

Holga map

Holga People Playing
猴哥地图

Holga People

Tarkii

Holga People

Taotao

Holga People

Flymod

Holga People

Liangdu

Holga People

Jeansman

Holga People

Shanti

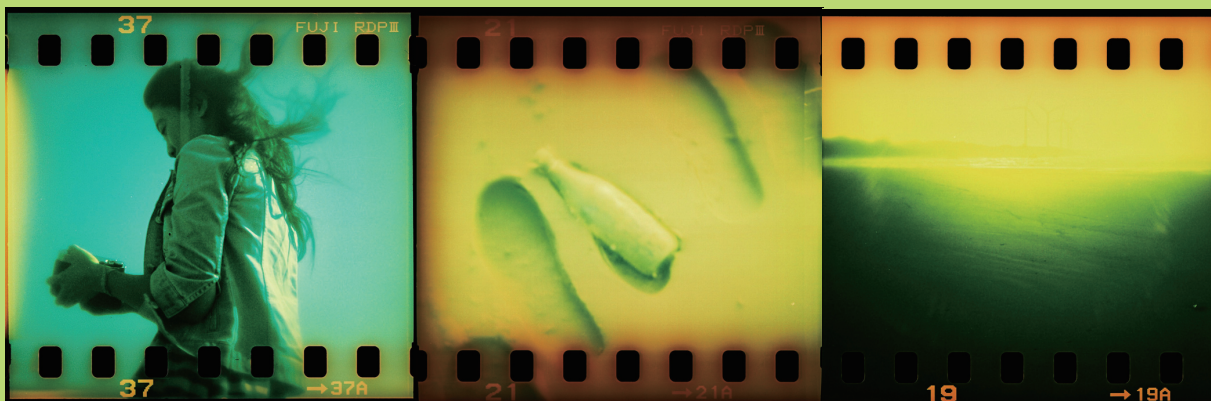
Jeansman

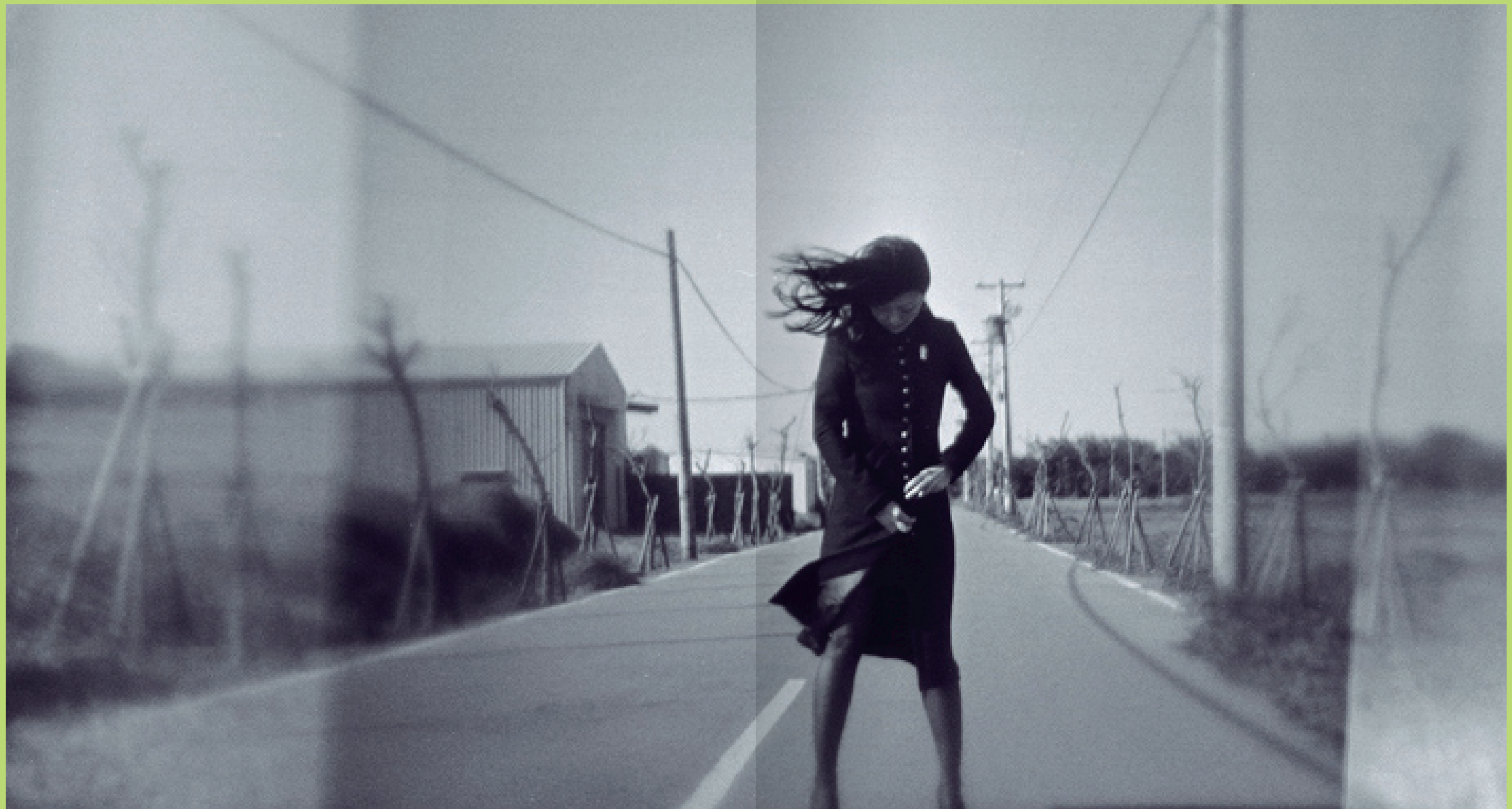
一道不离不弃的风景





霞光普照着这片大地，
唯有我，
感谢这片土地。
沙滩、海鸥、远山……





Tarkii

追寻那道曙光





一个人坐在离家不远的图书馆里。手边正缺一杯咖啡。图书馆里安静且干净。往来的人放慢脚步，一些刚刚从边上的学校刚放学的孩子小声谈论课后辅导班的练习。旁边的雅意少年抱着不知名的小说翻阅。还有我。靠在红木色的桌子上，击打电脑键盘。也不理会从MSN上面弹跳出来的窗口，我身着白色V字T恤，却很难想象此时地球那一端的你已睡眼惺忪。时间有时会把同一件事情分成两半。在你不知所措的时候。





