



jesse freidin
PHOTOGRAPHER

OFFICIAL PRESS RELEASE

For immediate release: March 20, 2010

With Supplies of Polaroid Film Dwindling Worldwide, The Impossible Project Graciously Provided Two Packs to Award-Winning Bay Area Dog Photographer Jesse Freidin. Inspired by Lady Gaga Fashion “The Doggie Gaga Project” is a Viral Hit

SAN FRANCISCO, CA – Inspired by Polaroid’s newest spokesperson, Lady Gaga, award-winning Bay Area dog photographer Jesse Freidin – with the help of The Impossible Project (TIP) – created The Doggie Gaga Project, which has become an overnight media sensation this week. Freidin dressed his canine models in five of Lady Gaga’s most celebrated outfits, and photographed them using two packs of Polaroid film from the last remaining supply in the world. The resulting photos went online the next morning, and within three days, have been tweeted by Perez Hilton, linked online by Entertainment Weekly, MTV, TMZ, and [The Sundance Channel](#), and featured on ABC’s [Live! with Regis & Kelly](#) on 3/18/10. To view all the images please visit www.jessefreidin.com or <http://www.facebook.com/pages/San-Francisco-CA/Jesse-Freidin-Photographer/97942918610>

Freidin proposed his idea for The Doggie Gaga Project to Netherland-based Impossible Project who has taken on the impossible: to re-invent and re-start production of analog integral film for vintage Polaroid Cameras. They graciously donated two packs of original Polaroid film (20 prints total). Freidin and his small team went to work creating the custom-made, Gaga-inspired canine fashions for a Boston Terrier, a Mexican hairless, a Shiba Inu, and two Pit Bulls. Shooting in his San Francisco studio, Freidin employed a Horseman field camera with a Polaroid back using the increasingly rare T-669. During the photo shoot, no animals were harmed – or even irritated.

More on Jesse Freidin: Jesse Freidin, a traditional film photographer who characteristically photographs dog portraits with a Hasselblad, recently won [Beast of the Bay](#)’s 2010 award for “Best Dog Photographer.” With years of experience as a fine-art photographer and professional

dog-handler, Freidin has a unique approach to animal photography that captures the deeply emotional tie that people have with their pets. As one of the last surviving traditional photographers in the Bay Area, he creates museum-quality black-and-white photographs with unbeatable richness and tone, that are produced, from start to finish, entirely by hand. His true passion for animals and loyalty to analog photography made it only natural that he would create “The Doggie Gaga Project.”

More on The Impossible Project: Since October 2008, The Impossible Project has been busy re-inventing a new analog integral film for vintage Polaroid cameras at a former Polaroid factory in Enschede (NL). On Monday, March 22, 2010 Impossible will make a major announcement at a press conference in NYC. Please visit <http://www.the-impossible-project.com> for more information.

In the words of **Edwin Land**, the Inventor of Instant Photography, “Don’t undertake a project unless it is manifestly important and nearly impossible.”

Lady Gaga was recently named creative director for a specialty line of Polaroid products. Asked if he has met Lady Gaga, Freidin replied, “Not yet, but I’d love to. I hope she enjoys the pictures.”

For more information, photos, or to set up interviews with Jesse Freidin please contact Green Galactic’s Lynn Hasty at lynn@greengalactic.com or 213-840-1201. To learn more about The Impossible Project please contact Marlene Kelnreiter at 212-219-3254 or marlene@the-impossible-project.com.

The Doggie Gaga Project is not affiliated or endorsed by Lady Gaga, Polaroid, or The Impossible Project.