

MILLENNIAL

TRENDS IN PHOTO AND VIDEO



Photography in general is entering a new phase for the Millennials and Fine Art Photographers. This era is founded on these basic principles:

MAKER CULTURE

"Just as some people say that photography freed up the painters to be impressionistic," Estabrook said, "so has digital allowed photographers to be free to experiment."



There's a culture of creating and making cool stuff among Millennials. It's just one outlet of their entrepreneurial spirit; one that has placed them squarely in the creative arts arena. The recent resurgence of photography as a hobby is tied to this maker culture, as well as Millennials' desire to share what they make. Digital photography has made it easy to customize and tweak images to truly put one's personal stamp on the work before posting it widely on social media.

As with any hobby, Millennials are exploring the full range of possibilities with photography, teaching themselves how to take better pictures, edit and tweak their photos, and even seam pictures into HDR images and panoramas, all thanks to the wealth of knowledge shared on the Internet.

There is a show called "This is a Photograph," exhibited at the Penland School of Crafts and curated by Dan Estabrook. An artist in his own right, Estabrook also teaches a popular workshop called "Photography in Reverse" in which he begins with

digital photography and teaches older techniques back to the daguerreotype created in the 19th century.

Now that digital is the modern option for citizens and journalists alike, chemical processes have re-emerged in the art world. Daguerreotypes, wet collodion and photograms appear in the work of famous artists such as Chuck Close, Sally Mann and Adam Fuss.

The DIY phenomenon, one of the most visible aspects of Generation Yawn, has really flourished thanks to the Internet, particularly with the rise of Instagram and with personal blogs growing into international brands.

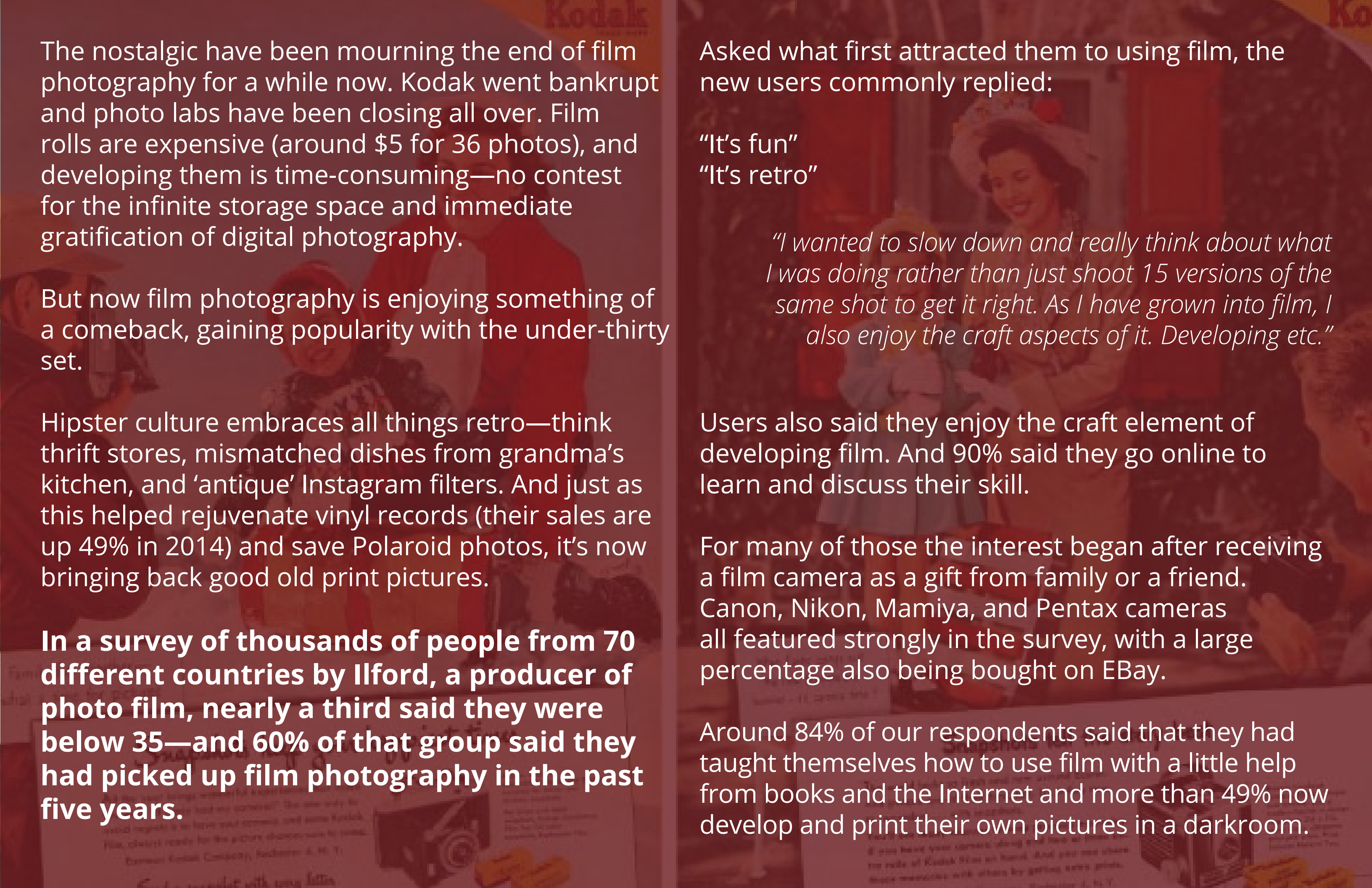
"The whole do-it-yourself movement, which really stemmed from people wanting to save money around the financial crisis in 2008 or 2009, then moving along with social media," she says. "Now it's kind of chic."

