



## instant hit

With digital photography getting cheaper and better by the day, the bell is finally tolling for Polaroid. But love for the original instant format shows no sign of dying out. Professional photographers and happy snappers alike can rejoice in Taschen's 25th anniversary edition of the *Polaroid Book: Instant and Unique - The Best Images from the Polaroid Collection*, published this month. This hardcover tome features over 400 works by the likes of David Hockney and Helmut Newton. The images are selected from an extraordinary archive begun 50 years ago by Polaroid founder Edwin Land and landscape photographer Ansel Adams. Extras include a passionate essay on the collection's history and details of every incarnation of the Polaroid camera since its 1948 debut.

**LB** [taschen.com](http://taschen.com)