

Why do we shoot film?

Community

There is no-one as friendly as a fellow film photographer. Enthusiastic, supportive, non-judgemental and fun. Whether you love the cameras, the photowalks, the developing or the printing - you will find your tribe.

Aesthetic

The grain. The colour rendition. The unique dynamic range. It all adds up to what the internet will summarise as 'vibes'. Yes you might be able to replicate it with a Photoshop filter but where's the fun - or authenticity - in that?

Mindfulness

Step away from your screens and connect with the physical world. Your film camera isn't about to buzz with a phone call or an email. Enjoy the time apart from the digital pressures on your mind, body and soul

Creative Challenge

The limitations of film provide a framework that pushes you to think, to plan, and to make incredible images. When you can't change the ISO between shots, what kind of photo will you take instead.

Anticipation

No immediate feedback loop. No competition in the moment. And by the time you get the images back from the lab, the experience has melded with the memory to make something even greater than a photo.

Tactile

Feel the camera. Smell the film. Hear the shutter fire. See the true quality of the light around you, and think about how it will interact with the chemistry on your film. Photography as an all-senses experience.

Experimentation

Double exposures, deliberate light leaks, film souping, sprockets, monochrome, cross-processing, emulsion lifts, cyanotypes. 35mm, 120, 110, large format. The analogue possibilities are endless.

Nostalgia

You could be shooting a portrait with your grandad's camera and an emulsion that was launched in the 1950s. History in your hands. All the feels.