Shanti

小草依偎在小树边





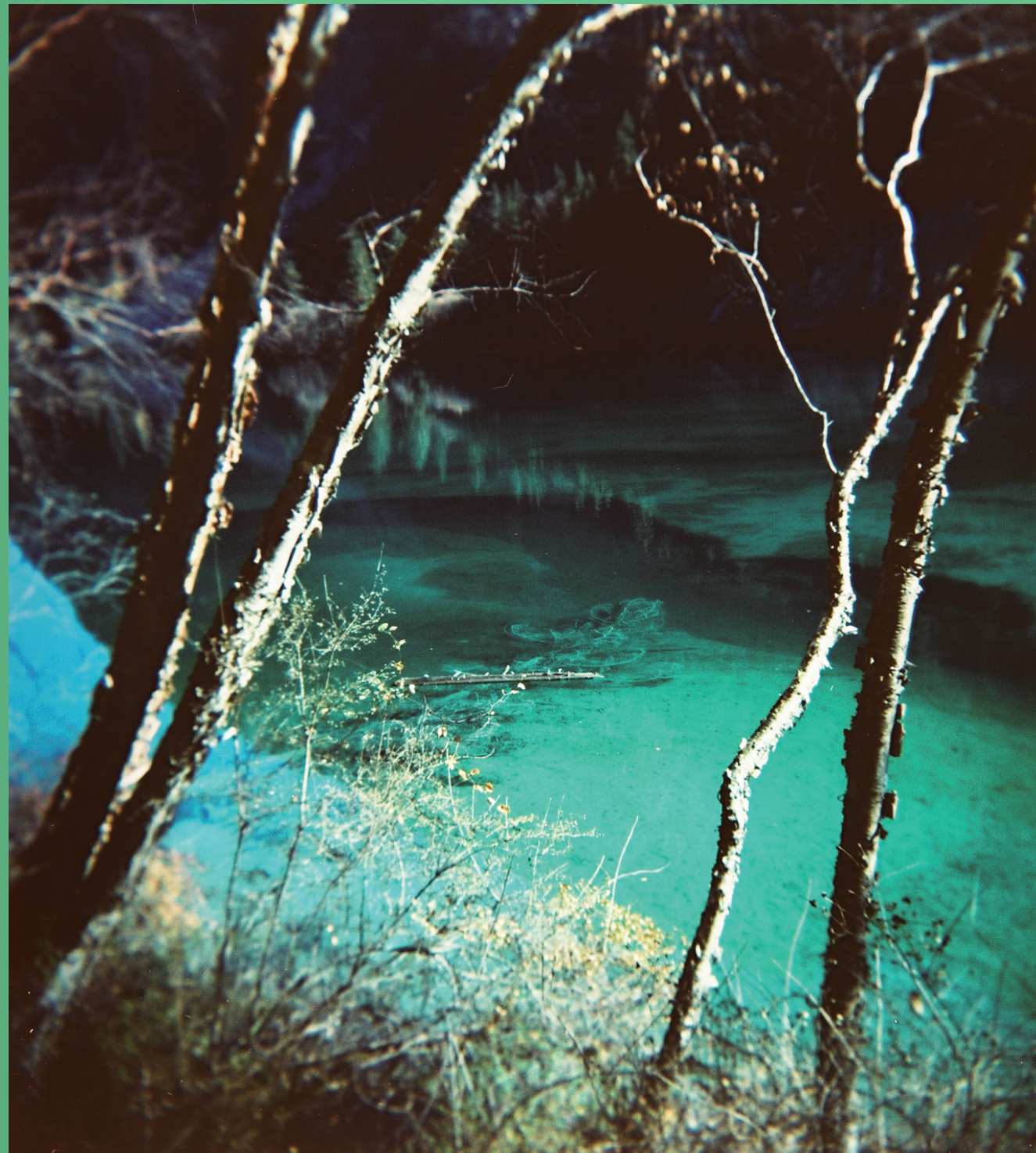




Flymod

仰望远方无穷的星空







我曾经有一个梦想，
那就是拍很多很多的相片，
放满整个屋子。
地面上铺满全是拍的漂亮房子的照片，
墙面是大好河山照片，
天花板是星云、天空、太阳……

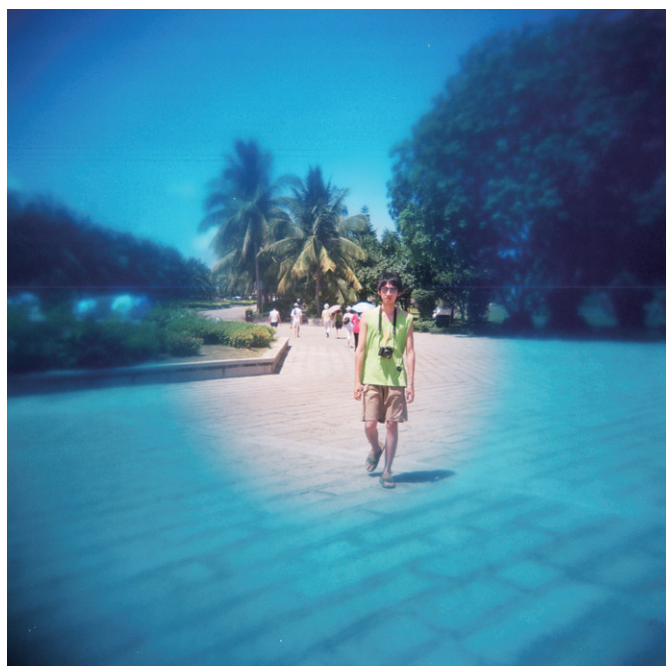




Taotao

最美好的回忆