"I think a lot of this is a reaction to the hyper-capitalist, sped-up 21st century,"

NOSTALGIA

Film is dead. Long live film.





The nostalgic have been mourning the end of film photography for a while now. Kodak went bankrupt and photo labs have been closing all over. Film rolls are expensive (around \$5 for 36 photos), and developing them is time-consuming—no contest for the infinite storage space and immediate gratification of digital photography.

But now film photography is enjoying something of a comeback, gaining popularity with the under-thirty set.

Hipster culture embraces all things retro—think thrift stores, mismatched dishes from grandma's kitchen, and 'antique' Instagram filters. And just as this helped rejuvenate vinyl records (their sales are up 49% in 2014) and save Polaroid photos, it's now bringing back good old print pictures.

In a survey of thousands of people from 70 different countries by Ilford, a producer of photo film, nearly a third said they were below 35—and 60% of that group said they had picked up film photography in the past five years.

Asked what first attracted them to using film, the new users commonly replied:

"It's fun"

"It's retro"

"I wanted to slow down and really think about what I was doing rather than just shoot 15 versions of the same shot to get it right. As I have grown into film, I also enjoy the craft aspects of it. Developing etc."

Users also said they enjoy the craft element of developing film. And 90% said they go online to learn and discuss their skill.

For many of those the interest began after receiving a film camera as a gift from family or a friend. Canon, Nikon, Mamiya, and Pentax cameras all featured strongly in the survey, with a large percentage also being bought on EBay.

Around 84% of our respondents said that they had taught themselves how to use film with a little help from books and the Internet and more than 49% now develop and print their own pictures in a darkroom.

Of those who responded, 98% used black and white film with 31% shooting it exclusively. Just 2% use only color film.

Interestingly 86% of respondents used roll film, and the Lomo and Holga cameras proved popular in this category.

On-line groups and Forums are used by 90% of respondents for product information and technical advice with a similar number finding what they need from.

"The photographic film business has been remorselessly hacked into bits, but it's not dead yet."

In fact, it's enjoying something of a resurgence as the Impossible Project, Ferrania, Lomography and others keep the flame alive."

