



WHAT THE HELL IS LOMOGRAPHY?

WE ABSOLUTELY LOVE UNIQUE, CRAZY, EXCITING AND EXPERIMENTAL PHOTOGRAPHY

WE DEVELOP AND SELL ANALOGUE CAMERAS, INSTANT CAMERAS, ART LENSES, A WIDE RANGE OF FILMS AND LOTS OF PHOTOGRAPHIC ACCESSORIES

WE HAVE A WORLDWIDE COMMUNITY OF ULTRA-CREATIVE FOLLOWERS WHO ARE AS PASSIONATE ABOUT PHOTOGRAPHY AS WE ARE!

Boasting over a million members worldwide, Lomography encompasses an interactive, vivid, blurred and crazy way of life.

Through our constantly expanding selection of innovative cameras, lenses and accessories, we promote photography as a creative approach to communicate, absorb and capture the world. We seek to document our incredible planet around us in a never-ending stream of snapshots — creating a global “Lomographic” portrait as seen through the eyes of countless individuals and cultures.

Lomography began in the early ‘90s after a fateful encounter with a small, enigmatic Russian camera in

Prague — the Lomo Kompakt Automat. Mindlessly taking shots from the hip and sometimes looking through the viewfinder, we were astounded with the mind-blowing photos that it produced — vibrant colors, deep saturation and shadowy vignettes — it was like nothing we had seen before! Not long after returning home to Vienna, we began receiving inquiries from friends, family and strangers alike — they wanted to know where to get their own Lomo LC-A camera! This enthusiasm and interest ignited a fire, which rapidly spread and introduced a new style of artistic and experimental photography that we now know as Lomography!

As the enthusiasm for the Lomo LC-A spread, our next stop was St. Petersburg, Russia, to develop a contract for the worldwide distribution of this fantastic little camera. Not long after the ink was dry, the Lomographic Society International was born and the [10 Golden Rules](#) were established as a guide to this movement. What followed was a huge response by the community that included exhibitions, world congresses, parties, installations, collaborations, events and beyond.

The legendary [Lomo LC-A](#) was just the tip of the iceberg — as time went on, we continued to develop new and exciting cameras to expand upon our analogue creativity. For example, the [Supersampler](#), [Lubitel 166+](#), [Horizon cameras](#), [Fisheye Cameras](#), [Diana F+](#), [Diana Mini](#), [Spinner 360°](#), [Sprocket Rocket](#), [LC-Wide](#), [La Sardina](#), [LomoKino](#), [Belair X 6-12](#) and [Konstruktor](#), just to name a few. To fuel the analogue fire, we also began producing our own range of [film](#), [fashion](#), [books](#) and [accessories](#).

Our commitment to creative and experimental photography reached new heights in 2013, when we ran a hugely successful crowdfunding project on Kickstarter

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to reinvent the Petzval Lens, a legendary portrait lens first conceived in the 19th century. The [Lomography New Petzval Lens](#) is compatible with all Canon EF and Nikon F mount cameras and produces photos with an astoundingly crisp focus in the center, strong color saturation, wonderful swirly bokeh, artful vignettes and narrow depth of field. The Petzval Lens paves the way for a whole feast of new Lomography Art Lenses to enjoy in the future. While each Art Lens possesses unique character, the entire Lomography Art Lens family shares the same attention to detail, optical quality and presents exciting photographic opportunities. Following the major success of our Petzval Kickstarter campaign, we crowdfunded the fun and feature-packed [Lomo'Instant](#) camera in 2014, which led to a rediscovered love for instant photography around the globe.

Today, we supply Lomographers worldwide with over 25 Gallery & Embassy Stores. Popular meeting points for creative and analogue photographers alike, Lomography Stores host exhibitions, events and parties and are perfect for satisfying every Lomographic desire imaginable.

The Lomography website serves as the information and interaction hub and hosts the largest analogue photo community worldwide with nearly 1,500,000 photos uploaded each year. Our ever expanding community uses the platform to share photos, stories, ideas, experiments, information and everything else imaginable.

To keep our Lomographers' cogs ticking, we offer a wide variety of online delights, from the extensive range of Lomographic items in our [Online Shop](#) to our popular [Online Magazine](#). Additionally, we communicate through many social media channels ([Facebook](#), [Twitter](#), [Tumblr](#)) to keep the world updated with Lomographic news, events and parties.

FACTS AND FIGURES ABOUT US**Founded:** 1992 in Vienna**Community members:**
Over 1.000.000 worldwide**Lomography.com & 17 language/country versions:**2,700,000 visits per month
4,000 uploads per day
1,000,000 online members
30 articles published per day
800,000 Facebook fans
485,000 Tumblr followers
140,000 Twitter Followers**Lomography Gallery & Embassy Stores:**[Barcelona](#), [Beijing Chaoyang](#), [Berlin](#), [Bogotá](#), [Budapest](#), [Buenos Aires](#), [Chicago](#), [Guangzhou](#), [Hong Kong](#), [Istanbul](#), [Jakarta](#), [London](#), [Madrid Argensola](#), [Monterrey](#), [New York](#), [Paris](#), [Porto](#), [Prague](#), [Santiago](#), [Seoul](#), [Shanghai](#), [Singapore](#), [Taichung](#), [Taipei](#), [Tehran](#), [Tokyo](#) and [Vienna](#)