

Appendix

ILLUSTRATIONS

This is an appendix to Vian Paashuis's master thesis "Blissfully Ephemeral: A Genealogy of a Photographic Paradox."

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CHAPTER ONE



Figure 1.1

Vox Populi Norway, 2004. Photographic installation.

267 individually framed colour photographs (13 x 18 cm), 7.2 x 2.3 m.

Source: <<http://www.fionatan.nl>>

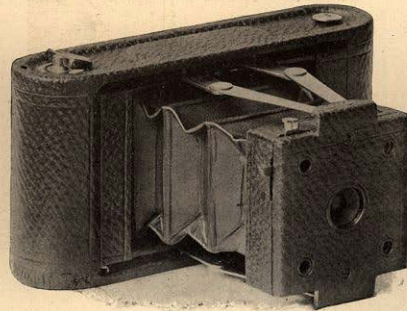


Figure 1.2
Exhibitions focused on vernacular photography curated by Erik Kessels.
Left: 24 hours of photos. Photograph by Gijs van den Berg. Right: Album Beauty.

There is no Kodak but the Eastman Kodak.

Holidays are Kodak Days

Folding
Pocket
Kodak
\$10.



Indoors and Out the holiday season is a delightful one for amateur photography, making the Kodak an especially welcome **Christmas gift.**

The Christmas tree, groups of friends at the dinner table or at the card party are all fascinating subjects for the flash-light and the winter days give ample opportunity for indoor portraiture, while outside, the barren, wind swept fields, or the trees covered with their feathery mantles of white offer unlimited possibilities to the amateur artist.

Flash-light pictures and daylight pictures are easy with a Kodak.

KODAKS \$5.00 to \$35.00.

EASTMAN KODAK CO.

Catalogues free at the dealers or by mail.

Rochester, N. Y.



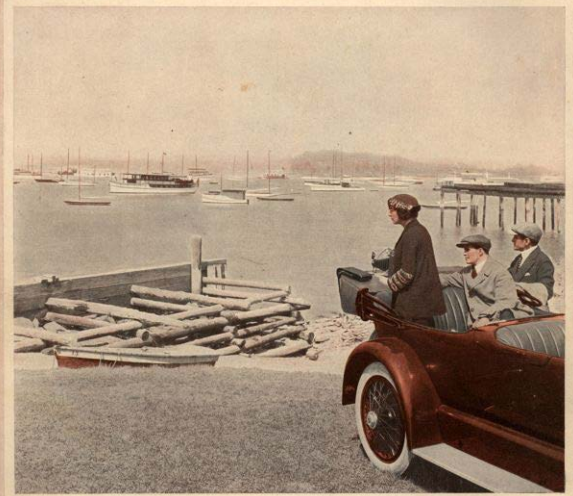
*“The World is mine—
I own a KODAK”*

Take a Kodak with *you*, and picture, from your own viewpoint, not merely the places that interest you but also the companions who help to make your trip enjoyable.

Anybody can take good pictures with a Kodak. Catalogue free at the dealers or by mail.

EASTMAN KODAK COMPANY,

ROCHESTER, N. Y., *The Kodak City.*



Kodak as you go

All roads lead to pictures—the quiet lane just as surely as the busy highway.

With your Kodak tucked beside you, you have only to pick and choose—and press the button.

*Autographic Kodaks \$6.50 up
At your dealer's*

Eastman Kodak Company, Rochester, N. Y., *The Kodak City*

Figure 1.3

Kodak advertisements from the late nineteenth and early twentieth centuries, all of which advocate the travelability of the cameras.

Left: 1890s, middle: 1900s, right: 1910s.



Figure 1.4
Album cover.
Source: Leiden Special Collections.



Figure 1.5
Pages 8 and 9 of the album. Some photographs have been removed.



Figure 1.6
H.J. Herbig, Switzerland, 3-31 August 1911.
Pages 3 en 5, like many other pages, focus on
spectacular scenery and surroundings.



Figure 1.7
Focus on people and their activities.
Pages 6 and 7, 24 and 25.



Figure 1.8
The occasional scenery shot.
Pages 22 and 23.



Figure 1.9 @vianphs
Photograph can only be square (left), unless circumvented with another app that adds borders, in this case Afterlight (right).



Figure 1.10 @cats_of_instagram
Cute, light, very middle of the road and popular. Multiple cats a day.

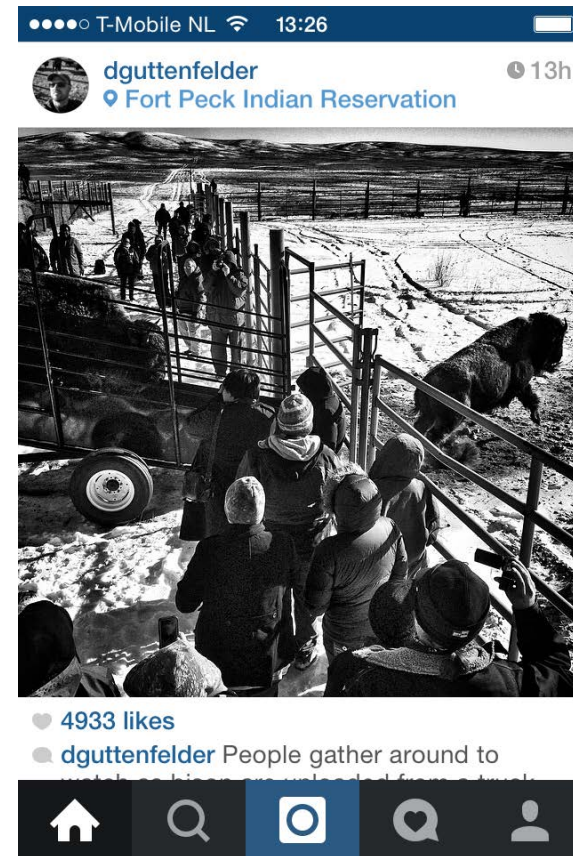


Figure 1.11 @dguttenfelder
Aesthete, 'serious' photography of high professional quality. Exception rather than rule.



