

## **analogueNOW! - Festival for analogue photography**

*Analogue photography isn't nostalgia – it's a conscious aesthetic decision.*

From January 16<sup>th</sup> till January 23<sup>rd</sup> 2015 *analogueNOW!* is hosting the same titled festival for analogue photography, which is unique in Germany. Beside a vital-photo exhibition the festival offers workshops, artist panels as well as a network-brunch. The festival kicks off January 16<sup>th</sup> in Herzbergstrasse 124 in Berlin-Lichtenberg with live music and DJs. AnalogueNOW! wants to discover contemporary aesthetics tendencies and represents the platform for everyone who is interested in analogue photography.

The exhibition *Super Contemporary* presents a broad scope of current analogue photography. Participating artists such as Günter Derleth, Nathalie Daoust, Maja Gratzfeld and Lorenz Ebersbach are working with different techniques, e.g. using fluid photo-emulsion or roll film. The festival also offers a wide range of interactive events for the participants like a polaroid photo-rally, a photo trading board, a marketplace for camera maniacs and analogue installations.

Ultimately various workshops give a practical insight, also for beginners. The courses offers emulsion lift (polaroid), experiments with emulison on photographic paper and a photogram-workshop. Artist panel enhance the exchange between artists as well as the public and create new grounds for ideas and discourses on the topic of analogue photography in the age of digitalization. The network-brunch connects representatives of the creative industry, photo related institutions and professional photographers and enables possible co-operations.

### **analogueNOW! – the association**

analogueNOW! is an association, which was founded in 2013 as a platform for contemporary analogue photography. Besides the exchange in the field of art, science and creative industry, analogueNOW! sets focus on the practical mediation of different techniques in analogue photography.

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