



creative extreme

PHOTO BY CHRIS MARQUARDT

**Chris Marquardt**



## **perfect picture**

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what makes some pictures more memorable than others?

## **the tech side of photography**

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raw vs. jpg, focal lengths, exposure, histogram

## **post processing**

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digital workflow from camera to export, conquer the digital backlog

## **creative extreme**

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digging deeper into the creative toolbox

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Christoph Marquardt



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Photo: Chris Marquardt









Photo: John Fera

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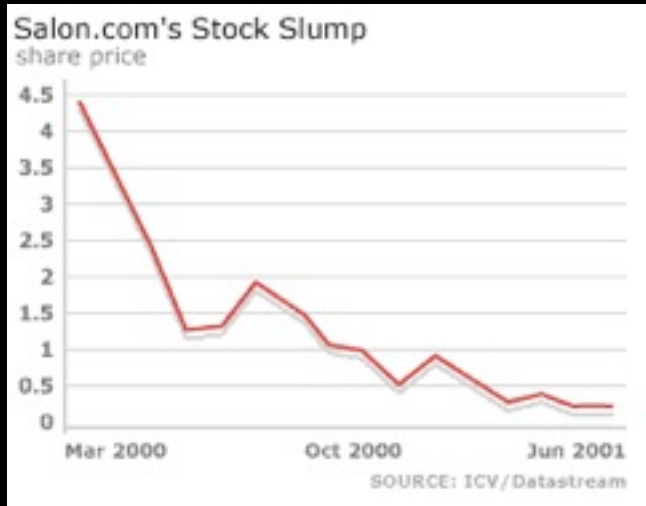












































