

## THE POLAROID COLLECTION

### BENEFITS AND RESPONSIBILITIES

The Polaroid Collection is a program designed to encourage and assist photographers in the medium of Polaroid Land photography and to enable Polaroid Corporation to acquire an exciting and diversified collection of original instant images. To date, the Collection includes more than 2,000 images that have been purchased from members over the last 15 years. These images have been used in a variety of photographic exhibits and publications in many parts of the world and whenever possible are identified as the works of the artists who produced them. Each participating member retains access to his or her images for independent exhibition or publication.

Collection membership is limited to fifty photographers, each of whom is assigned a sponsor from the Collection Committee. The Committee includes members of Polaroid Corporation's communications, marketing, research, and technical staffs.

Membership in the Collection is maintained by submitting to the Committee -- twice a year, May 1 and November 1, at least 10 images that represent a members best work on Polaroid Land film. Members may use Polaroid black and white or color films in 3½ x 4½ inch format, 4 x 5 inch format, or integral SX-70 format to create the images they submit.

Each submission entitles the member to 200 exposures of Polaroid film, free of charge. A member is not restricted to a single film type -- any Polaroid emulsion may be requested, and will be supplied subject to availability.

Failure to submit a portfolio voids membership, unless notice of SPECIAL CIRCUMSTANCES preventing submission are accepted by the Committee.

From the images submitted by a member for each semi-annual viewing, the Committee is expected to select one image for inclusion in the Collection in exchange for the film supplied. Additional images selected for the Collection will be purchased for \$100.00 per image.

All images not selected by the Committee will be returned to the member. Should the Committee decide not to purchase at least one image from a member at each viewing, the reasons for that decision will be discussed with the member by his or her sponsor on the Committee. Membership is limited to a one year period and may be renewed when new submissions are reviewed.

Photographers invited to become participating members of the Collection do not need previous experience with Polaroid photography. Training opportunities on an individual basis with experienced Polaroid photographers can be arranged for any member through his or her sponsor on the Committee. When necessary, participating members may borrow a Polaroid Land Camera or film back and are specifically invited to make use of the Polaroid "Hot Line", for free telephone assistance: (800) 225-1618. In Massachusetts call collect: (617) 547-5177.

The Committee undertakes to keep all members informed on current Polaroid products and may, from time to time, invite members to participate in the appraisal of new products. Such invitations are not exclusive to members of the Collection and acceptance of appraisal projects is not a condition of Polaroid Collection membership.

THE POLAROID 20X24 STUDIO, BOSTON

The 20x24 Studio, housed at the School of the Museum of Fine Arts, Boston, is commercially available at day and half-day rates of \$500 and \$250 respectively. Each film exposure is billed at \$25. Technical assistance included.

Portraits are available for \$200 per sitting--Polaroid supported or commercial. This fee includes three exposures. Additional exposures are available at \$25 each.

Special arrangements can be made to move the 20x24 studio to different locations during the school's holidays. In these cases, all ancillary costs, such as transportation, insurance, accommodations and out-of-pocket expenses for the technician, are billed to the client.

Artists interested in using the camera through Polaroid's artist-support program, should submit a project proposal and original photographs, illustrating the type of work to be created on the 20x24 system. The 20x24 studio is generally available for artists accepted into the program for two consecutive days at no cost. Film--both black and white and color--and technical assistance will be provided by Polaroid. Film costs require limiting the number of exposures used per day to 30. Props or models will be the artist's responsibility.

Photographs taken during each session belong to the artist. In exchange for studio time and film, Polaroid will select one out of 8 images. If editions are made, a complete edition, still maintaining the 1 to 8 ratio will be selected for Polaroid's International Collection.

Collection images are exclusively used for exhibition and editorial (non-commercial) purposes with Polaroid retaining all rights. The photographer does, however, retain access to his/her images for exhibition and publication purposes.

1/20/86  
1344S

Polaroid Corporation  
575 Technology Square  
Cambridge, Massachusetts 02139  
(617) 577-2000

# Polaroid

## THE POLAROID 20X24 STUDIOS

The 20x24 studios, housed in Boston, New York and Offenbach, Germany are commercially available at day and half-day rates. Each film exposure is billed at \$30.00. Technical assistance is included.

Artists interested in using the camera through Polaroid's artist-support program, should submit a project proposal and original photographs, illustrating the type of work to be created on the 20x24 system. The 20x24 studio is generally available for artists accepted into the program for two consecutive days at no cost. Film and technical assistance will be provided by Polaroid. Film costs require limiting the number of exposures used per day to 32. Props or models will be the artist's responsibility.

Photographs taken during each session belong to the artist. In exchange for studio time and film, Polaroid will select one out of eight images. If editions are made, a complete edition, still maintaining the one to eight ratio will be selected for Polaroid's International Collection.

Collection images are exclusively used for exhibition and editorial (non-commercial) purposes with Polaroid retaining all rights. The photographer does, however, retain access to his/her images for exhibition and publication purposes.

**Public Relations**

*Polaroid Corporation  
575 Technology Square  
Cambridge, Massachusetts 02139  
(617) 577-2000*

# Polaroid

## POLAROID'S ARTIST SUPPORT PROGRAM

Since the invention of instant photography, Polaroid has actively supported the artistic exploration of this medium.

During the 1960s, an expanded program of artist support in the United States and abroad was initiated, encouraging a contemporary generation of photographers to use Polaroid photographic materials as a creative medium. This program now reaches hundreds of renowned and emerging photographers worldwide, among them Kenda North, Robert Heinecken, Barbara Kasten, Chris Enos, Lucas Samaras, Evon Streetman, Mark Klett and Jerry Uelsmann to name a few. Some of their finest work is included in Polaroid's Photographic Collection housed in Cambridge, Massachusetts and Lausanne, Switzerland.

The Collection represents a valuable asset that, we feel, must not be stored in inaccessible archives, but shared with the world. We have, therefore, curated exhibitions from the Collection to create a worldwide traveling exhibition program for museums, art institutes and galleries.

Exhibition quality images are selected for the Polaroid Collection and the International Polaroid Collection through an artist support program in which instant products are given to artists to create bodies of work from which photographs are selected. The exchange rate is \$200 of Polaroid products per image.

All images selected for both collections must be fully-released to Polaroid for exhibition and editorial publicity purposes. Copyright remains with the artist.

Project proposals and accompanying portfolios will be reviewed by committee usually on or around the first week of February, April, June, August, October and December during 1991. Please submit materials to Barbara Hitchcock, Group Manager, Professional Imaging, Press and Publicity Worldwide, 575 Technology Square 9P, Cambridge, MA 02139 (USA). Original images are preferred, but 35mm slides are accepted for initial review.

Please contact Linda Benedict-Jones (tel. 617-577-3224) or Micaela Garzoni (tel. 617-577-2938) for further information.

*Best regards,  
Micaela*

Sincerely,  
POLAROID CORPORATION

*Barbara P. Hitchcock*

Barbara Hitchcock  
Group Manager, Professional Imaging  
Press and Publicity Worldwide