Sure, there are dozens of camera apps available for smartphones, but “real” cameras are cool again. The

"Millennials harken back to their grandparents' generation,"

excitement is part throwback, and part technological advancement. Even amateur photographers covet vintage classics, from once-cheap Polaroids (The Impossible Project) to higher-end Nikons. And then there are hipster-approved Leicas and Lomography cameras — new or old — that will turn heads. And now that cell phones can list some impressive megapixel numbers, camera makers are focusing on improving other technologies, shrinking the size of SLRs, boosting brightness and image quality, and adding filters and editing and HD video functionality.

and parents' gener



ANTI-CONSUMERISM

"...my peers deserve more than products to buy wrapped up in advertising. We need ideas to share and causes to believe in — opportunities to lead and teach."

DON'T BUY THIS JACKET



COMMON THREADS INITIATIVE

Together we can reduce our environmental footprint.

[TAKE THE PLEDGE](#)

Part of the appeal of vinyl records and manual film cameras is that one can truly understand how they function, allowing a person to more deeply engage with these tools. If it broke, it could be fixed. It wasn't necessary to buy a completely new product. This is where the root of the hipster lies. It is a pursuit of sustainability in the face of a consumer market based on constant obsolescence.

Gap, North Face, Levi Strauss and Apple all have run programs that reward customers for bringing back discarded goods for up-cycling and recycling.

"Paperless statements" and "Online bill pay" have all but eliminated the use of stamps, checks, and envelopes to pay our bills (much to the chagrin of the USPS). Skype, and other electronic forms of communication has reduced the need to travel to far-off locations for in-person meetings.

And newer concepts like up-cycling, recycling, collective consumerism, and the sharing economy are beginning to catch on. Car sharing companies like Uber or ZipCar are putting a dent in how we use (and need) cars to get around. eBay, Craigslist and the lot allow us to buy and sell used goods in a far easier way than through garage sales and thrift stores. And, countless companies are producing everything from eyewear to insulation and carpet padding using discarded/recycled materials. H&M,

Gap, North Face, Levi Strauss and Apple all have run programs that reward customers for bringing back discarded goods for up-cycling and recycling.

