

HOLGA HELP (FAQ)

- Q: Can I use slide film in my Holga?**
A: Sure. You just need to be more careful with your exposure estimates as slide film is less forgiving than print film. Feel adventurous? Cross-process your slide film.
- Q: What is the easiest film to use as a beginner Holga owner?**
A: C-41 type B&W film is great for beginners. It is more forgiving, comes in ISO 400 speed and you can take it to a 1 hour lab so you can see your results right away.
- Q: Can I choose a focusing range other than what is shown?**
A: Yes. Placing your focus point somewhere between the distance icons. But the options available cover most of the bases. The minimum focus range will always be about 3 feet.
- Q: My pictures are dark on the corners. What am I doing wrong?**
A: This is vignetting and is a natural part of a Holga's optics. If you prefer to minimize this effect, make sure you use the 6x4.5 mask.
- Q: My pictures are more than fuzzy, they are blurry. What happened?**
A: Your film may be loose and not flush with the film plane. Check to make sure that your cardboard wedge is in place and working properly.

Q: Can I use my Holga SF or Holga FN with studio strobes?

A: Yes. Set up your pack with a photo slave. It triggers your strobes when the 120SF's built-in flash goes off.

Q: Can I use infrared film in a Holga?

A: Yes, but be the impact of light leaks are much worse on infrared films. You should make sure your Holga doesn't leak light by taping up all the seams.

Q: I've had my Holga for a long time but now my pictures are way over exposed. What's wrong?

A: Your Holga's shutter spring may have finally worn out. Time for a new Holga! But don't throw away your old one. Convert it for time exposure. Instructions are on page 10.



Special thanks to Michelle Bates, member of the Freestyle Advisory Board of Photographic Professionals, and a Holga expert.

Freestyle™ Photographic Supplies

The Holga Manual



Photo by Michelle Bates



Holga 120N



Holga 120FN



Holga 120CFN

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INTRODUCTION

Holga medium format cameras have a near fanatical following of professionals, educators, and artists. But for those not familiar with the camera and its unique abilities, a Holga is largely an enigma. This does not dissuade people from buying the camera. In fact, the Holga mystique draws people to it.

In the following pages we will lift the veil that shrouds the camera and give you special insight into the Holga. We will explore the camera's inner workings, show you how to use it, and discuss that special photographic "sensibility" the Holga is known for.



A partnership: The camera & photographer both contributed something to this image. Photo by Michelle Bates and her Holga.

HOLGA SENSIBILITY

A Holga is a study in imperfection, and to use it is an exercise in breaking free from dependence on technology, precision, and uber-sharpness. The slight softness of images, uncontrollable vignetting and peculiar light leaks create a partnership between you and the Holga. These "flaws" accompanied by your creative choices result in a quasi-serendipitous art.

A Holga stretches our visual perception. Using a Holga adds another facet to the way we see the world. We notice more things and thus we evaluate their status.

A Holga is an educator teaching us a new visual vocabulary with which to describe our world.

A Holga is a rule breaker. To use a Holga is to utterly change the terms of reference most people use to interpret photography.

HOLGA HISTORY

Holga's history is the thing of myth and legend. Some say that the camera is made by the same people who brought us the Diana. Others say the Holga was designed specifically to fill the gap left by Diana's departure.

The truth is something very different. Holga is not related to Diana, and the Holga was not designed with the Diana in mind. In fact, the people who manufacture the Holga were not even familiar with the Diana nor its substantial following.

Designed and engineered in a factory in China, the Holga was initially introduced to the Chinese public in 1981 as an inexpensive camera using the most popular film format in the country, 120 size film. At the time, China was just beginning to open its doors to the world, and photography was skyrocketing in popularity.

Unfortunately for the Holga, no one could have predicted the impact 35mm film would have on the Chinese market and after only a few short years the Holga was overrun by its smaller format competitors.