在我很小的时候认识了火车的时候也认识了他——信号灯，我一直称他是“铁路边的哨兵”
无论风吹雨打，他都坚定的站在路旁，为来往的火车和行人提供安全的保障；
我轻轻的拍拍他那刚刚换上的新外衣的身躯，轻声说：老朋友，我来看你了。



Liangdu

移动的梦境







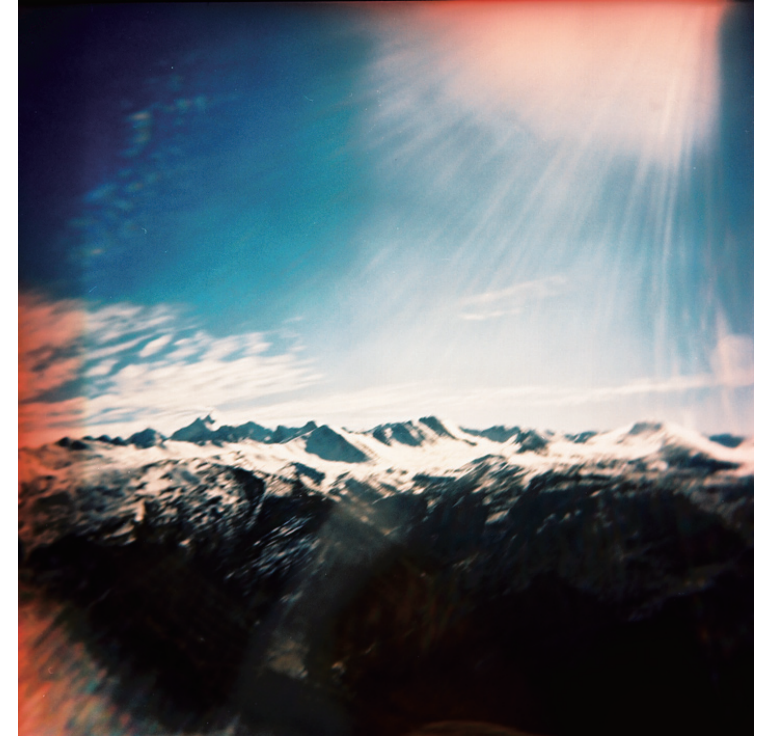
面具隐藏在五光十色的梦境中，
它掩盖的不是私密，
而是来自对生活的渴望。
我的HOLGA能照耀人的心里，
感知这个世界的魅力……





