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Christopher Bonanos

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Christopher Bonanos : Instant: The Story of Polaroid before purchasing it in order to gage whether or not it would be worth my time, and all praised Instant: The Story of Polaroid:

3 of 3 people found the following review helpful. A Must for Polaroid fans
By Dan
This was an excellent book. I am an aficionado of Polaroid photography, and it was nice to learn about the history of the company, and of Edwin H. Land. The final chapters of the book remind me very much of reading about the making of "Let It Be," and the challenges The Beatles faced near the end of their run. I know that's a bit random, but the creativity, tenacity, and the rise of Polaroid, the incredible popularity, the changes and eventual ending...in my mind it parallels. A must read for anyone interested in instant photography, entrepreneurs, inventors, and history. It's all there, and packed with great Polaroid

photos as well. 1 of 1 people found the following review helpful. Great recounting of an American visionary. By MacLeod I am also reading "A Triumph of Genius" great book, this book though is more of an overview. Hard to put down. I spent years shooting commercial work for Polaroid, heard lots of stories, gossip, rumors, had met Dr. Land, even had two cameras signed by him (still have)...but this book lays it out and constantly shows me how much of the linear path I never knew the details of....highly recommended. 1 of 1 people found the following review helpful. Great read, surprising similarities to Steve Jobs and Apple. By oyzc This was a great little book. Finished it within a week (I read slow). Being a huge fan of Steve Jobs, and having read almost everything there is about the man and apple, the rise of Polaroid is SO very similar to apple its not even funny. Quotes spoken often by Steve Jobs are basically Edwin Land's quotes, but worded slightly different. Even the video Polaroid did for the SX-70 mentioned in the book, which can be found on youtube, contains extraordinary similarities with apple's product launch videos. It's no joke when the author stated that Steve modelled apple after polaroid. One thing that couldn't have been copied, but again, strikingly similar between both Land and Jobs was the fact of their super-human visions of the future. Land predicted what today's smartphone cameras would be like back in the days when instant film photography intrigued people beyond their wildest imagination. Similar visions can be found with Jobs, who predicted the rise of personal computer, the wide adoption of graphical user interface, and futuristic mobile devices such as the ipad. It's definitely a great read. I only gave it 4 instead of 5 stars because the video in the descriptions almost spoiled a little too much about the book... It basically summarized the entire the book, so i wouldn't suggest watching it before reading.

"Pictures in a minute!" In the 1950s, '60s, and '70s, Polaroid was the hottest technology company on Earth. They were an innovation machine that cranked out one irresistible product after another. It was even the company after which Steve Jobs is said to have modeled Apple, and the comparison is true. Jobs's hero, Edwin Land, Polaroid's visionary founder, turned his 1937 garage startup into a billion-dollar pop-culture phenomenon. *Instant: The Story of Polaroid*, a richly illustrated, behind-the-scenes look at the company, tells the tale of Land's extraordinary and beloved invention. From the introduction of Polaroid's first instant camera in 1948 to its meteoric rise and dramatic collapse into bankruptcy in the 2000s, *Instant* is both a cautionary tale about tech companies that lose their edge and a remarkable story of American ingenuity. Written in a breezy, accessible tone by New York magazine senior editor Chris Bonanos, this first book-length history of Polaroid also features colorful illustrations from Polaroid's history, including the company's iconic branding and marketing efforts.