But by then, word of a special, all-plastic camera called the Holga had spread West and its popularity there was growing. Tens of thousands of cameras have been sold in 20 different countries with almost no change in its original design – a remarkable achievement of design stability. Then in 2000, the original Holga 120S was joined by the 120SF version which featured a built-in flash.

By 2001, the Holga's 20th anniversary, over half a million cameras had been sold worldwide. Since then, photographers have purchased tens of thousands more. In the same year, research found over one hundred internet pages supporting, discussing and displaying photos from the Holga. A micro industry had sprung up and people were making a living modifying and accessorizing Holga cameras.

Today, the array of cameras and accessories available from Holga reflects its continued popularity among photographers. The latest models, including the 120N and 120FN have a built-in bulb switch for time exposures.

What's in a name? Quite a lot, it seems, because everyone is wondering where the name "Holga" came from. The answer is related to the Holga's Far East heritage. The name is derived from the Cantonese term *ho gwong*, which translates into English as "very bright." A nip and a tuck and a western twist and you get the Western name: Holga.



Mixing lens flair and vignetting, Holgas can change how we interpret what we see in a photograph. Photo by Stephanie Morey.

being a Holga, these statistics can vary from camera to camera.

Since its introduction in 1981, a total of seven medium format variations have been released. The manufacturer has ceased production of the Classic and Woca models, but with a little looking, they can still be found. There are also two 35mm film models whose own uniqueness is described in a later chapter.

SUMMARY OF FEATURES

All versions of the Holga camera are essentially made entirely from plastic. They accept 120-size film and are capable of shooting in either 6x4.5cm or 6x6cm format. The plastic lens has approximately 60mm focal length and has a switch that is designed to change the aperture from about *f*/8 to roughly *f*/11. (Note: According to some, the two *f*-stops are so approximate that they are indistinguishable from one another. We leave it to you to decide.) The shutter speed is fixed at approximately 1/100th of a second and operates on a spring. The depth of field ranges from 3 feet to infinity. Of course,

HOLGA COMPARISON AT A GLANCE

Camera Name	Flash	Hot Shoe	Bulb Exposure	Tripod Mount	Masks (cm)	Batteries	Construction
120 Format							
Classic Holga 120S	Hot Shoe	Yes	No	None	6x4.5	None	Plastic
Classic Holga 120SF	Built In	No	No	None	6x4.5	Two AA	Plastic
Holga 120N	Hot Shoe	Yes	Yes	Brass	6x4.5, 6x6	None	Plastic
Holga 120FN	Built In	No	Yes	Brass	6x4.5, 6x6	Two AA	Plastic
Holga 120CFN	Built In*	No	Yes	Brass	6x4.5, 6x6	Two AA	Plastic
Woca 120S	Hot Shoe	Yes	No	None	6x4.5	None	Plastic (Glass Lens)
Woca 120SF	Built In	No	No	None	6x4.5	Two AA	Plastic (Glass Lens)
35mm Format							
Holga 35MF	Built In	No	No	Brass	None	Two AA	Plastic (Glass Lens)
Holga 35 AFX	Built In	No	No	Brass	None	Two AA	Plastic (Glass Lens)

*Holga CFN has a color wheel allowing the flash to be red, yellow, blue or white.

CHOOSING FILM

Because a Holga's two approximate aperture settings are identified as "sunny" and "not so sunny," much of the Holga's speed flexibility is in the film. You can shoot under almost any lighting condition by choosing the closest speed film and pushing or pulling it as necessary. Black and white, C-41 films are a good choice because they have excellent latitude and can be conveniently developed at any photo finishing location. But conventional black and white films allow you to use your own, favorite processing methods. If you have never processed film before, this is a great opportunity for you to try. It is not as hard as you might think. Easy, step-by-step instructions can be found online at www.freestylephoto.biz/film-processinghowto.php.)

On a sunny day, use an ISO 400 speed B&W or color negative film. On gloomy days or late in the afternoon, an 800 speed film might be necessary, and near sunset or indoors, look for a 1600 or 3200 speed film.