consumerism

thinkers

relationships

stencil

confounding

proposed

materialism

darkly

consumer

state

historian

pejorative

activist

condemn

environmental

overshoot

shareholders

individual

people

objectify

conspicuous

concern

responsibility

ads

things

possessions

oppress

environmentalism

material

libertarian

advertising

economic

operating

repackaging

land

critique

disempower


life

philosophy

quality

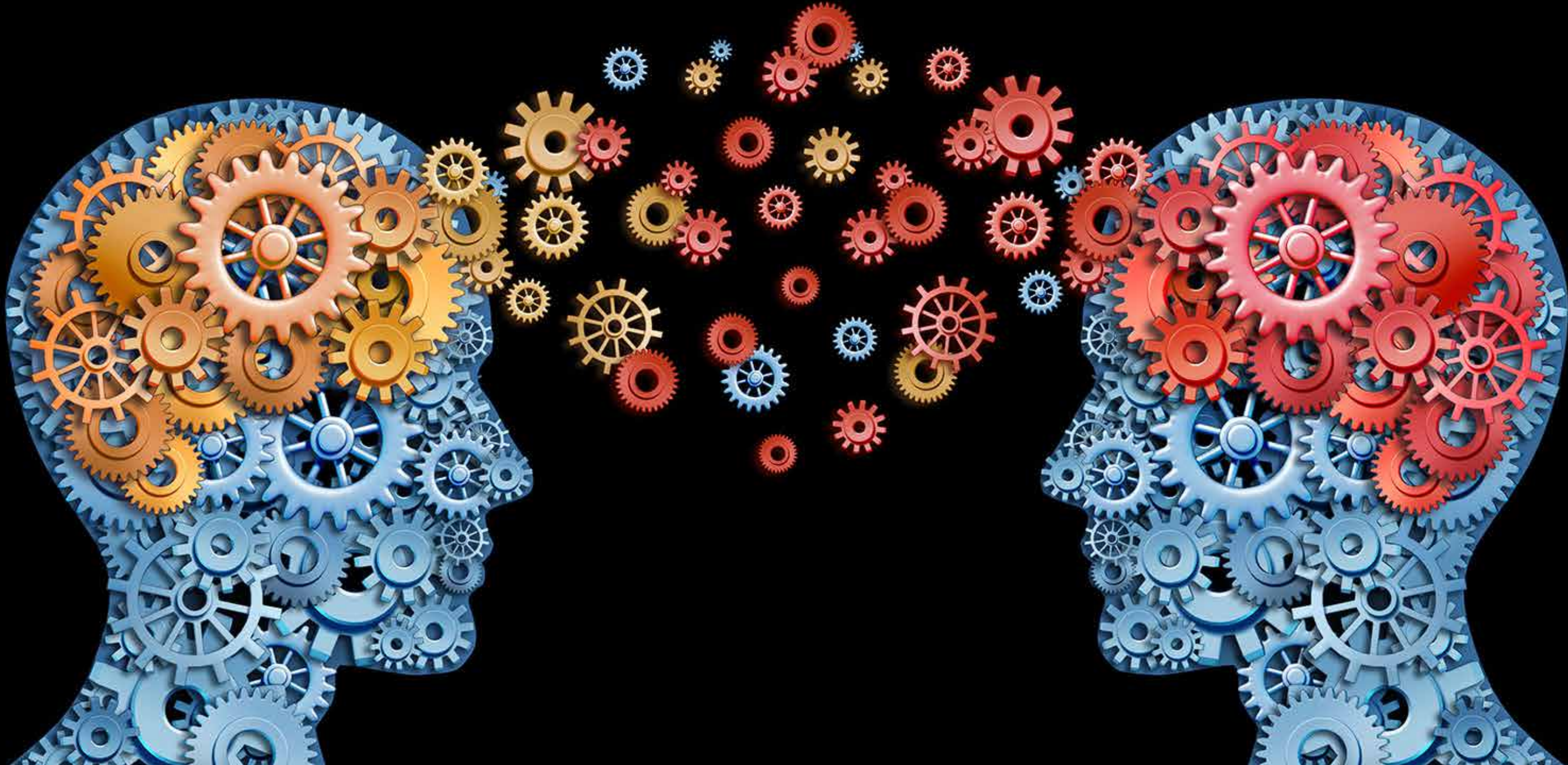
protesters

indiv



SHARING

"...my peers deserve more than products to buy wrapped up in advertising. We need ideas to share and causes to believe in — opportunities to lead and teach."



Photos are another tool for personal storytelling. They are no longer about remembering past times or events but for showing what they are doing now. An overwhelming 79% of Millennials share photos of their own online—ones they themselves took. If you include video that goes up to 81%. Millennials are now watching more video content on YouTube and other streaming platforms than they are on TV.

Millennials want to express themselves by creating their own new records of their experiences. It's not enough to upload something made by somebody else. They aren't happy simply recording moments with their cameras, they need to do more than that – they need to tell stories.

Pictures speak volumes for millennials and this is why they like Instagram over Twitter, which is more reliant on words to share or get a message across. Millennials are creative individuals by nature, and therefore prefer and support brands that enable them to express themselves in creative ways.

Experiences are important to Millennials, as has been well documented. Millennials want to participate in special, often communal events. And

part of how they experience these events is through documentation—they photograph the events—and share via social media.

