



Kastle Waserman

specs+spaces Reporter, Dunn-Edwards Corporation

Lomography: Rediscovering Film

04/02/12 **Kastle Waserman** | specs+spaces Reporter, Dunn-Edwards Corporation

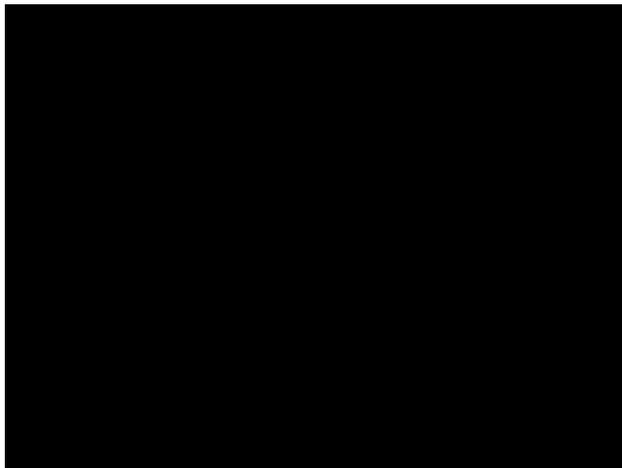
The first time I walked into a Lomography store was for a party – the night featured an Italian theme to launch a product called the La Sardina, which I discovered was a funny little [camera shaped like a can of sardines](#). When I entered the space, I couldn't help but notice a large table in the middle of the room covered in candy-colored cameras laid out buffet-style, beckoning me to pick one up and ask, "What are these?" Party guests and store workers swirled around me taking snaps with cameras of all shapes and sizes but you couldn't see the digital image instantly on the back, no, this was film. Film? Do people really use that anymore?



My questions weren't uncommon, neither was a party in a Lomography store, what better place to take pictures? It wasn't long before I went back and bought a bright pink Fisheye camera to try out. When I saw what it could do, I was hooked – images with unusual textures, blurred lighting, unexpected perspectives and sometimes out of focus, but somehow that made them even more interesting. These photos had personality. This is Lomography.

The concept of Lomography came about in the early '90s when some backpacking Austrian students stumbled upon an antique 35mm Russian LOMO LC-A camera in a thrift store. When they loaded it up with film and saw the photos that came out, they wanted to turn the world onto LOMO-graphers. They eventually obtained the rights to license the camera and began opening stores. Then came new designs and new models, each producing a unique photographic effect from the quirky circular image of the Fisheye, to square format dreamy look of the Diana Mini. The variety of options makes the cameras downright addictive, whether purchasing them to see what it does to the photos to purchasing them as collector's items because the camera's exterior designs are so innovative.

See a quick explanation:



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Product designer and trend forecaster Stacy Garcia creates patterns that express and communicate. We spoke with about her career path and new Speakeasy collection inspired by art deco and the roaring twenties:

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CATCHING LOMO FEVER

I sat down with the Melissa Chavez, store manager of Lomography LA (pictured above with store staffer Hana) and asked, "What it is about these cameras that's so irresistible?"

"As soon as you pull one out, it looks different. People instantly ask what it is and if it really works. They can't believe it's film. It really gets people talking. And the product is really creative right down to the packaging. In addition to what the cameras can do, it's really fun to collect something just based on esthetics. I have five Diana F+ cameras and each one is different and special to me."



INNOVATIVE DESIGN

Most of the designs are limited edition, so there really is a sense of urgency to get the latest model. The most popular cameras include the founding [LC-A](#), the [Diana F+](#) with its variety of options from film backs (120 and 35mm) to lenses (Regular, Fisheye, Super-Wide Lens, Wide-Angle Lens + Close-up, Telephoto), the [La Sardina](#) point and shoot with wide angle lens, and the [Lubitel](#) with its glass lens and manual settings. The most recent release is the [LomoKino](#), a breakthrough in Lomography that allows users to create 40-second silent films on 35mm film, which opens up moviemaking to all of the same wondrous looks of the Lomo cameras from leaky lighting effects to colorful cross-processing. Take a look:

The Lomography LomoKino from [Lomography](#) on Vimeo.

DON'T THINK, JUST SHOOT

Once you buy the cameras, there is a wealth of information and support to help you learn about this new way of looking at the world. The [Lomography store in Los Angeles](#) is a big loft-like space with an upstairs lounge where they offer workshops almost every Saturday to teach techniques and tips. "We don't just give you instructions and say good-luck. We go out and shoot." Attendees are given a loaner camera, accessories and a roll of film, then set out together at different locations around Los Angeles to snap at anything that grabs their attention. The instructor provides advice along the way, shouting out prompts like "Get really close to the subject! Try a double exposure!"