Slide films are much less forgiving when pushed, but you can get great results in the right situation. An ISO 100 slide film will work in bright sunny weather, and will give you a number of options to choose from, but for average conditions a 400 speed film is still best. Tungsten slide film has more latitude and suffers less from reciprocity failure than daylight balanced film; it can also provide an interesting blue tint if you choose not to filter-correct for daylight.



FORMAT

Out of the box, a Holga has the 6x4.5cm (16 frames) mask in place. But to get the most out of Holga's (in)famous vignetting and edge distortion features, switch it to 6x6cm (12 frames) mask. Older Holgas did not come with a 6x6 mask, but do not worry. A mask is not required for the camera to operate properly.



Symbol



Approximate Distance

- 3 feet (1m)
- 9 feet (2m)
- 18 feet (6m)
- 30 feet (10m) to infinity

With firm downward pressure, move the format arrow on the back from sixteen to twelve. Particularly in earlier models, this can take some coaxing and a screwdriver or other tool may help the transition, but be careful not to damage the red window.

FOCUSING A HOLGA

A Holga has four focus marks on the lens barrel. Simply rotate the barrel to the setting that most closely corresponds to your situation. Feel free to use your own setting that might fall between these icons.

EXPOSURE TIPS

The lens on a Holga is fairly low contrast and tends to lose detail in the shadow areas. For B&W negative film, the rule of thumb is to expose for the shadows and develop for the highlights. Even color negative film can benefit from the habit of over exposing slightly. With slide film it is best to be as accurate as possible, so use a meter.

LOADING A HOLGA

If you own a "Classic" Holga 120S or Woca series camera, you will want to have ready a folded-up piece of thin cardboard (maybe an inch square.) Part of a film box works well.

As with all film, load and unload out of direct sunlight, preferably in subdued light.

1. Remove the back by sliding down the metal clamps on either side of the camera. Looking in from the back side of the camera, new film is loaded on the left side. Make sure the take up spool is on the right side.
2. Place the spool of film into the left side of the camera with the leading edge pointing to the right.
3. Break and remove the seal securing the film.
4. With your left thumb resting lightly on the film, pull out the film leader until you can insert the tapered edge into the take-up spool.
5. Spool the film with a couple of turns of the take-up knob. Keep your thumb lightly on the film to prevent slack.



(for "Classic" Holga 120S)



6. If your camera does not have foam padding behind the spools, keep your thumb on the film and insert the piece of cardboard between the bottom of the film spool and the camera.
7. Replace the camera back and slide the clips back into place. You may want to use some tape to keep the back in place. See the section on Taping Up A Holga, below for tips.
8. Advance the film by turning the take-up knob until you see the number 1 appear in the red film counter window.

UNLOADING A HOLGA

1. After shooting the last frame (16 frames in 6x4.5 format, 12 frames in 6x6 format), turn the take-up knob until the film and paper have completely wound onto the spool.
2. Open the back in subdued light and remove the film. Moisten the tape and wrap it around the film.
3. Switch the empty spool to the right side of the camera.



The Holga's optical imperfections enhance lens effects like flare. Photo by Michelle Bates.

TAPING UP A HOLGA

Many Holga owners look forward to the light leak feature of the camera. The streaks of light or color can change, even reinterpret, a photograph. The most notorious light leak on the camera comes from the film counter window. The red color is not suited to today's modern panchromatic films. Some people don't mind, but for the rest of us, a piece of opaque tape used as a flap solves this problem easily.

There are those of us who prefer to expel the pesky light leaks altogether by taping up the entire camera. However, the judicious application of tape at key positions can nearly eliminate unwanted exposure and make film loading much easier. (Note: there is no guarantee that even the total mummification of a Holga will eliminate every light leak. There are reports of leaking Holgas that were taped everywhere but on the lens.)