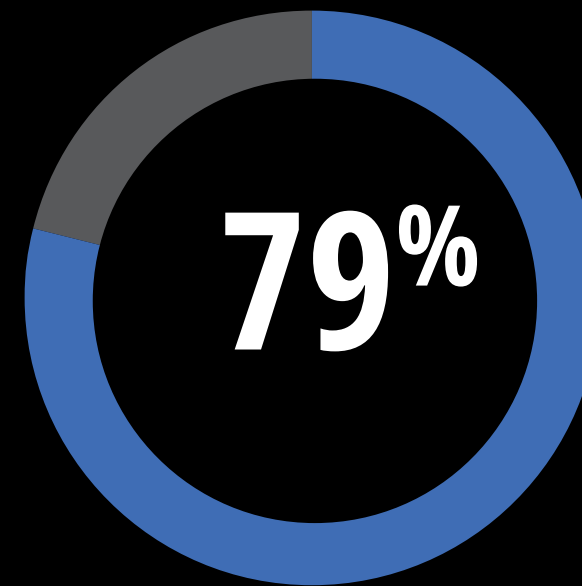
In a recent poll of concertgoers from TicketFly, 40% of Millennial women said they took pictures of concerts they went to, and 24% of men said the same. And 22% of Millennials share on social media about their experience while in attendance at the actual event.

What are Millennials photographing at an event like a concert? Well, whatever's onstage, sure. But they're also photographing themselves. Selfies let Millennials not only share the experience they're having, but also share their own place in that experience.

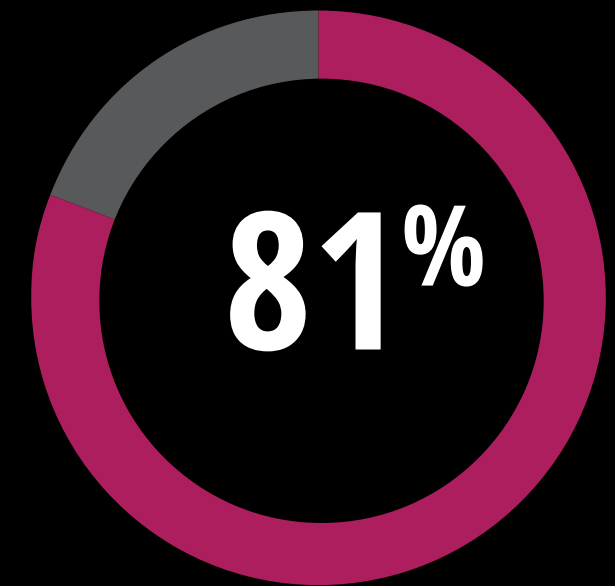
The selfie is a usefully symbolic gesture for people trying to understand Millennials, so it's no surprise Millennials have found themselves often tagged as the "Selfie Generation." At this point, more than half of Millennials have shared a selfie, according to Pew, while only a quarter of Gen Xers and a tenth of Boomers have shared one.

For Millennials, then, sharing photos happens widely, and sharing photos of oneself happens almost as widely. It's not surprising that more Millennials describe Instagram as a "friendly" website than as a "creative" website. A photo-sharing site isn't even automatically a social network, but Millennials have made it one, because they've made the act of sharing photos a personal act—and a very social one—and placed their own faces at the center of that act.

In the end, photography is really just another piece of how Millennials interact and socialize online. Millennials have used the Internet to build strong bonds between one another. A third of Millennials claim to be "close" to somebody they met online; according to a survey by digital marketing firm Deep Focus. According to this same study, three quarters of Millennials have friendships that are entirely based on social media. This extends to photos, as half of Millennials now consider how their clothes will look in shared photos on Instagram when picking an outfit.



of Millennials share photos of their own online—ones they themselves took



The number it goes up if you include video.

PRODUCT SUGGESTIONS

Taken from customer recommendations

UV LED Exposure boxes

Preferably smaller if we can find them.

<http://www.screenprinting.com/x-vactor-exposure-unit-with-digital-timer>

<http://lightspeedequipment.com/>

<http://www.mrprint.com/equipment/starlight-uv-led-screen-exposure-system>

Alternative process paper

Similar to:

http://www.bhphotovideo.com/c/product/1226637-REG/hahnemuhle_10_647_100_platinum_rag_300_gsm.html

http://www.bhphotovideo.com/c/product/579176-REG/Bergger_COT320_2230_25_100_Cotton_Uncoated_Paper.html

<http://www.freestylephoto.biz/523704-Arches-Platine-Natural-White-Uncoated-Art-Paper-for-Alternative>