Holga exhibition

Photo albums
猴哥展览





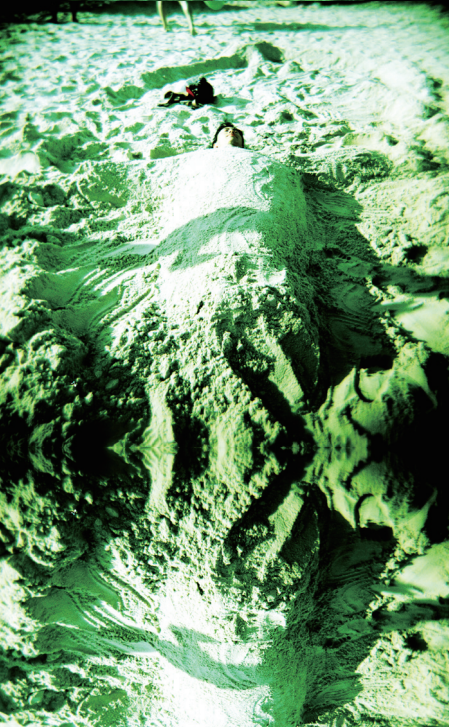










































Holga collection

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猴哥收藏



In the 1960s, Hong Kong with its strategically located deep-water port and source of cheap labor, quickly became a light industrial manufacturing center. Innovation and drive ensured Hong Kong's cheap products were to be found the world over. Everything from toys, to electrical equipment and cameras, were cheaply made and shipped quickly the world over.

One such product was of course the beloved Diana toy camera and its many clones. Each made by a different factory, all exploiting the cheap manufacturing base and effective distribution channels.

While Hong Kong island was the seat of government, entertainment and the playground for the rich, the other side of Victoria Harbour was the home to these light manufacturers. In Kowloon and the New Territories, areas like Tai Kok Tsui, Lai Chi Kok, and Hung Hom saw thousands of manufacturers develop.

With limited space, these manufacturers constructed their factories and offices in a unique Hong Kong way; vertical, stacked tightly in rows, along crowded streets hustling with trucks and pushcarts.

So, on what turned out to be the hottest

day of the year, Tony Lim and Skorj met at the entrance to the Hong Kong Polytechnic University. Their objective - to journey to Hung Hom and to have an interview with the inventor & manufacturer of the modern day Diana - the Holga camera - and to find out how & why it came to being a most successful toy camera.

Tony went to ask Skorj if he wanted to walk the 20 minutes to the Holga office instead of taking a taxi. However, when he saw Skorj's sweaty shirt, he realized that it would be a tough walk for such a long way under the mid-summer Hong Kong sun. So they took a taxi.

The streets of Hung Hom are still crowded with factories and shops as they were in the 1960s. The buildings look the same, the pavements are still cluttered with pushcarts, and workers still hurry from place to place.

Upon arrival at Universal Electronics Ltd, they were ushered quietly into a humbly furnished meeting room and offered tea and coffee. They were excited – Skorj prepared his Fujipet and Tony his Diana.

Mr. T.M. Lee appeared and offered his greetings in Cantonese. Skorj replied, 'Neih hou mah?'; amusing both Tony and

Mr. Lee with his gweilo Cantonese. After introductions, they started by asking an interesting question; why did you use the name 'Holga'?

The answer was interesting as well – as its represents a good summary of the company's heritage. Mr. Lee had established the company in 1969, and it was to become a well-known flash unit manufacturer. Using the initials of others involved in the establishment of the company (Wing On Cheung), he had used 'WOC' as names for their flash units and the Chinese characters for 'very bright' as their logo.

In Cantonese, the pronunciation of the 'very bright' characters is 'Hol-gohn', or Anglicized to 'Holga'. Thus following the production of award-winning WOC flash-units, they turned their production experience to complete cameras called 'WOCA' and 'Holga'...

At this point Skorj suggested the Anglicized pronunciation of 'Holga' is one of its success factors. As it is snappy, falls off the tongue nicely, and sounds like other famous camera brands such as Kodak, Canon, Nikon and so on...

As, in 1974 Konica had released their first compact camera with a built-in flash - the

C35 EF. As a result of this, and other camera manufactures following this lead, the sales of stand-alone flash units fell.

In response to this threat, Mr. Lee and his Universal Electronics started to think about possible solutions. It diversified its product lines to professional flash units and also decided to develop new product lines, some of which might shift their domain from being just a photographic accessory manufacturer to that of a camera maker too.

As a result of these initiatives, on 4 January 1982 the Holga 120SF integrated flash camera was born. Mr. Lee suggests the 120SF was the world's first 120-format camera with a built-in flash unit! To our knowledge, this is still the only kind of 120-format camera with built-in flash.

Though the Holga and its variants can now be considered a success in the toy camera world, this was not always so, as for the first ten years of its life, the company was not satisfied with Holga sales.

According to Mr. Lee, the target market for the Holga was Mainland China. This was primarily to avoid competing with the Japanese and Taiwanese cameras globally who were making and effectively distributing

many mass-produced cameras, though at a higher price.

Mr. Lee considered a camera was still a luxury product in China during these years; therefore, he specifically lowered the production cost, made the camera as simple as possible, while attempting to maintain a minimum production quality. It had to be not only extremely cheap to manufacture, but it also had to work properly and maintain a minimum level of reliability. This original intent was not to produce a wonderful toy camera.