The best tape for this job is a black gaffer's tape or black photographer's masking tape. Both of these are found in most well-stocked photo retailers or studio lighting providers. These tapes stay in place, are re-positionable, pull off cleanly, and do not leave a sticky mess on warm days.

LEAK REMEDIATION

There are no guarantees, but if you are lucky, your Holga will leak light like a sieve. Should you prefer to stem your good fortune, we have six ways to do it.



A light leak at the bottom-center of the image participates in the action captured in this image. Photo by Michelle Bates.

Camera Back

Run pieces of black tape along the seam where the back fits onto the body.

Metal Clips

Cover the metal clips that secure the camera back. This will prevent them from falling off the camera – especially when you use the strap. Some have used velcro strips instead of tape to hold the clips in place – resulting in easier access to change film and less residue left on fingers.

Behind the 6x4.5 Mask

If you have a “Classic” Holga (120S & 120SF) or Woca (120G & 120GF) camera, removing the 6x4.5 mask reveals two holes above the lens that can cause light leaks. A single piece of tape can cover them both.

This procedure may not be necessary on current models because they come with two masks. One mask is a 645 (rectangle) format allowing 16 frames. The second mask is a 6x6 (square) format allowing 12 negatives. Both also help the film to travel smoothly across the film plane.

Film Counter Window

Cover the window with piece of tape. Fold the tape a little to create a pull flap.

Bag the Camera

Keep the camera in your pocket to minimize the impact of unwanted light. Better yet, get a Holga camera bag, available in two sizes, specifically designed for your Holga.

Loose Film

120 film spools have no light-tight canister to protect it from exposure. The only guard against the sun is its thin, paper backing. If your film is not rolled tightly as you shoot, light can sneak in under the loose paper. If you have an older Holga, or if your newer model is not rolling the film tightly, refer to the section *Loading A Holga* on page 6.

FLASHES AND STUDIO STROBES

The Holga 120S and 120N have standard hot shoes, so any simple (non dedicated), standard-mount camera flash will work. Because of the Holga’s limited exposure adjustment, it is best to use an adjustable automatic flash. Simply set your flash to f/8 and shoot.

To shoot with studio strobes, we recommend using an on-camera flash and equipping your strobes with photo slaves. You can also use a hot shoe to PC adapter which allows you to hook up directly to an off-camera flash or strobe pack.

Note: Every version of the Holga camera triggers the flash twice! Once at shutter depression and once at shutter release. Be sure to pause in between or you risk damaging the flash.

Holga Manual Electronic Flash

The perfect accessory for your Holga camera. This manual flash features a guide number of 22, recycle time of 6 to 8 seconds, includes PC cord for use with other cameras and locking ring on hot shoe mount.

Holgon MF Flash

For Holgas with a bulb settings. The Holgon MF is a cool little strobe that fits on any hot shoe. It acts as a regular flash (guide number 6.5 ISO 100) until you switch to MF mode. Then, each time you press the shutter it keeps popping about twice a second for as long as you hold the shutter down. Imagine the multiple image possibilities. There is also a bounce head to soften shadows.

MULTIPLE EXPOSURES

The Holga shutter works independently from the film advance, which allows you to press the shutter as many times as you like on the same frame. Besides the creative door this opens, a key technical benefit is that you can build up exposures in low light situations. Be sure to use a tripod to minimize camera shake.

Long exposures are easily achieved when using the bulb setting built into the Holga CFN, Holga N, and Holga FN cameras. Simply mount the camera on a tripod and set the exposure switch to the “B” position. Push down the Shutter Release Button and keep it down for as long as desired. Then, release the button to close the shutter to complete the picture taking cycle. Remember to set the “B” Exposure Switch back to the “N” position or you may end up with a roll of pictures full of motion.

