



Q LEGO® Builder



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Meet the fan designer

Marc Corfmat (LEGO[®] Ideas name Minibrick Productions) is a mechanical engineering student from California. When he's not busy studying, he loves LEGO building, travelling and playing video games with friends.

"LEGO sets have always been a part of my life. I actually got the idea for the Polaroid model whilst on vacation in La Rochelle, France, where my siblings and I spent most of our childhood summers at our grandparents' house. My brother Nicolas and I would go buy LEGO sets at the local toy shop and play with them non-stop for days."

> "My biggest hobby is definitely designing custom LEGO models."

> > - Marc Corfmat

"My friends and family played a big role in inspiring this model. My sister and many of my friends love to decorate their walls with instant photos. Additionally, I've always loved the design of the Polaroid OneStep SX-70. It's incredibly iconic and still referenced everywhere. I am extremely happy that the final model has kept the functionality for taking pictures. It's such a great play feature, and I love that my sister and the La Rochelle harbour are featured in one of the 'photographs' in this set. I hope builders will find ways of expressing their own creativity with the model. Thank you to everyone who supported this project!"



Marc's original model of the Polaroid OneStep SX-70

The legacy of the Polaroid Corporation

"Don't do anything that someone else can do. Don't undertake a project unless it is manifestly important and nearly impossible."

Edwin Land: inventor, entrepreneur, artist and scientist

Courtesy Photo by JJ Scarpetti, courtesy of The Rowland Institute at Harvard

The thought of waiting for days or even weeks from the time you snap a picture until you can see it is either completely foreign to some, or a faint memory to others. Today, we can share photos with our loved ones or the entire world in a matter of seconds. But instant digital photography actually descends from a long line of technology and innovations pioneered by one of the great visionaries of the 20th century - Edwin H. Land (1909-1991).

A curious scientist and engineer by nature Land began working on his first invention when he was only 13 years old and would g on to patent more than 500 inventions. Amor the first and most famous of these were h affordable, synthetic polarised material developed to reduce glare in camera and sunglass lenses. In 1937, Land and his partner George Wheelwright named their newly-incorporated business after this invention – the Polaroid Corporation. In 1943, whilst on holiday with his family, Land's young daughter asked to see a photo he had just taken of her. Land was immediately intrigued – why wouldn't it be possible to make a photograph instantly available?



Beautifully imperfect

Land developed a new technology that allowed developer chemicals to react with the photo paper inside the camera. In 1948, the first Polaroid instant camera, the Land Camera Model 95, was released. The unpredictable nature of the development process in every version of the Polaroid camera, including the OneStep SX-70, always added its own unique life to a photo. Through the decades, Land collaborated with contemporary artists and photographers like Keith Haring and Andy Warhol, who played a big role in developing The Polaroid Collection – an extensive library of iconic Polaroid photographs. The Polaroid Company dominated the global instant photography market well into the early 1980s. Towards the turn of the century, however, the company struggled to find its footing in the emerging digital era. In 2008, following two bankruptcies, new owners saw the potential in their original founder's values of inspiring change, documenting real life and expressing creative ideas through a tangible medium. They launched The Impossible Project to revive and redefine the future of instant film photography. The initiative, and the newly reconstructed Polaroid B.V., fed right into a desire among new artists, enthusiasts and professionals to experiment with authentic, real-life photography. Now, more than 85 years after his company was founded, Edwin Land's legacy lives on in new camera technology that has been embraced by a flourishing global community of fans and creators.



From the LEGO® Design Team

"The Polaroid OneStep SX-70 from 1978 is a classic 20th-century design icon. Marc's submission made us do a double-take of 'Wait, that's made of LEGO[®] bricks?' and we wanted to keep that accuracy in the final model.

Being able to 'take' a photo with the press of a button is definitely the most satisfying part. We originally planned to use two stickers for the stripe on the front of the camera, but we worked out some creative building angles to allow the iconic stripes to flow down the front and over the side using LEGO plates. Having a functional viewfinder really adds to the play value of the model. And yes, it may be a model for adults, but I hope you'll still have fun *playing* with it!"

James May, LEGO[®] Ideas Model Designer



"One of the challenging parts for me as a Graphic Designer was deciding where to use printed parts or stickers so the model would maintain its iconic look. Photography is a magical way to capture special moments you can share with others or treasure for yourself, and I hope the photo eject function is something that will spark joy in Polaroid fans! The PP foil used in the 'photographs' really helped us perfect the look and feel of the original. Inspired by the theme 'Memories', we created images that connect the Polaroid legacy with Marc's family memories and our LEGO® history. PS: In Europe, the camera was launched as Polaroid 1000, so you can choose between the 'OneStep' or '1000' stickers for your model."

Matthew Parsons, LEGO® Ideas Graphic Designer

LEGO® Ideas designers James May and Matthew Parsons







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