Figure 1.12 @fitgirlcode
 Caption: For all fit fashionista's check out x shop.fitgirlcode.com x for the awesome #fitgirlcode bottle. Colorful leopard sports bra is from @joghacom. Presale starts next week! Sneakers are nike air max essentials bought at Nike lab in New York.



Figure 1.13 @girlslove2run
 Caption: Totally blown away by @josecabaco. He shot a @nikerunning social campaign entirely with an iPhone 5S. Using @vsco for retouching. #amazingballs #blownaway #inspiration



kimkardashian

6h



1106332 likes

kimkardashian What we're like in front of the paparazzi...



kimkardashian

6h



1074312 likes

kimkardashian What we're like at home...

Figures 1.14 @kimkardashian Kim Kardashian and her daughter North. Captions reflect on the difference between 'at home' and 'the paparazzi.'

The photographs were posted on November 19, approx. six hours before 10:06 CET and in that time, harvested more than one million likes each.

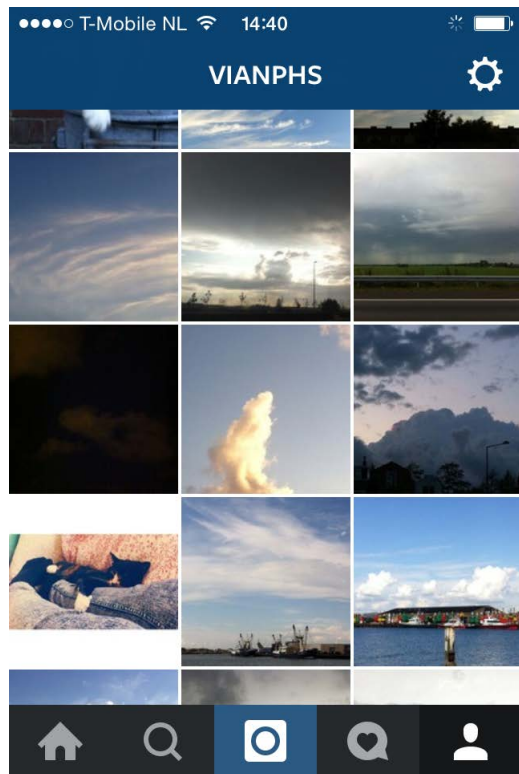


Figure 1.15 @vianphs
Photographs ordered chronologically, in grids.

CHAPTER TWO

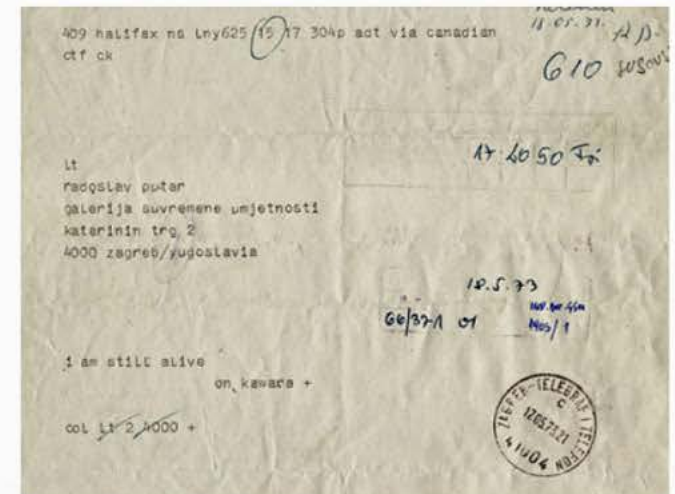
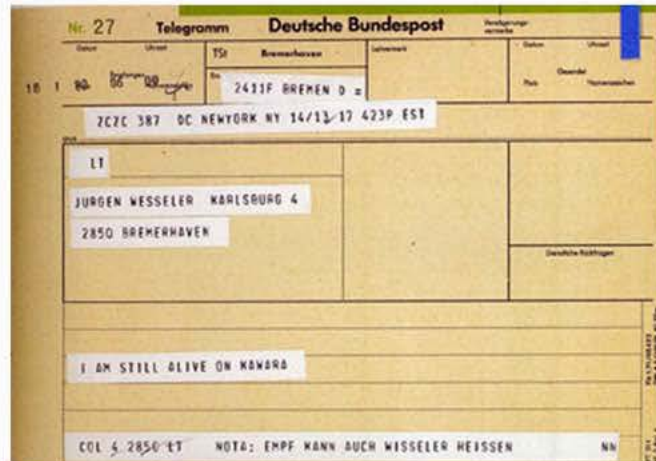
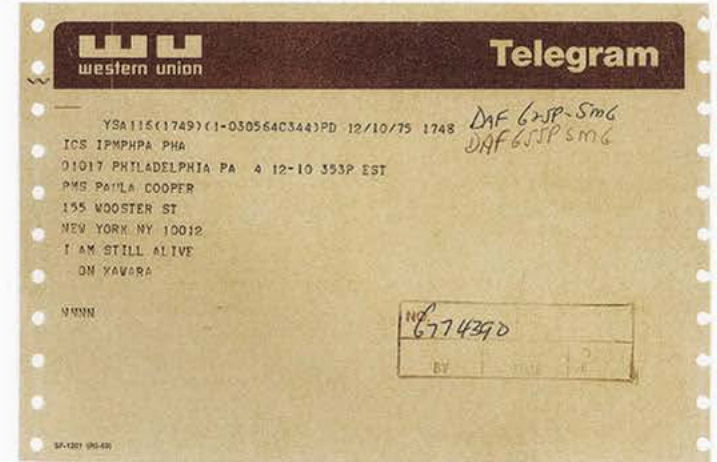
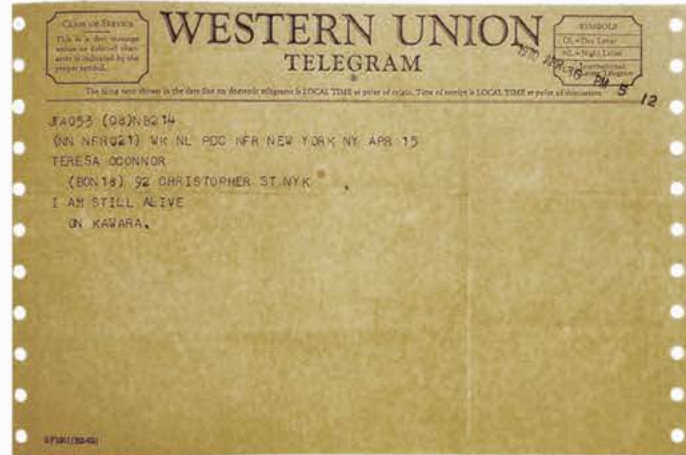
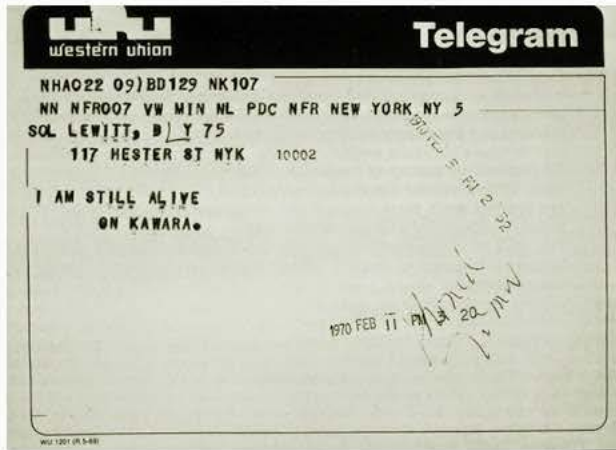


