

SUMMARY OF THE THESES

The study is intended to understand post analog golden age paradigm, realize the value what it has to offer to current world and look for possibilities to support this new wave of analog photography. Literature research gave the understanding of the technical undertaking of the film development, the importance of agitation method and temperature control for C-41, B&W and E-6 process. Also, it gave an understanding about the share amount of information, experience and equipment needed to execute the process. Interviews and community blogs draw out wider problems whether aging infrastructure specific or case of disappearing development labs. And lastly survey gave all these problems the scale on which to build proposed solution and find innovating ways to solve these problems. Specifically home users' equipment was taken under investigation to transform the interaction by bringing more clarity and less labor to execution the process.

But before, what analog photography can teach use on 21st century? It is apparent that has something to offer that digital don't, it is the process behind it. Process which needs financial and time investment to execute gives value to each frame and makes pictures reappear as time goes on, so person can learn from them and take better ones until the end. It is tangible and slow process, which perfectly fits with the ideas what Slow movement is trying to explain. The idea that ever-growing fast life, digital hyperconnectivity is not in accordance with human nature. Instead of connecting people, devices and technology lead us into isolation and newer ending reward-seeking anxiety loops. Solution is to slow down, be present in the physical world and make real connection to implement the idea of localization. Analog photography in a sense is a window to more present and slower world, since mainly analog photos are made for yourself, it is a good tool to observe, learn and get more connected to the physical world around. The process itself offers a chance to break out of the digital bath and carry out slow picture making process which in the end gives the observer freedom to see and make meaningful connections.

Analog photography is having its revival, 2003 everything went down when photography market saw consumer purposed digital cameras taking over the analog photography for good. Since then, there have been few new developments and majority of equipment production has been discontinued. Things have changed in last few years, films sales are going up and some Kickstarter campaigns have emerged to produce digitizing, developing or other analog photography needed equipment, but vast majority of the industry is still heavily relied on old, depreciated equipment. This thesis decided to investigate film

developing infrastructure and map the problems of it. Biggest discovery in this work was that around 50% of films are developed at home with the equipment which was developed 40 years ago. The idea was to take points of concern what people face when developing film at home and propose a solution which adapts to current infrastructure in order to support the revival of analog photography.

Proposed solution: AGO ecosystem- it consists of AGO+ web platform and AGO film processor. AGO+ is web platform collecting all the intelligence to develop film and accounting features to count and manage consumables. Ensuring simple use even for beginners and possibilities to manage bigger undertakings for lab environment. After data is processed the outputs of AGO+ are program which is sent via Wi-Fi to the AGO processor and a chemical recipe/instruction of liquids to be prepared before the process.

Next AGO film processor is a device which is attachable to Paterson Super System 4 tanks. AGO automates agitation process, informs operator at the right time when chemical exchange is needed and measures temperature to improve development quality. AGO transforms how film will be developed at home, it detaches the person from constant presence and giving operator pockets of free time between every chemical exchange.

Further development will take place on finalizing the prototype to collect feedback from the community in order to validate the concept. After which further operation can take place to form holistic AGO experience, irresistible for everyone who develop film at home.

The biggest learning from this design process was the importance of numerical data representing real life situation. Specifically, survey which erased misconceptions, draw out less important problems and raised up the elephant in the middle of the room.