

# SYNOPSIS



POLA IS NOT DEAD.

## The Magic of the Moment - Rescuing the Polaroid

### Die Magie des Augenblicks - Ein Wiener rettet das Sofortbild

Almost everyone had contact with it at least once. It is a symbol of technical progress, hip, stylish, happening, zeitgeisty, a cult object, a must for people who had their finger on the pulse, and also a fetish like the iPhone today: Polaroid photography, the instant picture. Polaroid was neither a cheap pleasure, nor were the pictures technically brilliant. Nevertheless, the desire for the instant picture was widespread - industry experts like Austrian, Florian Kaps, estimate that over half a century a total of a billion instant cameras were sold. Polaroid was a cultural icon and a piece of the zeitgeist. And the story of Polaroid isn't over yet! Vienna's Florian Kaps and his team are continuing to write it.

**Year:** 2011

**Run-Time:** 1 x 30 min.

**Directed by** Viktor Stauder

**A co-production by ORF and BITCOM Produktionsgesellschaft**

**Languages:** German (ORIGINAL) , English (DUBBED)

**Format:** 16:9 , 16:9

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