

POLAROID PROJECT. INSTANT PEOPLE

Andreea Andrei

'Polaroid Project. Instant People' was born from the desire to explore the human condition and how our self-image projection on the public will react. We are sucked in by social media and we can't go without noticing how in the last decade the Internet evolved so far that you don't need anymore a good camera to take pictures, you just need a cellphone for that. I've always been a shy human and I am often mistaken for being an uptight person that will not talk with people, so this made me go out shout to the social media and find people who will be willing to get photographed the way THAT THEY would like to be seen by an exterior visitor, adding a small text that the subject wanted to go along with his/her portrait. I think taking portraits with a Polaroid camera made me more trustworthy in front of people who, some of them, never met them in real life if it wasn't for social media. This internet can bring us closer or can tear us apart, sometimes. We just need to go with the flow and identify ourselves as a bunch of beautiful people, no matter age, sex, culture or religion.

Andreea Andrei was born in 1991 in Bucharest, Romania. By the age twelve she started to develop a sense for photography and moving images/ film. She went to Film School in Romania where she studied for two years film directing. After those two intense years and after her first job, where she worked in a TV station.

She moved in 2015 in London, United Kingdom to finish her studies in photography and film making.

In 2016 she received a scholarship for a documentary photography course made by Ed Thompson at his Punktum School.

In 2017, she was selected at NFTS , London where she done a short course entitled "directing the short film".

In March 2017 she exposed her "Polaroid Project. Instant people" at TATE Modern Museum in a program with Tate Curators (Tate Exchange)

In July 2017 she had her first solo show in London at Camden Image Gallery, with her project entirely made on polaroid cameras called "Polaroid Project. Instant People."

In September 2017 her project went back home in Bucharest, Romania at Balkanik Festival (the largest balkanik festival in eastern Europe).

In December 2017, one of her photographs was used by MoMa, NYC, on their daily Instagram news.

In December 2017 she started her collaboration with Polaroid of The Day Magazine that is based in Barcelona and since then, she interviewed emerging, established and amateurs who deal with the instant film in their artistic work.

MORE INFO

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