Figure 2.1
 On Kawara
 I AM STILL ALIVE series
 Telegrams

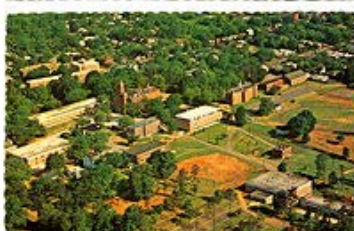
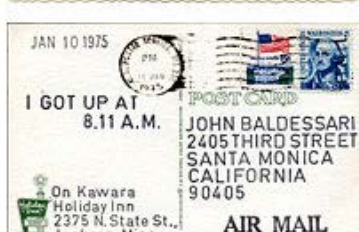
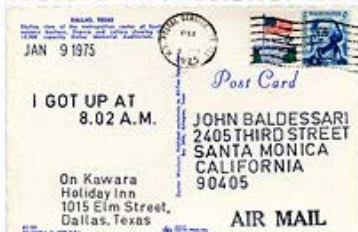
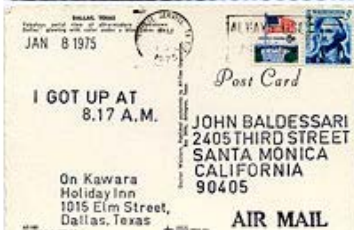
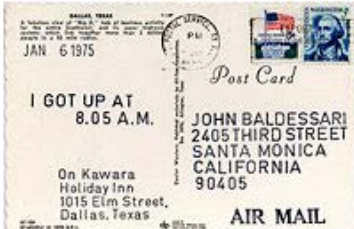
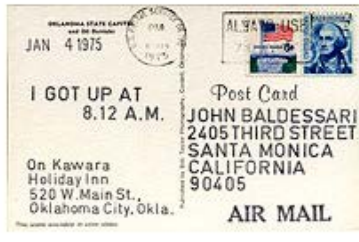
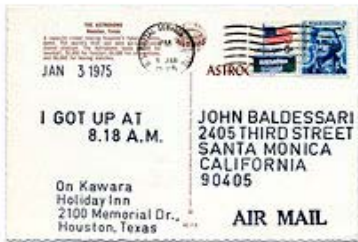


Figure 2.2
On Kawara
I GOT UP series
Postcards

"No other camera would give me a second chance like this"



1/2 ACTUAL SIZE 1/2 ACTUAL SIZE

"Just before leaving a friend's house his dog lay down beside our baby. A cute shot. I snapped. A minute later, I saw the Polaroid print. In my haste I had moved . . . lighting was bad, too."

"Because I saw that first print on the spot, I had a second chance. I took my time and shot again. This time I got a wonderful one—a picture I might have missed if it hadn't been for my Polaroid Camera."

New POLAROID *picture-in-a-minute* Camera helps you improve your pictures on the spot



Seeing your pictures sixty seconds after you snap the shutter is like moving your dark room into the daylight. If you are not satisfied with your first shot, you can change your exposure, your lighting, the angle or the kind of filter you use — on the spot — get *exactly* the picture you want.

By working directly with your scene or model, you can create your final result while you have all the factors under control. Thus the Polaroid *Land** Camera gives you a real opportunity to put your photographic skill and ingenuity to work.

Have you tried the Polaroid Camera? It's easy to load — not even a spool to thread. It's easy to use, too. A single control sets both shutter and lens. Focusing is quick and sure. The pictures are large, lasting, of beautiful quality. Ask your photo dealer for a demonstration tomorrow. No amateur photographer's equipment is complete without a Polaroid Camera.

LIFETIME GUARANTEE
During the lifetime of the camera, any defects in workmanship or material will be remedied free (except for transportation charges).

FREE BOOKLET
— answers all your questions about "picture-in-a-minute" photography. Write Polaroid Corporation, Dept. M-4, Cambridge 39, Mass.



Here's the thrill of truly modern photography

It's a real thrill to see your pictures a minute after you make them. That's true the first time or the hundredth. The picture you lift out is printed on dry, white-bordered durable stock, ready for frame or album — complete even to deckled edge! *Land* prints pass the life-tests used to check conventional snapshots.

POLAROID *Land* CAMERA

*Named for its inventor, Dr. Edwin H. Land. Polaroid ®

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More FUN with a Camera

There's no thrill like seeing your pictures 60 seconds after you shoot them



You're the life of the party with a Polaroid *Land Camera.** You snap the shutter . . . a minute later get the finished picture for all to enjoy then and there! Big, clear, lasting prints (3 1/4 x 4 1/4).



You see your pictures at once, can improve pose and lighting.



Just drop the film in your Polaroid picture-in-a-minute camera and you're ready for a great new experience in photography. Almost everything is automatic. No tanks . . . no liquids . . . no delays. The whole photographic process is at your fingertips.

