

OFFICIAL PRESS RELEASE

The Lomographic Society Proudly Presents:

# LOMOGRAPHY CELEBRATES A DECADE OF THE DIANA F+ WITH A BRAND NEW ANNIVERSARY EDITION

## HONORING DAZZLINGLY DREAMY IMAGES AND BEAUTIFUL VIGNETTES WITH THE 10 YEARS OF DIANA EDITION!



- LOMOGRAPHY'S LEADING LADY GETS A SPECIAL ANNIVERSARY LOOK:** Inspired by classic 1960s American diners, the new Diana F+ 10 Years of Diana Edition comes in a funky matte red and pastel blue design, complete with a rockin' retro gold lens.
- A CLASSIC, CREATIVE ANALOGUE CAMERA:** The Diana F+ continues to produce radiant photos on 120 film, and with plenty of Lomography's creative features it's no wonder this camera has become an enduring analogue icon.
- STEEPED IN ANALOGUE HISTORY:** Lomography reignited medium format photography with a modern reinvention of the cult classic 1960s camera in 2007. Over the last ten years the Diana F+ has won the hearts of hordes of die-hard fans and amassed many mini mates and cherished clones.
- WORKSHOPS AND PARTIES TO SHOUT ABOUT!** Lomography Gallery Stores and Embassy Stores all over the planet provide the full Diana product range, and will also play host to specially dedicated exhibitions, workshops and meetups.

**Press Release Date:**  
18/10/2017

**PRESS CONTACT**

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**LINKS FOR EDITORS**

Buy the Diana F+ 10 Years of Diana Edition:

<https://shop.lomography.com/diana-f-10th-year-anniversary>

Buy 120 film:

<https://shop.lomography.com/en/films/120-film>

Do you prefer a hands-on shopping experience? Visit one of Lomography's stores:

<https://www.lomography.com/about/stores>

Find out more about the Diana F+:

[www.lomography.com/diana](http://www.lomography.com/diana)





## TECHNICAL SPECIFICATIONS

- Film: 120 film
- Lens Focal length: 75mm standard lens
- Shutter Speeds: N - 1/60s / B - Blub
- Apertures: Pinhole, Cloudy (f/11), Half-Shade (f/16), Sunny (f/22)
- Photo formats: 12-shot (5.2x5.2cm), 16-shot (4.2x4.2cm), endless Panorama (4.6x5.2cm) formats
- Zone Focusing Setting: 1-2m, 2-4m and 4m-infinity
- Multiple Exposures: Yes
- Tripod Mount: Yes
- Frame Counter: standard 120 film window
- Film advance: Manual dial-type film advance

### Other Features

- Removable lens for super-wide-angle pinhole shots
- Includes the Diana F+ Flash with color gel filters
- Compatible with a host of Diana F+ Lenses and Accessories



## WHAT THE HELL IS LOMOGRAPHY?

[www.lomography.com/about](http://www.lomography.com/about)

The **Lomographic Society International** is a globally-active organization dedicated to analogue, experimental and creative photography. Lomography stands for a freer and louder style of shooting — closer to life itself. Through the constantly expanding selection of innovative film cameras, instant cameras, Art Lenses, film & photographic accessories, Lomography promotes photography as a creative approach to communicate, absorb, and capture the world. [Lomography Gallery Stores and Embassy Stores](#) all over the world provide the full Lomography product range and a place for exhibitions, workshops, meet-ups and all Lomographic needs. [Lomography.com](#) is a thriving online community of creative individuals dedicated to experimenting with photography and pushing the boundaries of what's possible. Through the enthusiastic engagement of Lomographic Society members, Lomography seeks to document the incredible planet around us in a never-ending archive of imagery — literally a global "Lomographic" portrait as seen through the eyes of countless individuals and cultures.

## WHO THE HELL ARE LOMOGRAPHERS?

Lomographers can be anyone and everyone! All that matters is that you have a passion for photography — and a hunger for playing with the boundaries of what's possible with this marvelous medium. Lomographers have wandering minds and ever-curious souls; a natural tendency to dance barefoot on rooftops, shoot from dusk 'til dawn, stay up until stupid o'clock to chase the sunrise. For Lomographers, the universe isn't a place to be stared at and studied; it's a maze to be explored and get lost in. Each day is a chance to stray off the beaten path, and find the still point of the turning world where great photography happens. The thirst to travel, create, experiment, make mistakes, share and experience this whole myriad of emotions is what keeps Lomographers restless on this little planet we call Earth.

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