As an example of his production intent, Mr. Lee had wanted the Holga to be able to produce both 6x6 and 645 photographs, so he designed the Holga to have the removable mask and 12/16 frame counter slider functions. Upon testing however he was disappointed that in 6x6 mode the camera produced what he considered an unacceptable level of 'four-corners-dark', so accordingly he issued a manufacturing instruction to glue the previously designed 12/16 slider switch in the 16 position permanently. Thus supposedly forcing users to use the camera in 645-mode only.

He of course had not considered the 'bad' four-corners-dark photographs might be a desirable result for some photographers. The now famous Holga vignette is considered to be one of its most outstanding attributes of using cameras of this type. Other toy cameras are now measured by their level of vignette, and often photographs with a heavy vignette are called 'Holga' photographs, regardless of their source.

Unfortunately for cheap products, in the early 1980s China's economic situation changed due to Deng's new reform plan. As a result Chinese were looking for - and were able to afford - better quality products from its neighbors such as Japan and Taiwan.

In the early 1990s, the company started to get significant orders from overseas. The Holga was becoming well known in toy camera photography. The Lomographic Society repackaged the cameras and promoted it as a trendy camera for 'Lomographers' worldwide. This made it even a bigger hit in the toy camera field. More orders came, and then more still. Mr. Lee had to increase production capacity for a product that had previously seen its sales falling...

'It was out of my imagination', said Mr. Lee

rather proudly.

He had never thought a product with falling sales could be re-born almost twenty years from its original launch. Though, was it declining or preparing for its mature period of its product life cycle? No matter how it comes, Mr. Lee said they sold 100,000 units of Holga during the fiscal year of 2003-2004.

In a parallel story, Mr. Lee had intended to discontinue the 135 Holga 'Meow' camera. The Meow was designed to attract the attention of your cat when you photograph it by flashing lights and making strange noises. However, one trader bought all the remaining dead stock, shipped it to Japan, and marketed it as the Holga 'Nya-Nya' ('meow' in Japanese). As a result, the sales were very successful in Japan, and Universal Electronics now makes dedicated Japan market 135 Nya-Nya Holgas.

Many customers and distributors are clamoring for more Holga functions and accessories. To accommodate them Mr. Lee has made plans on accessories for Holga, including filter sets, 6x6 film masks, color flashes, tripod sockets, B-function and more. His distributors sell Oyako Sets, 35mm adapters, fisheye lenses, Snow Holgas, Baby

110 Holgas, Holga t-shirts, and Holga books. Tony himself being responsible for a 135 mask development.

In a reflection of the business environment that saw the establishment of the Holga, Universal Electronics now outsources the production of lenses for both WOCA and Holga cameras, and has seen a steady increase in quality as a result. 'Too sharp', we cry... While perhaps not to toy camera user's tastes, this has resulted in Universal Electronics being able to maintain their cost effective manufacturing.

Mr. Lee of course no longer glues the frame counter switch in the '16' position, and ships new Holgas with a 6x6 mask and a 645 mask. The tea with Mr. Lee concluded with Tony and Skorj telling him they enjoyed the four-corners-dark, and looked forward to more interesting developments from Universal Electronics.



在20世纪60年代，香港由于具有天然优良的深水港口和便宜的劳动力资源，很快就成为一个令人瞩目的轻工业制造中心。创新和努力确保香港的廉价产品遍布世界。从玩具到电子设备以及相机等各种产品都能够以比较低廉的成本制造出来并且很快的运送到世界各地。

在这些产品之中就包括令人喜爱的戴安娜玩具相机以及她的众多仿制品。每一款相机的都在运行成本低廉的生产基地中被制造出来并且通过高效的分销渠道进行销售。

当时，香港岛是香港政府所在地，富人的游乐场。在维多利亚港的另外一边是这些轻工业制造商的基地。在九龙以及新界地区，例如大角咀，荔枝角区，红磡可以看到成千上万的制造商正在不断的发展。

在有限的空间内，这些制造商以香港独特的方式沿着拥挤的街道，垂直、紧密堆积成排的兴建自己的工厂和办事处，卡车和手推车忙乱拥挤不堪。

在一年中最热的时候，Tony Lim 和 Skorj 在香港理工大学的门口相遇了。他们的目标是：到红磡旅游并且拜访现在戴安娜（holga相机）的发明者和制造商，他们想了解如何它是怎样成为一个最成功的玩

具相机的。

Tony问Skorj是否他想步行20分钟到holga的办公室而不是乘坐出租车，然而当他看到Skorj被汗水湿透的衬衫时，他意识到在这样一个盛夏的烈日下不行这样长的一段路程是很艰难的，所以他们乘坐出租车前往。

与20世纪60年代一样，红磡的街道上仍旧挤满了工厂和商铺。建筑物的外观是一样的，人行道上塞满了手推车，工人从来来往往的忙碌着。

当到达宇宙电子有限公司的时候，他们被接待到了一个小会议室，享用了茶水和咖啡。他们很兴奋，Skorj准备了Fujipet相机，Tony准备了Diana相机。

T.M.Lee 先生与他们见面了并且用粤语向他们问候，Skorj也用粤语回答：“你好吗？” Tony和Lee先生都很对他不太正宗的粤语都感到很惊奇。在互相介绍后，他们开始提问了一个有趣的问题：为什么使用Holga这个名字呢？