ENDLESS INSPIRATION

In addition to workshops, the store also hosts events such as film screenings of movies with a photography theme. And did I mention the parties? Regular festive celebrations take place to help launch a seemingly endless release-cycle of new camera editions. All of the events are intended to help build a community, encourage patrons to take pictures and help free-up would-be Lomographers into thinking in a new way. The motto is "Don't Think, Just Shoot." After all, this is analogue photography, it's not meant to be complicated. They also offer the [10 Golden Rules of](#)

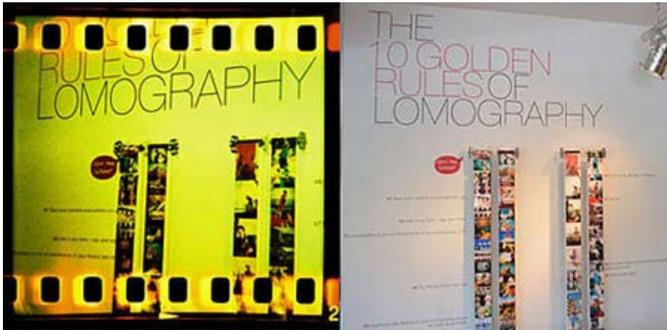
[Lomography](#) as a guideline which includes suggestions such as, "Take Your Camera Everywhere" and "Shoot from the Hip" to keep Lomographers chronicling their lives from unique angles in all kinds of ways.

COMMUNITY OF THE CREATIVE

And the Lomography community is ravenous for images, both their own and others. Everyone wants to see how their film comes out and the support extends beyond the store to the online world – Lomography.com is a place to not only learn about the camera and tips but a place where users can start their own [LomoHome](#) page to post their images for others to see and comment on. (All Lomography can be digitized during the processing for uploading onto the web, including the LomoKino short films.) They can also contribute "[Tipsters](#)" on things they've learned to do with the cameras and "[LomoLocations](#)" articles of places they've shot. Online Lomographers are quick to respond to newly uploaded images and are surprisingly supportive, as Michelle says, "because it's so cool to meet other people who are into these cameras like you are – and that person could be in a completely different country, but you connect based on your love of film."

LOMOGRAPHY VS. DIGITAL

So are Lomographers out to create an analogue revolution over film? "No," says Michelle. "We're not saying digital will ever go away but this just gives you another option."



Lomography image vs. digital image

And what about apps like [Instagram](#) that provide similar effects to digital photos? "It's funny, because that app is trying to recreate film and it actually brings more people in the store," says Michelle. "I heard someone once say, 'if you want the look of film, shoot film,' and that makes me laugh. A lot of professional photographers who shoot digital come in here and purchase these little cameras because they want something different. For people who are film purists, this is a safe haven for them, and for people who want to try it, we welcome them with open arms."

See examples of some Lomography

Photos by Kastle Waserman

For more on Lomography visit Lomography.com or one of their many [stores](#) around the world.

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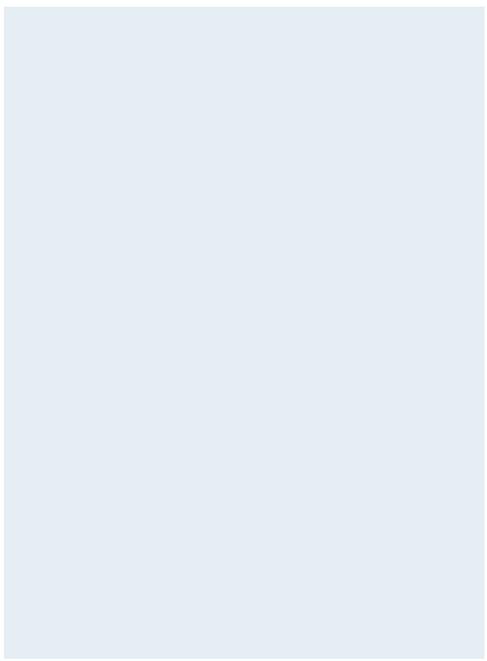


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Kastle Waserman

specs+spaces Reporter, Dunn-Edwards Corporation

How to Live Like "Mad Men"

