

## INSTANT GRATIFICATION

Photographer Uses Old Film Technology to Create Unique Portraits  
“Instant Photo Booth” for your Special Event



### FOR IMMEDIATE RELEASE

Toronto: Photographer Melanie Gordon has found a way of creating a portrait from an old and almost forgotten medium: Polaroid film.

Using a technique called Polaroid transfer, Melanie Gordon takes a picture using a vintage Polaroid instant camera. Before the film can develop, it is pressed onto archival watercolour paper. The result is striking. Each image develops in a very unique way, resulting in a painterly, antiqued looking image.

“No two transfers turn out the same”, says Gordon, busy at work in her photography studio located in Toronto’s Distillery District. “What makes this so unique”, she adds, “is that people aren’t simply getting their portrait taken, they become the subject of art”.

It takes only minutes from the moment a picture is taken, until the transfer process onto paper is complete. And in less than half an hour, people can have their own works ready to take home.

“On-the-spot portraits are a fun way to capture a moment in time”, says Gordon.

Requiring very little space or equipment, Melanie Gordon can take her transfer process on the road, targeting both public and private events. “It’s a way of providing a creative experience for guests, she adds “Digital photographs are very convenient, but with a transfer print, people walk away with something tangible that can be hung in their home”.

With the unfortunate announcement that Polaroid discontinued the production of film at the end of 2008, opportunities to participate in the Polaroid transfer process are limited. Gordon is accepting bookings for her “Instant Photo Booth” for events both near and far. What better way of capturing life’s moments of laughter, joy and celebration.

**For Estimates and Bookings Please Contact:**

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## About Melanie Gordon

Melanie Gordon developed her “Instant Photo Booth” in 2004 with the intent of merging portrait photography and the Polaroid dye transfer technique, involving the subject directly in the process of creating art. She has worked with Polaroid film for over a decade as an experimental medium and was disappointed to hear that at the end of 2008, Polaroid ceased their production of film. As such, opportunities to participate in the Polaroid transfer process are limited—each portrait becomes a little piece of history. Gordon is accepting bookings for events and individual portrait shoots.

Melanie Gordon studied photography and film at the Ontario College of Art and Design and Ryerson University and received a Bachelor of Arts Degree in social/cultural anthropology and fine art from the University of Toronto. She has been exhibiting her work since 1997 and her photographs are a part of many corporate and private collections.

Gordon's fine art photography explores the friction that occurs in the gap between reality and fantasy, strength and vulnerability, sensuality and innocence. Working with the female psyche and the idea of disconnection—personal, social, and environmental—her work negotiates the tensions that emerge when roles and expectations collide.

As a freelance photographer, Gordon's award winning photography has been published in magazines, books, and newspapers in Canada, the United States, and Chile. She has been featured in broadcast media on both television and radio, most recently in a CBC News story about the demise of Polaroid film.

When she isn't travelling across the globe with her camera, Gordon is an active participant in Toronto's art community. From 2005-2007 she was a founding partner in Channel Gallery, an artist-run gallery in the Distillery District. She has been involved in several multi-disciplinary projects and has served on the jury for the Queen West Art Crawl. Gordon's latest endeavour is the Octopus Project, a bi-monthly art series, which she co-founded with mixed media artist Catherine Mellinger, that sparks creativity in artists and gives them an outlet to show their work.

Gordon is currently working on a book of her photographs from her yearly pilgrimage to the Burning Man Festival in the Nevada desert. She works as a freelance and fine art photographer out of her studio in the Distillery District in Toronto.

## The Instant Photo Booth