回答也很有趣，因为这个名字代表了这个公司发展历程的一个很好的总结。Lee先生在1969年建立了这个公司，并且成为了一个众所周知的闪光灯制造商。在

公司成立刚开始时，他使用了WOC作为他们闪光灯的名字并且以中文字符“非常明亮”作为他们的徽标。

在粤语中，“非常明亮”的发音是"Hol-gohn"或者是英语化的"Holga"。因此在他们生产的WOC闪光灯屡获殊荣之后，他们把生产经验转用到了完整相机

宇宙电子有限公司开始思考可行的解决方案。这个方案是多样化专业闪光灯产品线并且减少开发新的产品线，其中某些产品线讲从相机配件制造转为相机制造。

采取这些措施的结果是，在1982年1月4日内置闪光灯的Holga 120SF诞生了。Lee先生暗示说 120SF是世界上第一个内

置闪光灯被大量生产和销售，虽然其价格较高。

Lee先生认为在这些年在中国相机仍然是一个奢侈品，因此他降低生产成本使得相机尽可能的简单，同时试图保持最低的生产质量。这样的相机不仅非常便宜而且能够在最低的水平上保持稳定工作。这中意图并不会产生一个非常奇妙的玩具相机。



置闪光灯“WOCA”以及“Holga”的生产中。

Skorj认为英语的“Holga”发音是相机的成功因素之一。因为它发音响亮并且顺口，而且听起来和柯达、佳能以及尼康等知名品牌很相似。

在1974年，柯尼卡发布了第一款内置闪光灯的紧凑型相机-C35 EF。其他的相机制造商都跟随了这一潮流，这使得外置闪光灯的销售量下滑。

为了应对这种情况，Lee先生和他的

同事开始生产120制式的内置闪光灯型相机。

尽管Holga相机和它的各种变种相机在玩具相机世界中被认为是非常成功的，但是实际情况不是一直这样的，在其诞生后的10年内，公司对相机的销售量并不满意。

按照Lee先生的想法，Holga相机的目标市场是中国大陆。这主要是为了避免与日本和台湾的相机进行全球化竞争，这些相机

按照他的意愿，Lee先生想要Holga相机能够拍摄6X6和6X4.5的照片，所以他设计的相机带有一个可移动面板和12/16帧技术功能的滑块。但是在测试时他感到失望的是相机拍摄的照片会产生他认为不可接收的“暗角”。所以他指示生产部门降12/16帧计数滑块用胶水粘住，这样可以强迫用户只能使用6X4.5的拍摄模式。

他没有意识到“暗角效果”的照片可能正是一些摄影家所期望。现在这种拍摄

效果已经别认为是Holga相机的最为突出的特点。通常带有明显暗角的相片被都被称为holga相片，无论究竟是何种相机拍摄而成的。

对于廉价产品很不幸是，在20世纪80年代早期，中国经济形式由于邓小平改革计划而发生了改变。其结果是中国人向他们的邻居比如说日本和台湾这里寻找更好质量的产品更高价格的产品。

在20世纪90年代初，公司开始收到大量的越洋订单。Holga相机已经在玩具相机业内众所周知了。LOMO组织重新包装了Holga相机并且把它向全世界色lomo爱好者中推广。这在玩具相机领域造成了更大的震动，越来越多的订单使得Lee先生不得不提高生产能力。

‘这是超出我的想像’李先生自豪地说。他从来没想过一个销售业绩正在下滑的产品能够在20年后重新焕发生机。Lee先生说他们在2003到2004财政年度内销售了10万台相机。

在与此相似的情况中，Lee先生本来已经打算终止135 Holga 猫咪相机。这款相机的设计初衷是当你给你的猫咪拍摄照片的时候可以通过闪光灯和发出奇怪的声音

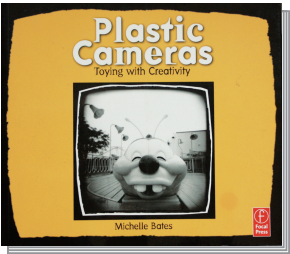
来吸引它的注意。

然而，一个商人购买了所有的剩余滞销相机，并把这些相机运到日本，作为Holga Nya-Nya相机来进行销售。结果这款相机的销售十分成功，宇宙电子现在十分重视日本135 Holga的销售。

很多顾客和销售商需要更多的Holga功能和配件，为了满足他们的需求，Lee先生研制出了多种Holga配件，包括滤镜、6X6面板、彩色闪光灯、三脚架接口、B门等更多功能。他的分销商销售 35mm适配器、鱼眼镜头、白色Holga相机、110制式Holga相机、HolgaT恤衫和Holga书籍。Tony他自己就负责135面板的开发。

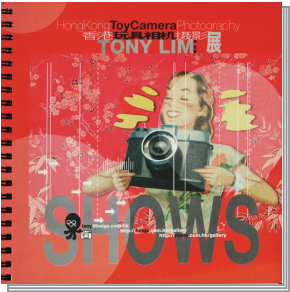
有鉴于Holga相机发展过程中的经验，宇宙电子现在将WOCA相机以及Holga相机的镜头外包出去，因此其质量得到逐渐的提高。“太透亮了”，我们哭了.....虽然这不符合用户的口味，但是这使得宇宙电子能够保持较好的效益。