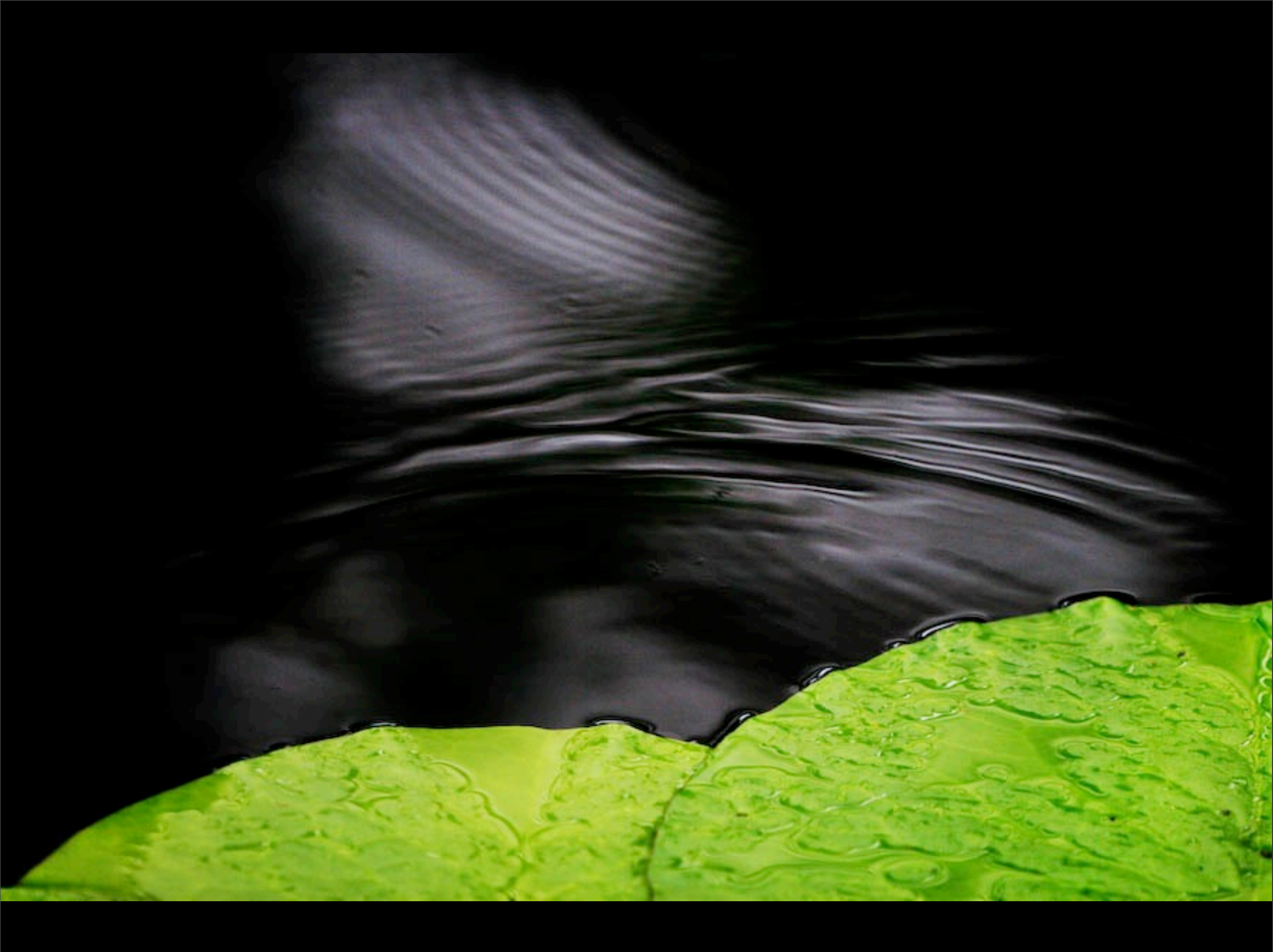




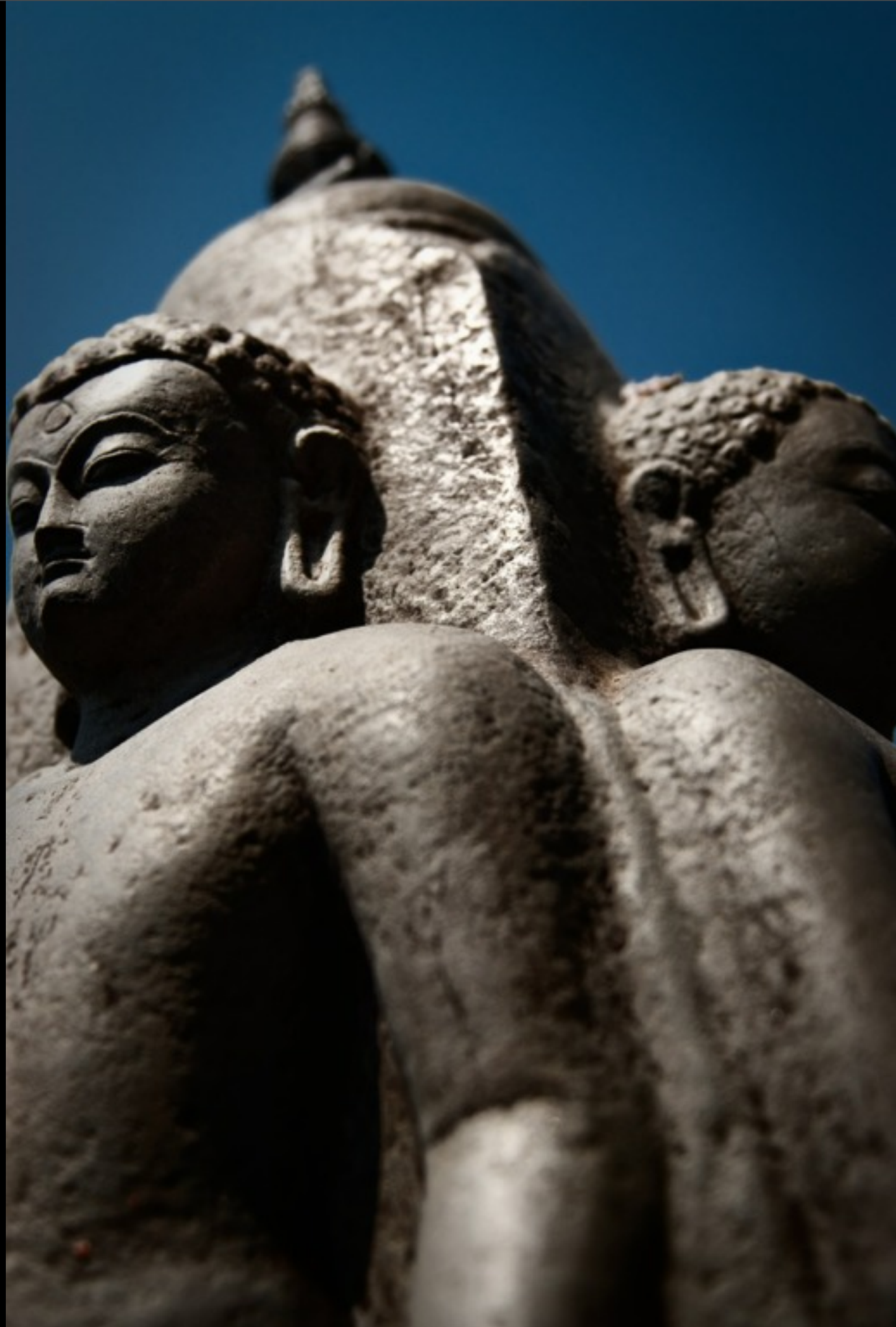






































## Color Shift

### Reviving Expired Film

By Paul Lavallee



Let me start off by saying that I am not a film snob. Digital certainly has its place in photography today. I can't imagine photographing a family event, let alone a wedding, using film. I would be lost in these situations without my DSLR. But when I use a digital camera, I am an entirely different photographer. Snap! Snap! Snap! Check the LCD, make all comments. Snap! Snap! Snap! I feel more like a machine than an artist.

When I am photographing live live or art, there is nothing better than shooting with expired film. Like Forrest Gump's box of chocolates, you never quite know what you're going to get. Sometimes the colors are off, sometimes the contrast is very high or almost non-existent, and sometimes nothing develops. It really all depends on how the film's prior owner handled it. See, I sorta know what to

expect based on the type of film I am using, but I am constantly being surprised by the results of each individual roll.

How do I get my hands on all this expired film? Five sources. Primarily eBay. Since the shift to digital photography, many professional photographers are selling off whatever leftover film they have lying around. Usually you can tell on eBay if it is a professional photographer's sale. These films are well cared for and I have never had a roll of film produce nothing when I have bought from a professional photographer on eBay. Also on eBay are rolls being sold by the "new marketers" as I like to call them. These have souls use eBay as their own big yard sale. They go to garage sales, store closings, clearance racks, etc. and buy expired film in bulk. If I only had the time to cross the earth for

expired film, I would use them and save a few bucks. Film bought from these folks tends to be less dependable. It will usually still work, but there is much more experimentation going on.

Second, there are other websites that sell expired film. Lomography.com immediately springs to mind because it caters to the plastic camera crowd. Even the big names like Mamiya and Minolta and Adovans.com often sell off their expired film. My third source is actually going to film shops and checking if they have any cheap, expired film. These film rolls are usually recently expired and will not look very different from normal film. This is an opportunity to try different processing methods, like cross processing, without paying full price for a roll of film. The last way I get my hands on the old film is by word of mouth. Every one knows my girlfriend and I love old film rolls. Often we will get handed old cameras and film that one friend found while cleaning their attic. These are the most fun to experiment with!

My creative process is about experimentation in displaying everyday scenes in an imaginative light. It is of utmost importance for an artist to have his or her own style. My style was born out of my love of the look of expired film and cross-processing. Buy a Midge if you don't already have a medium format camera. Pick up some expired 120 film. Have fun with photography again! Who knows, you may even create your own style. ■

Paul Lavallee has a high-tech job, but enjoys live-action photography. He loves his two daughters and his girlfriend. [plog.com/paulavalleestudio](http://plog.com/paulavalleestudio)

















