

I asked veteran photographer, Jonny Flynn and Co-founder "Ultimately, a camera is a of The film safe development laboratory, Jack Cole-Bailey what their takes are on the revival of analogue photography which specific tool you and what this means for the industry. By Loren Dutton.

"For a number of years, I've only ever shot film," said Jonny Flynn, a photographer with over seven years of experience in film portraiture. "Film is very exciting, and the process can be very satisfying, I do think it makes you a better photographer too."

Film photography includes using photographic film which is a light-sensitive material that captures images through the light reflecting off of it. To see the images, the film must be chemically treated in a darkroom, where the images are not contaminated by light. Then the film is washed, dried and cut into sections and then it is then ready to be scanned and digitalised. Nowadays, we are used to taking an image on our phones or a digital camera and having the ability to instantly view the image and retake it which is impossible with film. However, there is an element of excitement whilst photographers wait for the development of their images.

The medium of 35mm film seems to be sparking immense popularity between young people and according to film manufacturer Ilford, in a survey of 6,800 participants, 37.1% were trying out film photography for the first time. It is important to mention the majority of this group are young people. With the youth's current fixation on film photography, Flynn's experience in the industry raises the question why is his inclination towards film?

"I started shooting film about 7 years ago, after exploring how I could create a specific look with my images, there's something about taking portraits on my [film] camera, and the results, I don't think I could ever recreate digitally." The irreplaceable nature of film is what keeps the vintage format alive, as images typically contain a retro and nostalgic look which requires specific settings or editing on a digital camera and ultimately doesn't contain the same sentimentality.

> This makes Flynn's portfolio of work especially unique as his portraits hold that nostalgia and tenderness.

tool and it doesn't matter decide to use, but instead what you do with it." -Jonny Flynn

Flynn explains the advantages of using 35mm film as a photographer as "[film] forces you to slow down. It forces you to consider what you are shooting, and to really decide if it's worth taking the photo. When shooting film, the percentage of photos I would use is always much higher because I don't waste frames, or take duplicate images." This purposefulness is especially present in his work.

"The revival of film is essentially trend based. Trends will come and go, in the same way that fashion from the 1980s, 1990s and now 2000s come back into style." Flynn says "The current boom in film photography will fade, as a younger generation look for new ways to take photographs, although I expect to see film returning again as the cycle continues." Researchers have predicted that the rise in film photography is due to young people searching for more authenticity in their photos. In the current world of social media, where photos are often distorted which is harmful for the mental health of the youth, film creates a more honest and candid approach.

Although film photography has its disadvantages as a photographer, "The main thing to consider with costing a shoot is the price of film, and then the development. If you use a lab,



you will need to pay more for larger prints so in a commercial sense this could take quite a toll on your quote for a client as you'll need to buffer in additional costs."

I also spoke to Jack, co-founder of The film Safe independent developing company and we discussed the revival of film "where digital is so readily available, it takes away from the meaning of the photos. The medium of film photography is seen as a more artistic craft and it is nice to see so many people learning a skill that may have been taken for granted due to the availability of digital cameras. Gaining an understanding of different film stocks, ISOs and apertures gives a whole other meaning to a 'good' photograph." Jack's advice for those thinking of exploring film photography is "don't get disheartened if you don't get all your images first time, be patient, take it slow and learn from the imperfections."

https://flvnn.studio https://www.thefilmsafe.co.uk