Picture-in-a-minute photography gives you an entirely new opportunity to use your ingenuity. You can make better pictures because you see your results at once and vary lighting, pose and composition as you go along.

Think of the fun! You can enclose in your letters snapshots that are still news.

You can build a better vacation album because you get just the pictures you want before you leave the spot. You need never again miss those once-in-a-lifetime shots. Ask your photo dealer for a demonstration tomorrow.

Lifetime Guarantee. During the lifetime of the camera, any defects in workmanship and material will be remedied free (except for transportation charges). A nominal charge is made for damage resulting from mishandling, accident or wear.

Free Booklet 16 pages . . . fully illustrated . . . answers the 43 most frequently asked questions about the "Picture-in-a-minute" camera. Write Polaroid, Department C-7, Cambridge 39, Mass.

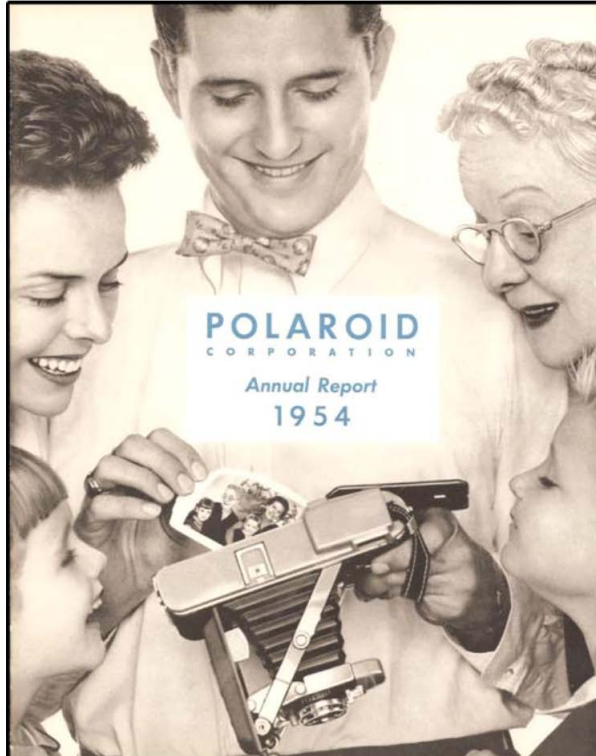
Weekend or vacation pictures ready to show immediately.



POLAROID *Land* CAMERA
"60 seconds from snap to print"

*Named for its inventor, Dr. Edwin H. Land. Polaroid ®

FEBRUARY, 1950 27



POLAROID CORPORATION

Annual Report 1954

Figure 2.3
Polaroid advertisements from 1949, 1950 and 1954 (Annual Report cover) respectively.

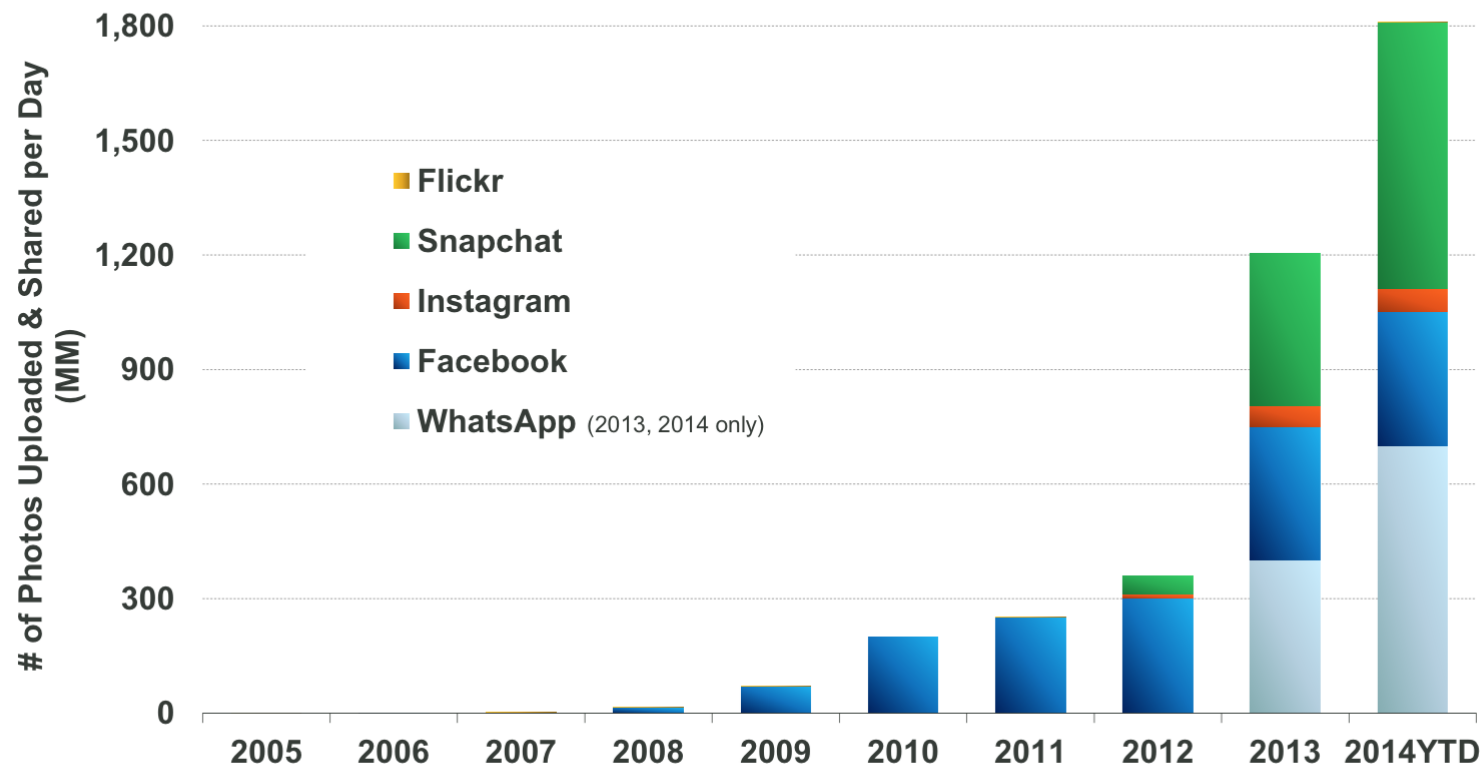


Figure 2.4
President Barack Obama and first lady Michelle Obama danced at the inaugural ball in Washington DC, Monday, January 20, 2014.
Photograph by Zhang Jun / Xinhua / Zuma Press.