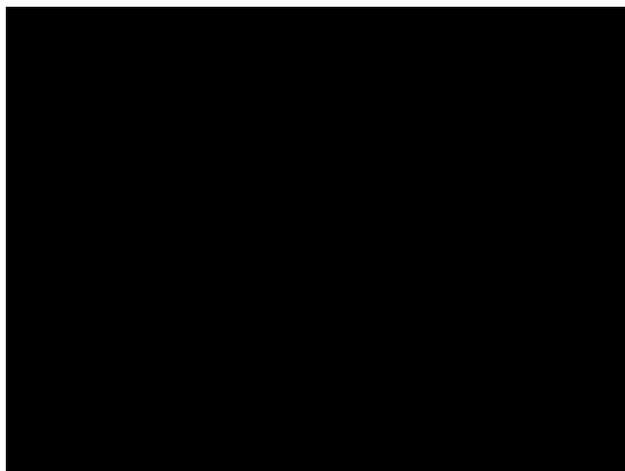
03/20/12 **Kastle Waserman** | specs+spaces Reporter, Dunn-Edwards Corporation

The show "Mad Men" has not only become a television hit, it has set off a series of trends from '60s era fashion and interior design styles, to other shows eager to tap into the curiosity of a decade that was a vivid mix of social change, political drama, culture clashes and bold looks.

The show's exquisite attention to detail in creating settings authentic to the decade of the 1960s and making it look sumptuous and elegant with a dark side of decadence draws people in, not only to the show but in wanting to live the "Mad Men" lifestyle.

We hunted down some of the actual "Mad Men" set locations in Los Angeles (where the show is filmed) and a few "Mad Men-esque" spots New York City (where the show is set), so you too can have a Don Draper experience!

So dress sharp, saddle up to the bar, order a martini and live like a "Mad Man."



LOS ANGELES

Musso & Frank Grill

A Hollywood institution since 1919, Musso & Frank has played host to its share of glamorous stars. Some of the great names in literature created their best work while sipping on cocktails here, including F. Scott Fitzgerald, Raymond Chandler, T.S. Elliot, Dorothy Parker and Charles Bukowski among others. The premiere party for season one of Mad Men was held here.

Mad Men Scene Idea: It's the perfect setting for the ad men of Draper's agency to ink a new account.

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Musso & Frank, 6667 Hollywood Blvd., Los Angeles, CA, (323) 467-7788, www.mussoandfrank.com/
Photos courtesy of Musso & Frank

The Prince

They say red lighting is the most flattering, so everyone is bound to look good at The Prince, where red rays soak red circular booths, a horseshoe bar and grand piano in a vintage setting. Opening in the 1920s and known for their deep-fried chicken, The Prince has played host to US Presidents and Hollywood alike.

Mad Men Scene Idea: It's just the kind of place Don Draper and Lane Pryce might go for an indulgent working dinner.

The Prince Restaurant, 3198 1/2 W 7th St., Los Angeles, CA, (213) 389-1586, www.theprincela.com
Photos by Kastle Waserman

Millennium Biltmore Hotel

With its grand Beaux Arts style with Renaissance Revival touches, the Millennium Biltmore is a dazzling gem of downtown LA. Frescos, murals and marble fountains are framed by the hotel's golden columns. Don't forget to look up and admire the ornate artistry that abounds here. "Mad Men" has filmed in the hotel's Crystal Ballroom and Bernard's.

Mad Men Scene Idea: We can just picture Roger Sterling asking Joan Harris to meet him here!

Millennium Biltmore Hotel, 506 S Grand Ave, Los Angeles, CA (213) 612-1205,

<http://www.millenniumhotels.com/millenniumlosangeles/index.html>

Photos courtesy of the Millennium Biltmore

Casey's Irish Pub

Built in 1916 as a general store with downstairs Turkish bath house, this location later became a cafeteria and basement bar. A few ownership and renovations later, Casey's Irish Pub is now a veteran of the downtown scene and no stranger to Hollywood. Its dark, worn wood interior and underground atmosphere serves as the perfect escape to hectic city life.

Mad Men Scene Idea: We can just picture Pete Campbell and Ken Cosgrove saddling up to the bar for a strong one after a hard day at the office.

Casey's Irish Pub, 613 S. Grand Ave., Los Angeles, CA, (213) 629-2353, www.bigcaseys.com

Photos courtesy of Casey's Irish Pub

The Cicada

Jaw-dropping is probably the best description for this uber-elegant space located on the ground floor of the Art Deco Oviatt Building. Listed in the National Register of Historic Places, this opulent space with golden walls and art deco detail was built in 1927 and captures the glamour of the glorious days of classic Hollywood. On Sunday nights Maxwell DeMille's Cicada Club features a supper-club atmosphere with hipster big bands, ballroom and swing dance music from the 1920s-60s.