"Offers up a concise and in-depth cultural history of Polaroid and its brilliant and charismatic leader, Edwin Land. Amidst its carefully constructed narrative of Polaroid's rise, demise, and renaissance.... Land and Polaroid's story are remarkable." -- Publishers Weekly, 9/3/2012 "A fascinating tale of rapid rise, catastrophic collapse, and the riveting ride between the two, at once told like never before and strangely familiar in its allegorical quality... brimming with lessons for modern tech mavericks." -- Brain Pickings "When I was little, long before personal computers, let alone Instagram-enabled digital camera-phones, Arthur C. Clarke wrote that advanced technology is indistinguishable from magic. By far the most uncanny, sexy, insanely great piece of technological magic in our household was my parents' Polaroid. Chris Bonanos' smart, thoughtful, charming chronicle of that iconic invention and its remarkable inventor is a delight." -- Kurt Andersen, author of *True Believers* and *Heyday*, host of public radio's *Studio 360* "This cultural history of the eccentric camera company-which has fair claim to being the Apple of the '60s-is simultaneously breezy and deeply researched, making it the perfect compulsive reading for design enthusiasts and Instagram addicts alike." -- Details.com "Tells the story of the forgotten genius who turned Polaroid into a cultural phenomenon." -- Washington Post "Reading *Instant: The Story of Polaroid* by Christopher Bonanos rekindled memories of Polaroid cameras for me. And I think it will do the same for legions of others who were also mesmerized back in the day by this cool gizmo, one of America's greatest inventions." -- San Jose Mercury News "Instant: The Story of Polaroid clocks in at a slim 192 pages, but it manages to be three books in one: a thoroughly charming, fact-filled stroll through the life and times of Edwin Land and the incredible company he built; a brief, poignant recap of Polaroid's plunge from the heights into not one but two wrenching bankruptcies; and a small but lovely collection of Polaroid images taken by well-known artists. Christopher Bonanos's well-researched and well-written book features a terrific Andy Warhol photo of Liza Minnelli, self-portraits by Chuck Close and Robert Mapplethorpe, and a David Hockney collage, along with photos by Walker Evans, Andre Kertesz, and William Wegman. It also includes several photos by Ansel Adams, who signed on as a \$100-a-month Polaroid consultant in 1949, when the company made its first move into photography." -- Fortune.com "Edwin Land was one of Steve Jobs's first heroes, and this book shows why. He created a startup in a garage that grew into a company that stood at the intersection of creativity and technology. This is a fascinating saga, both inspiring and cautionary, about innovation and visionary leadership." -- Walter Isaacson, author of *Steve Jobs* "Christopher Bonanos tells Polaroid's story with fluid, energetic prose that mirrors the thrilling arc of the company's story, twining together technology, fine art, business, design and pop culture into a 175-page powerhouse. Whether you pick it up because you loved your old Polaroid camera or because you want to find out why Steve Jobs modeled Apple after the Polaroid company, you'll be delighted by this pithy snapshot of a true American icon." --

NPR.org "A sympathetic and beautifully told history of Polaroid and Edwin Land, the visionary who was the company's founder and presiding genius. It is the rare design-subject book with a truly dramatic arc, and storytelling that lives up to it." -- Design Observer

From the Author

INSTANT: THE STORY OF POLAROID is a book about a very unusual company. In the 1960s and 1970s, Polaroid was what Apple is today: the coolest technology company on earth, the one with irresistible products, the one whose stock kept climbing way past the point of logic. In its heyday, Polaroid was an absolute innovation machine--a scientific think tank that periodically kicked out a fantastically profitable, covetable product. In fact, the late Steve Jobs expressly said that he modeled his company to a great extent after Polaroid.

Instant is a business story, about what happens when a company loses its innovative spark. It is a fine-arts story, showcasing the amazing things photographers (from Ansel Adams to Andy Warhol to Chuck Close) did with Polaroid film. It is a technology story, of a company that created and maintained a niche all its own for 60 years. And it is a pop-culture history, of a friendly product that millions of people absolutely adored. I like to think that it also tells a larger story, about the rise and fall of American invention and manufacturing.

From the Inside Flap

"Instant photography at the push of a button!" During the 1960s and '70s, Polaroid was the coolest technology company on earth. Like Apple, it was an innovation machine that cranked out one must-have product after another. Led by its own visionary genius founder, Edwin Land, Polaroid grew from a 1937 garage start-up into a billion-dollar pop-culture phenomenon.

Instant tells the remarkable tale of Land's one-of-a-kind invention--from Polaroid's first instant camera to hit the market in 1948, to its meteoric rise in popularity and adoption by artists such as Ansel Adams, Andy Warhol, and Chuck Close, to the company's dramatic decline into bankruptcy in the late '90s and its unlikely resurrection in the digital age. Instant is both an inspiring tale of American ingenuity and a cautionary business tale about the perils of companies that lose their creative edge.