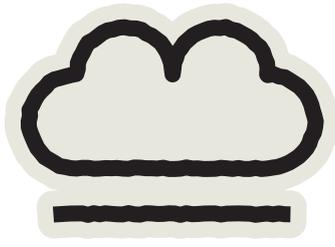
PHOTO PROPS

Cut out these images and use them as fun Photo Props during your event!
You can also decorate them, glue them on harder paper stock and tape them on a stick to hold them. Looking forward to see your photos on your LomoHome!

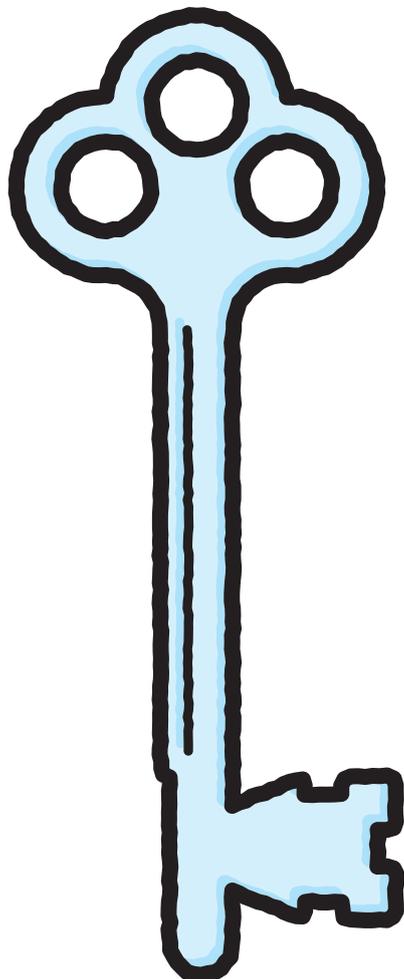
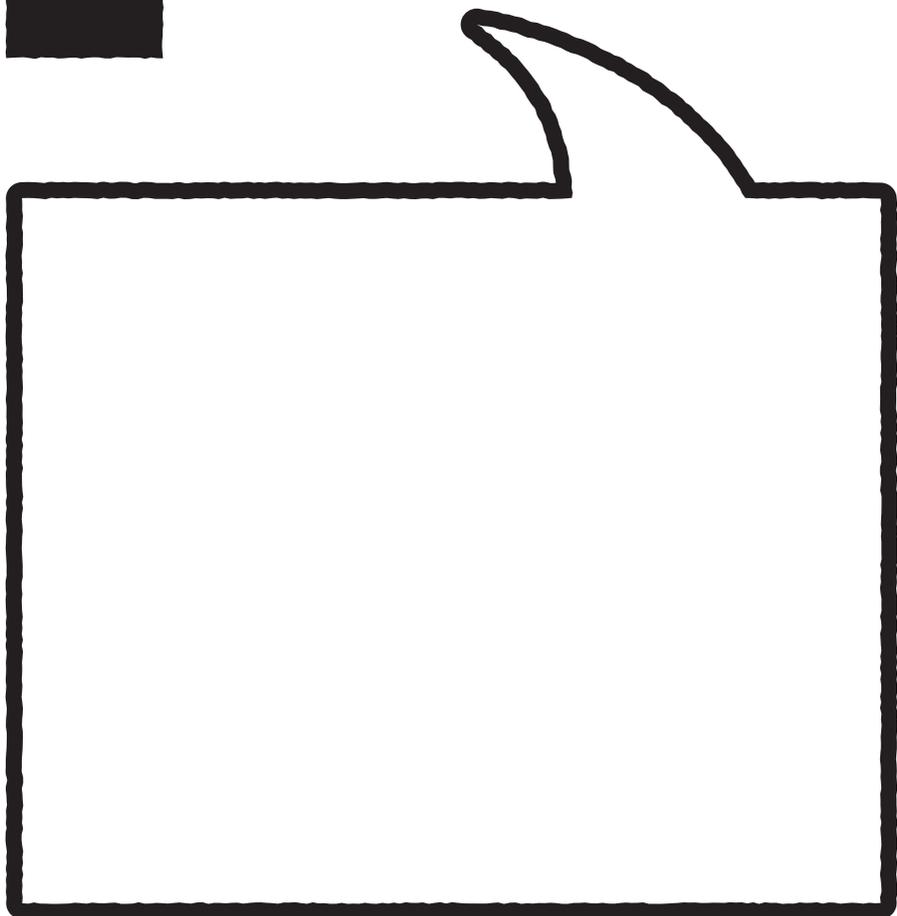
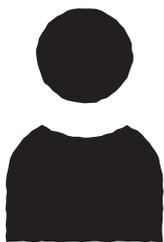
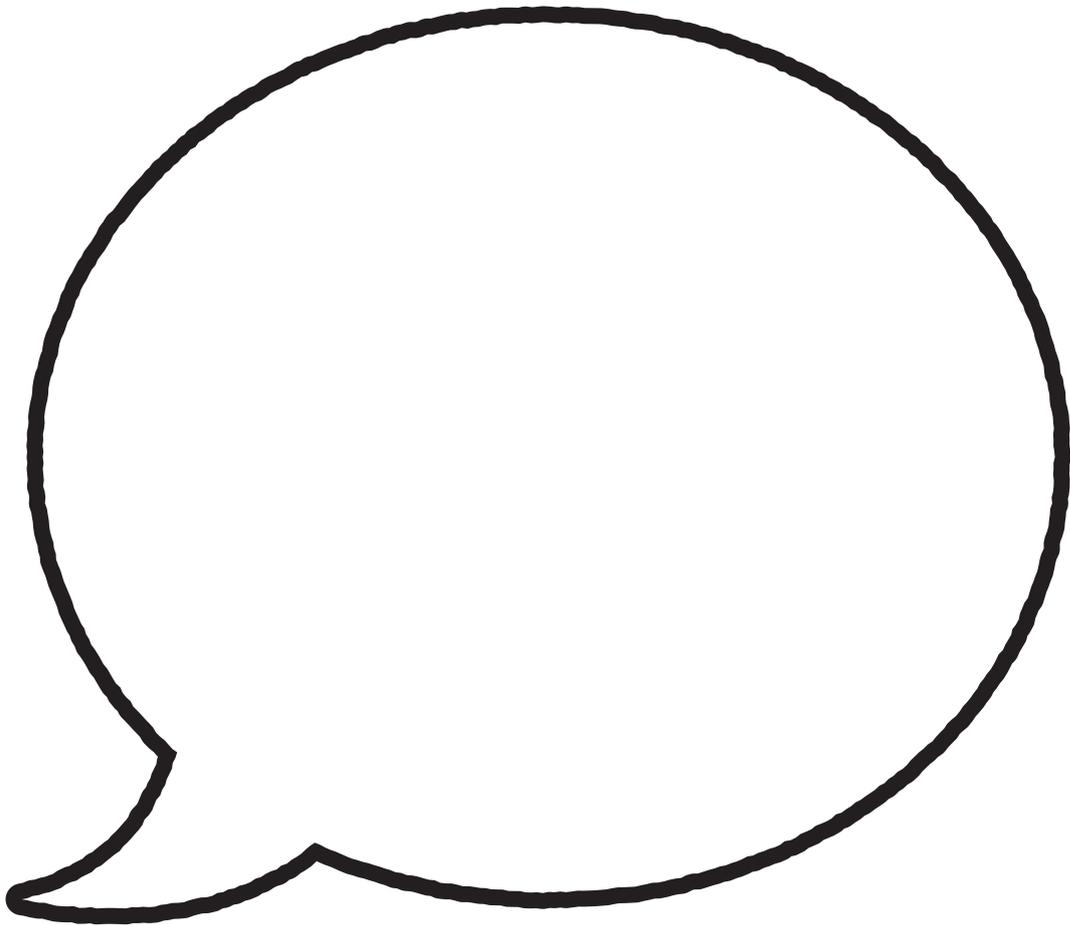