CHAPTER THREE

Photos Alone = 1.8B+ Uploaded & Shared Per Day...
Growth Remains Robust as New Real-Time Platforms Emerge

Daily Number of Photos Uploaded & Shared on Select Platforms,
2005 – 2014YTD



Source: KPCB estimates based on publicly disclosed company data, 2014 YTD data per latest as of 5/14.

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Figure 3.1

KPCB report shows a steep incline in photo uploads per day for most popular apps, with Snapchat as rapid grower only still outnumbered by Whatsapp.

Evolution of Communications → Image + Video Sharing Rising Rapidly

'Visual Web' Social Networks: Unique Visitors Trend, USA, 3/11 – 2/14

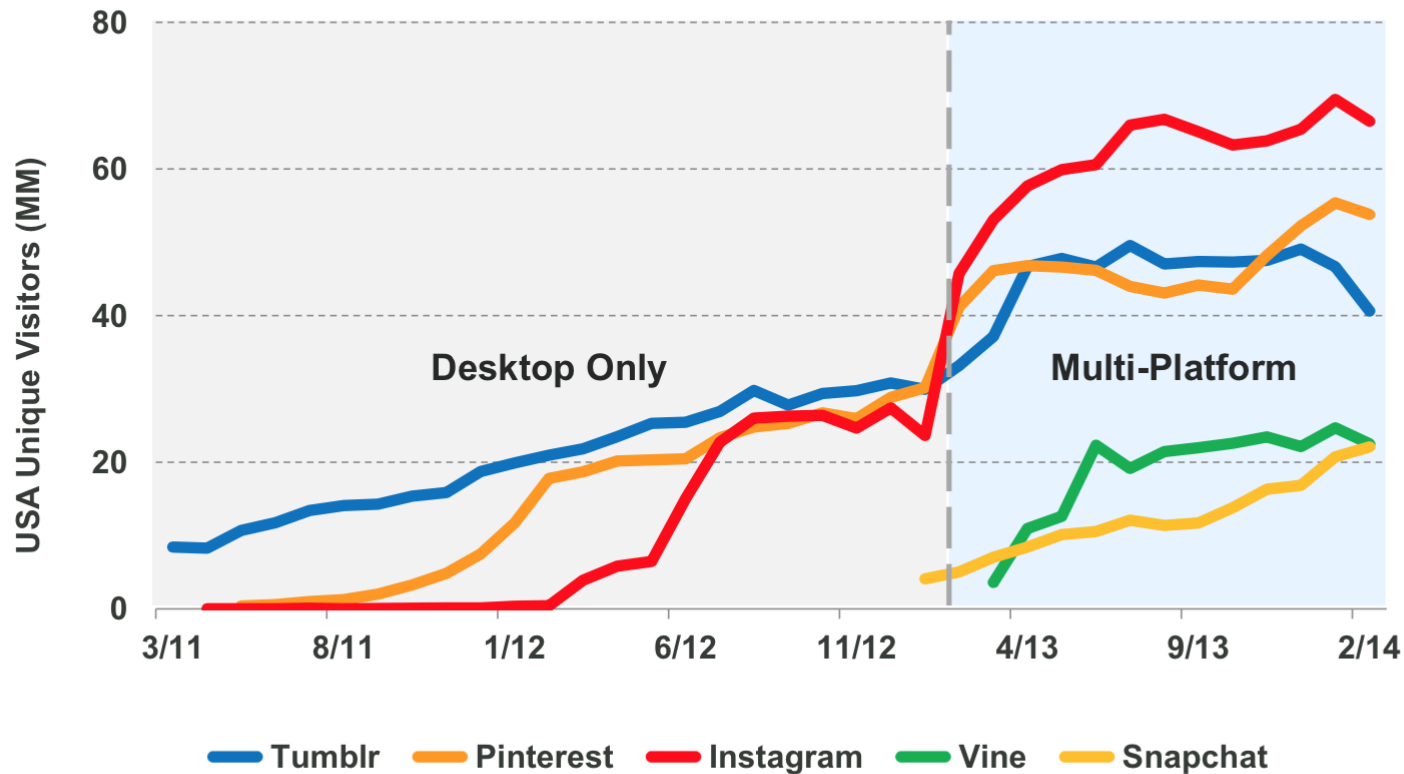


Figure 3.2
KPCB report shows an increase in popularity for 'visual web' social networks.

