

FLORIAN KAPS

POLAROID

THE MAGIC MATERIAL

8 INTRODUCTION

**12 PART 1
DISCOVERY**

14	THE FIRST POLAROID
20	ONE STEP
24	CUSTOMERS
32	EROTICA
42	QUALITY
50	INSTANT ORIGINALS
54	POLAROID ART
70	CREATIVE TECHNIQUES
78	THOUGHTOGRAPHY
84	SHARING
90	DESIGN & FASHION
104	BUSINESS
112	DIGITAL REVOLUTION
120	LAST GLOW OF MAGIC

**128 PART 2
RE-DISCOVERY**

130	THE FLIP
136	NEW QUALITY
148	ART
156	PORN
160	SHARING
164	NEW CUSTOMERS
172	THE END
178	THE BEGINNING
184	IMPOSSIBLE
192	POSSIBLE
198	CREATIVE TECHNIQUES 2.0
212	COLOUR
222	IMPOSSIBLE CAMERAS
230	POLAROID?
234	YOURS

**236 ABOUT THE PHOTOGRAPHS
240 DEDICATION AND
ACKNOWLEDGEMENTS**