Mad Men Scene Idea: We could just picture Don Draper taking his new fiancée Megan for a spin the dance floor!

The Cicada, 617 S Olive St, Los Angeles, CA, (213) 488-9488, www.cicadarestaurant.com

Photos of Maxwell DeMille's Cicada Club by Kastle Waserman

Yorkshire Grill

This downtown grill caters to the working crowd. The grand entrance ushers in urbanites to booths and counter seating for quick bites on the run. Open for breakfast and lunch only, it fuels the busy minds who make the city tick.

Mad Men Scene Idea: It's the kind of place we would see Peggy Olsen running to grab lunch.

The Yorkshire Grill, 610 W 6th St., Los Angeles, CA, (213) 623-3362, <http://yorkshire-grill.com>

Photos courtesy of Yorkshire Grill

HMS Bounty

Located in the footer of the 1924 Gaylord Apartment buildings with its Italian Renaissance facade, the HMS Bounty has been a long-time watering hole of Koreatown locals and dive bar hipsters. With its dark lighting and kitschy nautical setting, it's just the kind of place to grab a liquid lunch or sit down for a steak dinner.

Mad Men Scene Idea: We can just imagine Harry Crane hitting happy hour here to drown his frustration of running the TV ad department.

3357 Wilshire Blvd., Los Angeles, CA, (213) 385-7275, www.thehmsbounty.com

Photos by Kastle Waserman

La Villa Basque

A gem in the middle of the industrial warehouse district of Vernon, LA Villa Basque brings Hollywood elegance to an unlikely destination. Seemingly unchanged since it was built in 1960, this French restaurant and bar maintains its original Googie Architecture and houses colorful circular booths, a large dark wood bar, ornate wrought iron detail and large banquet facility, looking like the kind of place the Rat Pack might have hung out in.

Mad Men Scene Idea: We think this might be the perfect place for Draper's agency to celebrate their comeback.

La Villa Basque, 2801 Leonis Blvd, Los Angeles, CA, (323) 583-1696, www.lavillabasque.com

Photos by Kastle Waserman

NEW YORK

Oyster Bar

The grand curved archways and groovy '60s bar furniture made the Oyster Bar an inspiration to "Mad Men's" set designers. Located in the bustling Grand Central Station of New York City, it's the perfect pitstop for cocktails and appetizers before hitting the Big Apple.

Mad Men Scene Idea: It's the kind of place Roger Sterling might have a few too many and embarrass his team, again.

The Oyster Bar, Grand Central Station New York, NY, (212) 490-6650, <http://oysterbarny.com>

Photos courtesy of the Oyster Bar

The White Horse Tavern

This Greenwich Village bar has been serving up cocktails since 1880 but it earned its cult fame status when literary luminaries such as Dylan Thomas and Jack Kerouac overindulged here in the 1950s. It continues to be a popular place for local boho hipsters, barflies, NYU students and those who come to get a taste of a legend.

Mad Men Scene Idea: We can just picture Don Draper stopping for a drink and running into Midge.

The White Horse, 567 Hudson St., New York, NY, (212) 668-9046

Photos by Kastle Waserman

Sardi's

Sardi's has been a hot spot for the lunch and dinner Broadway crowd for over 90 years. Its signature look lies in the walls lined walled with over 800 caricatures of stage luminaries drawn by artist Richard Baratz. It's no wonder the set designers for "Mad Men" turned here for inspiration to build a lookalike set.

Mad Men Scene Idea: It's the kind of place where the "Mad Men" account managers might bring their client for dinner and run into a rival ad man.

Sardi's 234 W. 44th Street, New York, NY, (212) 221-8440, www.sardis.com

Photos courtesy of Sardi's

Season 5 of "Mad Men" premieres Sunday, March 25 on AMC

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Kastle Waserman says:

March 26, 2012 at 11:25 AM

Hi Mike - this is Kastle from specs+spaces, thank you for the kind words on the article - and the tip on Cole's. I'll check it out!

Mike says:

March 26, 2012 at 10:46 AM

Great review on the LA sites. Don't forget to mention Coles located on 6th Street in DTLA. They have shot several scenes there; especaily the night they celebrate the Glowcoat award.