Alternative process kits

Cyanotype

<http://www.jacquardproducts.com/cyanotype-set/>

<http://www.jacquardproducts.com/cyanotype-pretreated-fabric-sheets.html>

<http://www.jacquardproducts.com/cyanotype-pretreated-mural-fabric.html>

Wet Plate Kits

<https://www.bostick-sullivan.com/cart/home.php?cat=366>

<https://www.bostick-sullivan.com/cart/home.php?cat=397>

<http://www.lundphotographics.com/cgi-bin/commerce.cgi?search=action&category=B002>

Coated Tin plates for wet plate collodion in 4x5, 5x7, 6x8, 8x10 sizes

<http://www.lundphotographics.com/cgi-bin/commerce.cgi?preadd=action&key=TN001>

<http://www.lundphotographics.com/cgi-bin/commerce.cgi?preadd=action&key=TN002>

4x5 development kits

<https://www.kickstarter.com/projects/1653453089/sp-445-compact-4x5-film-processing-system>

Brushes for alternative processes

<http://www.jerrysartarama.com/brushes-tools/watercolor-brushes/richeson-watercolor-brushes/richeson-9010-series-synthetic-flat-wash-brushes>

<http://www.bostick-sullivan.com/cart/home.php?cat=42>

<http://www.bromoil.com/Bromoil-Equipment-/David-Lewis-Bromoil-brushes>

Film

More 127 film like below:

http://www.bhphotovideo.com/c/product/1096350-REG/ilford_hp5_plus_127_black_white.html -

http://www.bhphotovideo.com/c/product/1080548-REG/rerapan_200127_rerapan_100_127_black.html

<http://www.frugalphotographer.com/cat127.php>

<http://www.bluemooncamera.com/inventory.php?menuID=4&catID=500&deptID=545>

<http://www.freestylephoto.biz/100127-Fotokemika-Efke-R100-100-ISO-127-size>

Ultra Large Format

Ilford and Kodak films in ULF size. 12x20, 14x20, 7x17, 11x14, 20x24. It's usually made by Ilford as a custom order

Fuji Acros 8x10 film <http://www.japanexposures.com/shop/film-analog/neopan-acros-8x10-sheet-film.html>

Specialty

JCH StreetPan 400

<http://www.japancamerahunter.com/shop/jch-streetpan-400-film/>

New55 instant film

<http://new55-film.myshopify.com/>

https://www.kickstarter.com/projects/114183606/galaxy-hyper-speed-120-for-medium-format-camera?ref=nav_search

Chemicals

Specialty Developers

<http://www.moersch-photochemie.de/content/shop>

Platinum chemicals carried in stock

http://www.bhphotovideo.com/c/product/123467-REG/Photographers_Formulary_07_0010_Sensitizer_A_for_Platinum.html

http://www.bhphotovideo.com/c/product/123468-REG/Photographers_Formulary_07_0022_Sensitizer_B_for_Platinum.html

Chiba System

<https://www.google.com/>

url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&cad=rja&uact=8&ved=0ahUKEwio55yO6c_MAhVIdT4KHWreAbAQFggdMAA&url=http%3A%2F%2Fpolychrome.nl%2Ffile_download%2F4%2FTheChibaSystem-HR.pdf&usg=AFQjCNG7zKt5L3HwNpPxoq9oGl6fK7f2dQ&sig2=AD93Q3RVy0J1e6SDsSvFhw

Cameras

Impossible Project I-1 <https://us.impossible-project.com/pages/impossible-i-1-analog-instant-camera>

Affordable Large Format Camera

<https://www.kickstarter.com/projects/1436129614/the-intrepid-4x5-camera-an-affordable-large-format/description>

<https://www.kickstarter.com/projects/wanderlust/travelwide-45-camera?ref=discovery>

Digital negative transparency film like Pictorico, also in roll sizes as well

<http://www.freestylephoto.biz/39382-Arista-II-Inkjet-OHP-Transparency-Film-8.5X11-20-sheets>

<http://www.fixxons.com/1/main.html>