TIQMO



**Make one day
a week your
Analogue Day!**
Take your
analogue sticker
and claim out
loud that you too
have decided to
go digital-free!

More on:

[www.lomography.com/
analogueday](http://www.lomography.com/analogueday)

ANALOGUE INSPIRATION

Film Photography Day is part of our Analogue lifestyle campaign where Lomography invites you to set yourself free from the digital alienation and re-discover the beauty of analogue.

Here are a few tips to get you started for the analogue lifestyle:

DON'T LOOK AT YOUR WATCH for a whole day /

DON'T LOOK UP THINGS ON THE INTERNET

if you argue with someone. Be fine to not settle an argument /

WRITE A NOTE to your future self /

BUY A NEWSPAPER AND READ IT /

MAKE A PHOTO of your favorite article / Challenge someone in the park for a game of chess /

LUNCH IN THE PARK with your workmates /

Buy a book in a book store / Tell someone you love them /

GET LOST in a part of your city you don't know about yet.

Don't use a map or use the map of another city and see how it goes /

MAKE AN APPOINTMENT with a friend a week ahead and keep it. Don't change it over phone. / Memorize a friend's phone number and phone him from a payphone a week later / Make a paper airplane /

WRITE A MESSAGE IN A BOTTLE / Plant something – Guerrilla gardening / Write a handwritten memo or essay /

GO TO A FLEA MARKET / Write a postcard /

LISTEN TO THE RADIO /

TAKE A PICTURE OF YOURSELF while riding the waves or bungee jumping off a cliff /

ATTEND A COOKING CLASS /

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