



Philippe Halsman

TASCHEN Releases The Polaroid Book

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.

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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. *The Polaroid Book* includes over 400 works from the Polaroid Collections, an essay by Polaroid's Barbara Hitchcock illuminating the beginnings and history of the collection, and a technical reference section featuring the various types of Polaroid cameras

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The book's author Barbara Hitchcock is the director of cultural affairs for the Polaroid Corporation in Waltham, Massachusetts. She acquires fine art photographs for Polaroid and is responsible for managing its traveling exhibitions and multi-million dollar art collections. She has been the curator of several national exhibitions and currently serves on the Photography Collection Committee of Harvard University Art Museums, Cambridge.

The book's editor California-native Steve Crist's TASCHEN titles include André de Dienes's *Marilyn*, William Claxton's *Steve McQueen*, and *The Polaroid Book*.

The Polaroid Book is published by TASCHEN and available at www.taschen.com.