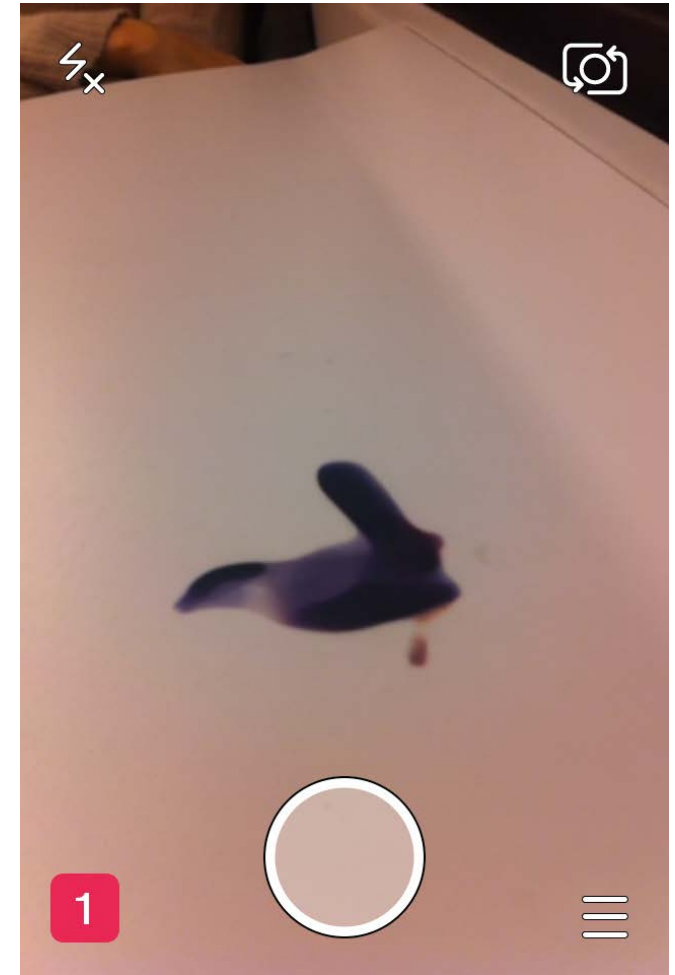
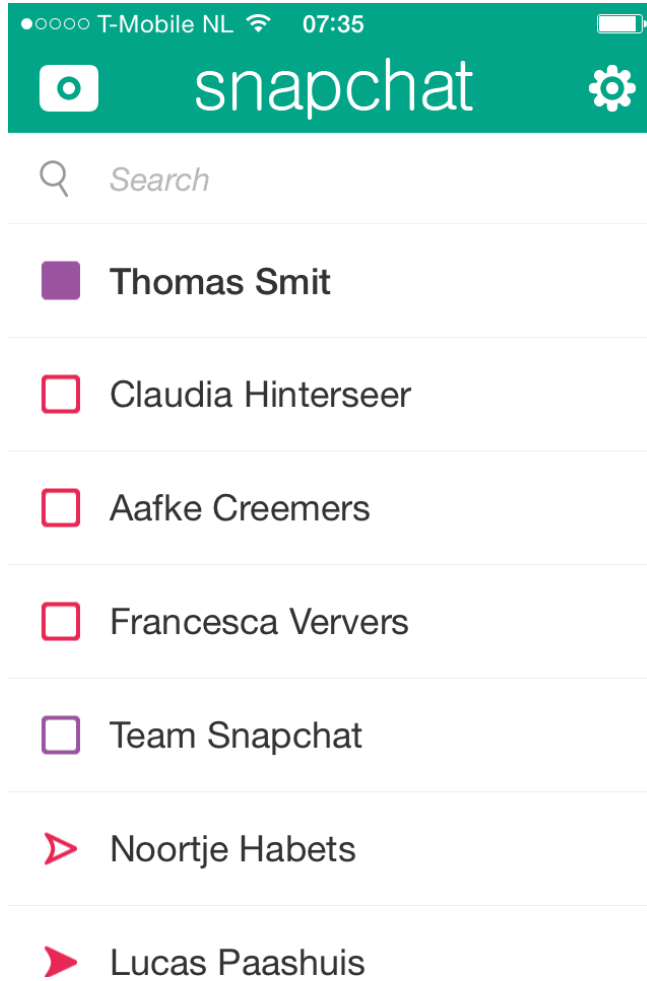
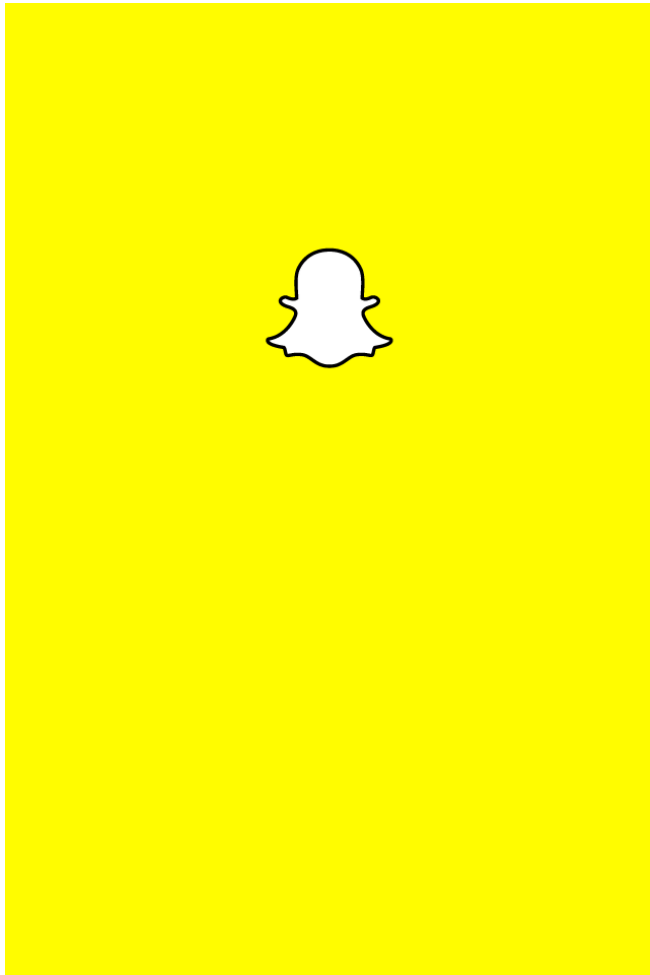


Figure 3.3

Snapchat screenshots. From left to right: startup screen, the newsfeed, and the photo-taking screen. There is one new unread video from Thomas Smit. Received snaps are displayed as squares, sent ones as arrows, photographs are red, videos are purple.



Figure 3.4

A received snap. Can only be watched while touched. Countdown is in the top right corner. Once a screenshot is taken, the sender is notified.

