

TASCHEN REDUX

TASCHEN

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In celebration of **TASCHEN's** 25th anniversary, a special edition of **The Polaroid Book** is in release. The Polaroid Book showcases a collection of over 400 works with a technical reference section featuring the various types of Polaroid cameras. A stunning essay illuminating the beginnings and the history of the collection, written by Polaroid's Director of Cultural Affairs, **Barbara Hitchcock**, highlights the edition. Hitchcock acquires fine art photographs for the Polaroid Corporation in Waltham, Massachusetts and is responsible for managing its traveling exhibitions and multi-million dollar art col-

lections. She has been the curator of several national exhibitions and currently serves on the Photography Collection Committee of Harvard University Art Museums, Cambridge. The Polaroid Book, a survey of this remarkable collection, pays tribute to a medium that defies the digital age and remains a favorite among artists for its quirky look and instantly gratifying, one-of-kind images. In addition, kudos to the book's editor **Steve Crist** whose many **TASCHEN** titles include André de Dienes's Marilyn, William Claxton's Steve McQueen.

In existence for over 50 years, the Polaroid Corporation's photography collection is the greatest collection of Polaroid images in the world. Begun by Polaroid founder Edwin Land and photographer Ansel Adams, the collection now includes images by hundreds of photographers throughout the world and contains important pieces by artists such as David Hockney, Helmut Newton, Jeanloup Sieff, and

Robert Rauschenberg.. **The Polaroid Book is available at Amazon, Barnes & Noble and any book or TASCHEN store. See the website at www.taschen.com for TASCHEN locations. ■**