Lee先生现在当然不会再把计数滑块用胶水固定在16的位置了而且已经运送出了带有6X6和6X4.5的面板的新相机。Tony和Skorj告诉Lee先生说他们很喜欢暗角并且期待宇宙电子更有趣的发展。

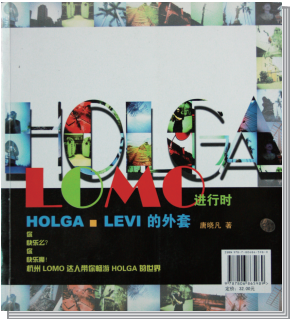


Plastic Cameras
Toying with Creativity
by Michelle Bates

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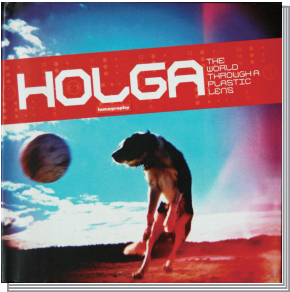
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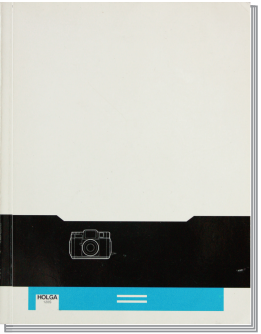
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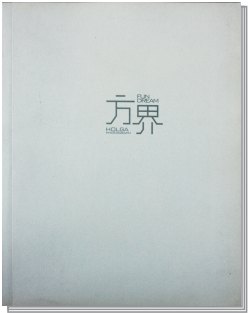
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——THE WORLD THROUGH A PLASTIC LENS
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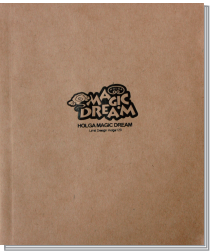


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MAGIC DREAM
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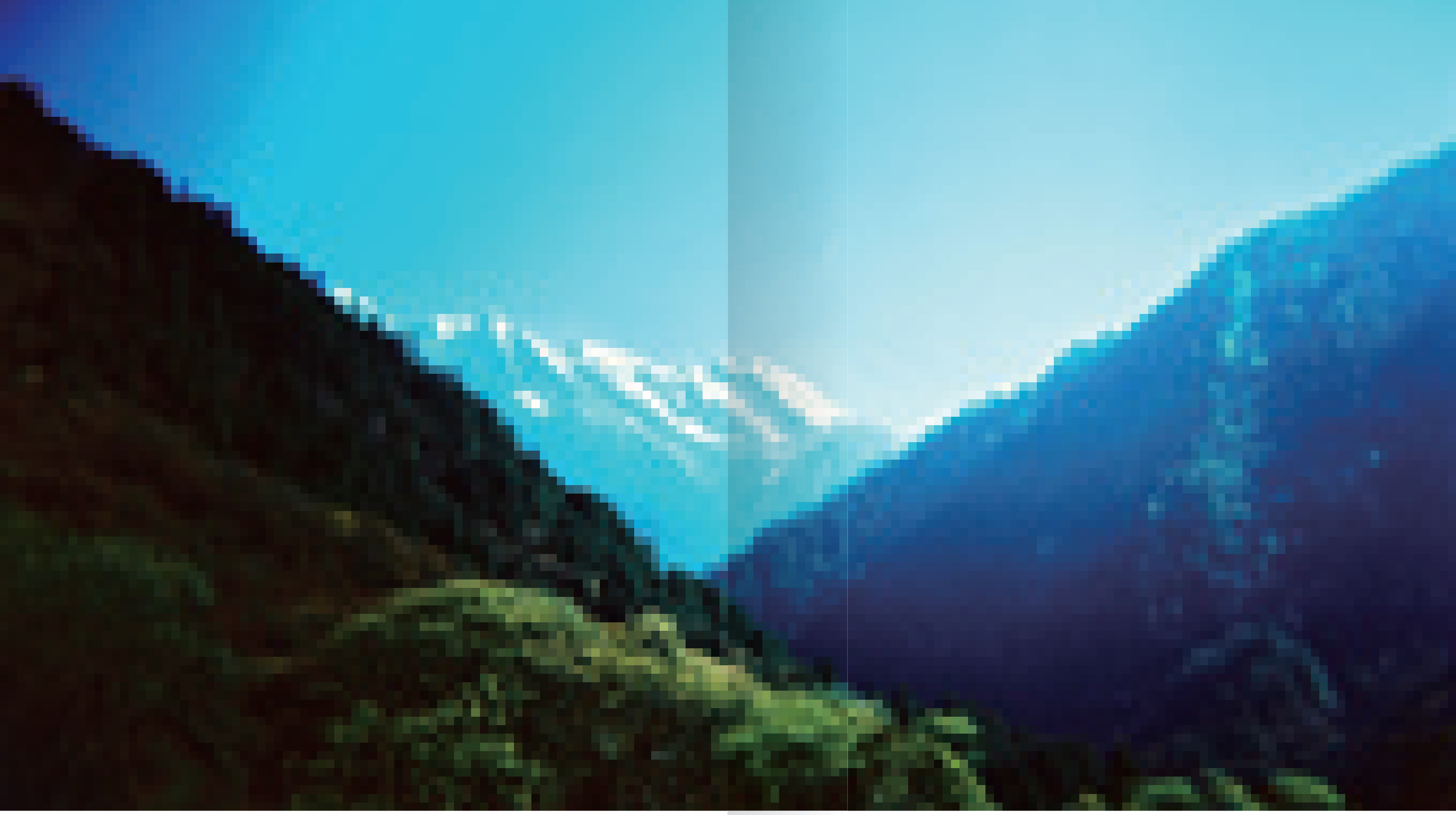