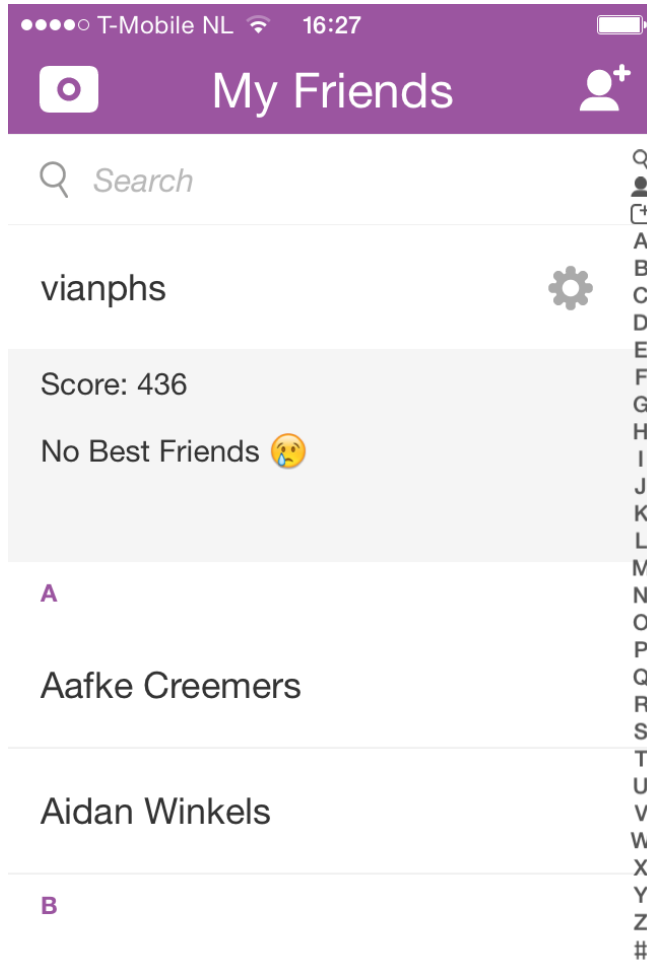
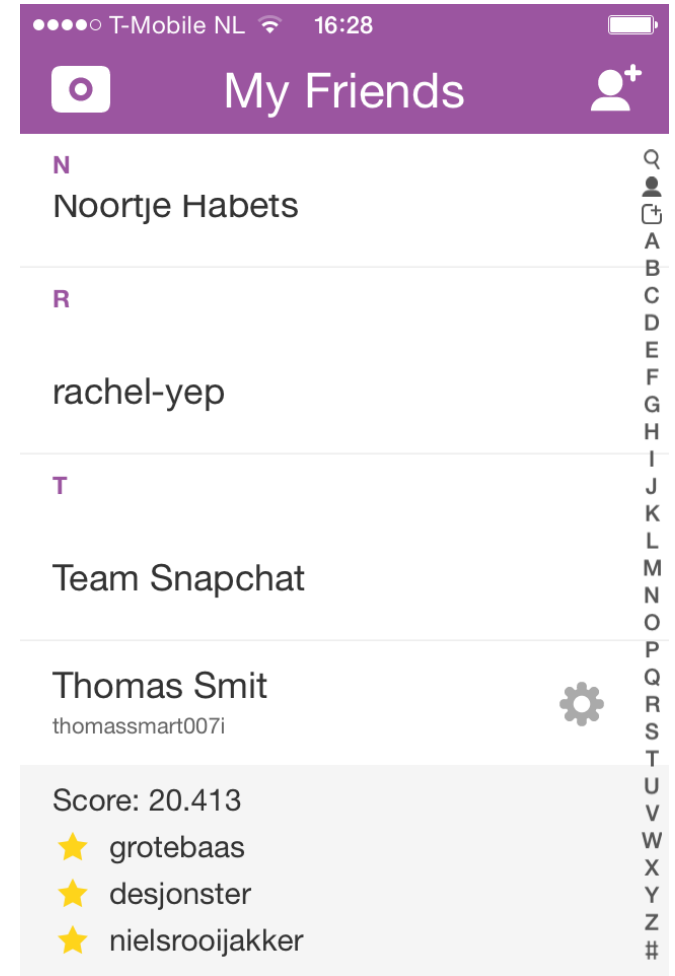


Figure 3.5

The Snapchat friends list. Score adds up all snaps sent and received and lists friends you interact with most. The quantitative difference between infrequent and very frequent users is quite substantial.



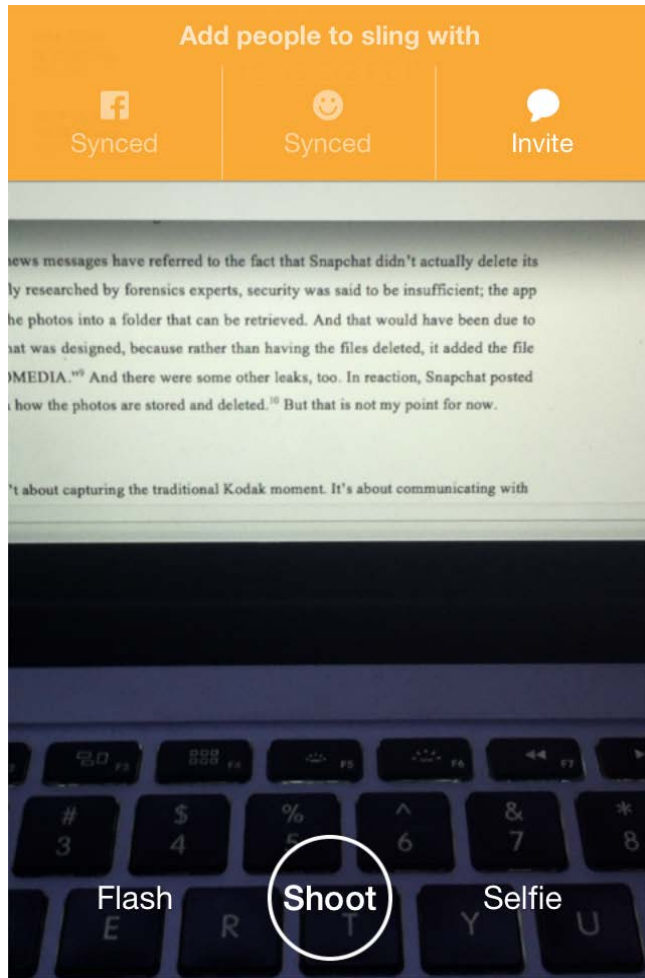
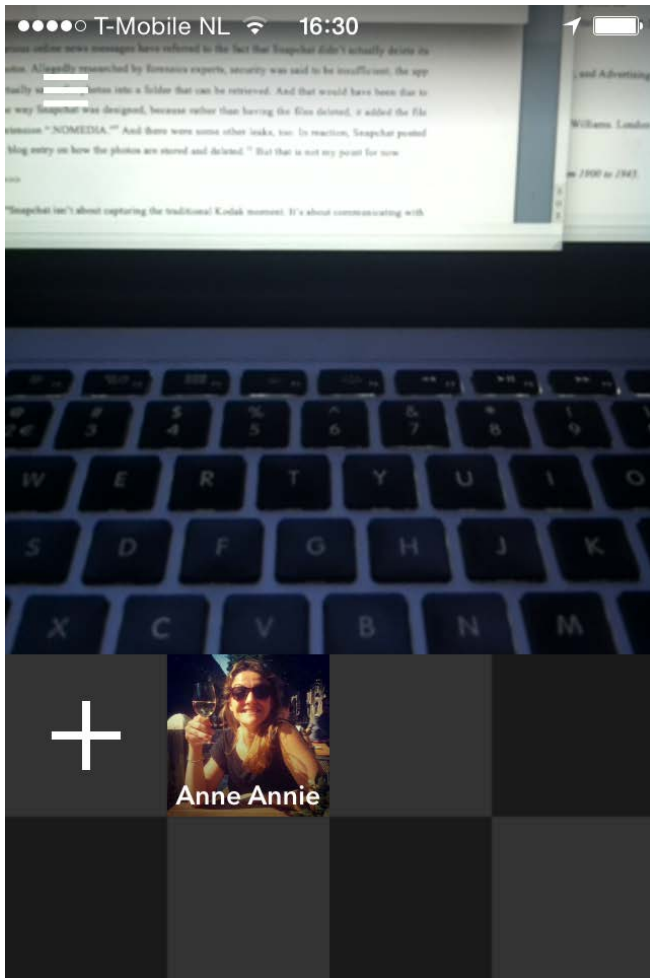


