

"I wanted to do something simple and authentic but unique. The process of shooting Br10 photography is analog. What's great about it is that you become very focused. It's slow as opposed to smaller cameras where you can take many photos and choose later. Br10 is very much editing on the spot. It forces the subject and photographer to collaborate and seize the moments that are most essential. It really becomes a collaboration between subject and photographer. It takes concentration from both and that often results into an image unlike any other. It's a zen-like experience."

-ARI MARCOPOULOS



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