HOT SHOTS
by Kevin Memdith

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Postscript

By Zhang Xinxin

In the sky of midsummer night, countless stars are waving stories in your mind. However, when turning to the world under the sky, only to find that there are many more exciting stories far beyond your imagination. On May 8th, 1889, Van Gogh came to Saint-Rémy 25 km away from Al, where he was treated in the psychiatric hospital. At that time, the doctor allowed him to go out for sketch in the day. In June, one month after hospitalized, he drew the most famous painting "Starry Sky". In the painting, there is a cypress on the left, burning! There are stars in the sky; rolling this small town seems to be enveloped in a great uneasiness Was the night of Saint-Rémy really as twisted and rolling as painted by Van Gogh? What did Van Gogh, who was suffering from mental torture, want to tell us? May be the plight he countered, it is a kind of emotional catharsis.

After appreciating the works of Van Gogh's "Starry Night", Don McLean composed the "Vincent" (starry starry night) with excitement. The song is a giving an aroma of rural easy. Not only the painter or the creation of musician can stir ripples in our hearts, we sometimes need to try more, say,

using cameras to explain our inner emotions. Brush is simple, as well as baton, just wave in the way you like. Yes, even when the camera becomes more and more "professional "in the world, the ones in our hands need not be very professional, the simple the better, even the most original film camera.

My HOLGA camera has been used for more than five years. It has not been thrown away, because it's too simple that you will forget where you took the last shot. Sometimes, an unfinished film is left in HOLGA, which is forgotten in the bag for a long time. When you take it out to use again, inadvertently repeated exposure may happen. It is so simple that, we just need to pick it up, and click, Yes, that it is, isn't it?

When talking about photography, people will turn to think this is a professional discipline asking for some skills. However, HOLGA asks not many skills. It is easy to play that you can display everything you imagine (even another world) on the film. There HOLGA is. Similarly, each time turning film, the "Kaka Ka" sound shows the eager of HOLGA to take the most beautiful photos. Cannot wait to get films and photos? Is this the kind of mood having not experienced for a long time?

后言胡扯

漫长而无尽的风光

文/张欣欣

2001年左右经过朋友介绍第一次了解了HOLGA，2003年拥有了自己的第一台单反相机，从此对摄影有了更深理解的想法与追求。

在不久的将来，当看到年轻时拍摄的摄影作品，细细的品味着自己的曾经，或者非常高兴地看到在那个“遥远的年代”人们的生活状态，那是多么令人满足的回忆。就好比现在回头远望大师所经历的年代作品，说不尽的沧桑与怀念……

我一直认为一件摄影作品如果没有好的故事或者缺少生活主题，就不是一件完美的作品。即使构图如何完美，那只是流于表面的装饰。所以一件好的摄影作品并不是由拍摄的相机来决定的，而是由好的眼力和想法来决定的。

自从1839年照相术被发明以来，似乎什么事物都被照遍了。拍摄的技术在不断地更新，而我们真正需要的拍摄是什么呢？HOLGA让我认识到即使复古而简洁的相机也可能是使你发挥超常的魔术器具，是它突破了我们最为常规的想法。

摒弃专业摄影的限制，让镜头成为你的慧眼。而当今又是一个数码的年代，数不尽的高科技制造，数不尽的先进数码产品。我一直比较喜欢传统的带有怀旧情绪的东西。但是并不局限与表述表面的传统，更多的是补充上新的一些元素。HOLGA的出现让我有了回归最真实的感觉，一种纯粹胶片的颗粒，出奇的漏光，迷幻的色彩……多少有些兴奋，特别是当拿到照片的那一刻，有一股特别想闯入自己建造的这个虚幻世界的冲动。HOLGA让我忽然来到了另外一个城市，又让我忽然发现镜头下可爱的城市和城市中的人们。

我喜欢旅行，所到之处皆有一种让人心醉的怀念，与其说是似曾相识不如说是一段无暇而朴实的等待。我想在旅途中拿相机来取代我的眼睛，用快门瞬间的决定，按下百分之一的快门，在底片上显影漫长而无尽的风光……