Figure 3.6
Taptalk (left), Slingshot before December 4, 2014 update (middle), Slingshot after update (right).

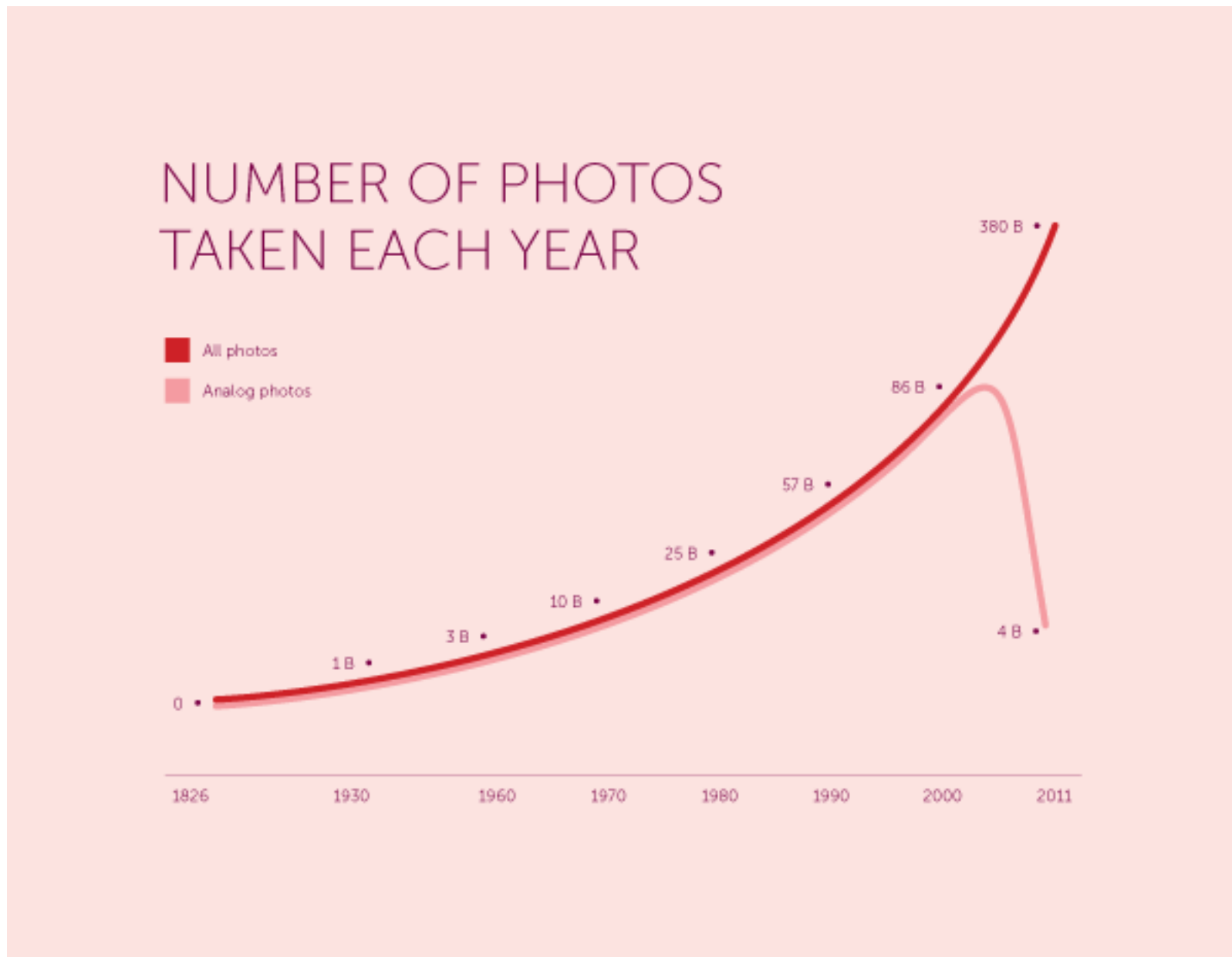


Figure 3.7

A rough estimate of photographs taken each year from 1826 up to 2011. The number is already outdated, seeing that it is nearly 4 years old. The slope is interesting - and quantities have expectedly only further increased.

Numbers are based on camera phone ownership, usage, Facebook and Instagram data, and more.

Source: <blog.1000memories.com/94-number-of-photos-ever-taken-digital-and-analog-in-shoebox>



Figure 3.8
ED IT's archiving system, with all photographs printed and ordered (top) and photos from one cluster, in this case, 'unidentified' (bottom).