MODIFYING & PERSONALIZING YOUR HOLGA

There are many things you can do to modify a Holga. We’ve seen a home-made “Holgaroid” (Holga tapped to a Polaroid 2 1/4” back) and have heard rumor of a “Holgablad” (a Holga with a Hasselblad Planar lens affixed to the front.) Here are a few, more-practical changes you can make. Most of these changes apply to the “Classic” Holga:



Multiple exposure combined with a Holga CFN Color Flash works to create a story. Photo by Sherry Lee.



A lucky break: buckled film created this serendipitous dynamic. Photo by Perri Nguyen



Low-tech success: An art student used a Holga in a place where 120 film and fancy batteries were scarce. The film was processed and printed in a janitorial closet.

Photo Complements of Joe Ostraff, BYU



Holgas allow you to advance the film a little at a time to create multiple-image panoramas. Photo by Kit Frost

“Classic” Tripod Mount

The Holga S, Holga SF, Woca G and Woca GF do not have built-in tripod mounts. To fix this, you will need a “1/4-20” (pronounced “quarter-twenty”) threaded nut found in any hardware store and either some hot glue, or epoxy to attach the nut to the bottom of your Holga. Hold in place until the epoxy hardens. Now any tripod with a standard tripod screw will attach to your camera. Use plenty of glue around the outside. Then again, for under twenty dollars, you can buy a Holga N series camera which come with a tripod mount and a time exposure bulb switch.

“Classic” Time Exposure

This is a permanent change to your early-model Holga, but that is why people own two or more! By removing the shutter spring, clearly visible when the back is off, and securing the shutter open with glue or tape. This is great for long exposures at night. Use the Holga lens cap as the shutter. Take it one step further and turn your lens cap into a pinhole. Make sure to use a tripod on all of these longer exposures.

Adding Traditional Photographic Filters to your Holga

Even though there are various Holga filters to choose from, you may want to utilize traditional photographic filters that you already own. Holgas do not have filter threads so you will need to quickly modify the lens.

The diameter of a Holga lens is 46mm. Find a 46mm-49mm step ring. Hold your Holga tightly and in a forceful motion, twist the 46mm ring into the pliable lens plastic. Keep the ring as straight as possible and twist it in as far as you can. Apply a seal of hot glue and you have a permanent 49mm filter thread. Feel free to add more filter rings on top in various sizes to accommodate any filter or lens adapter you already own. Again, this modification is permanent and will not allow you to use the various sets of Holga-specific filters, so have more than one Holga handy.



Holga 120S with a wide-angle accessory originally for a digital point-and-shoot.

Stereoscopic

Mounting two Holgas a few hand widths apart on a board can add new dimension to your photos – literally! Set your board with a 1/4-20 tripod mount, and shoot everything twice, once with each camera. Seen together under a stereoscopic

viewer, your double photos will jump off the table in 3-D. Parallax has never been more fun! This works with both color and black and white film. If you have a light table, then slide film works, too.

How far apart your cameras need to be depends on how far away your subject is. The further away it is, the further apart your cameras need to be. Use large rubber bands to mount your cameras so that you can easily adjust the distance between them.

Holgas Adapted to Accept 35mm Film

The beauty of using 35mm film in your medium format Holga are twofold. First, you get a longer than 35mm image area. Second, you expose the entire section of film including the sprocket holes. For anyone who hasn't seen prints made with this conversion are in for a treat. Here is how it is done:

Cut foam inserts to center and secure the cartridge of a roll of 35mm film. The idea is to make sure the film stays centered and travels straight across the film plane behind the lens.



A Woca GF camera with the Polaroid Holga Viewfinder. Customization, including 35mm film adaptation, by Claire Lindl.

Now, pull the leader of the 35mm film out and stretch it across to the 120mm take up spool. **Tape** the film securely to the spool. Wind the film making sure the film is centered on the take up spool. Replace the camera back and shoot. Now comes the interesting parts...

With your film loaded, you must completely tape up the film counter window because there is no protective paper backing on 35mm film. If you accidentally leave the film counter window uncovered, you will expose your film – and usually not in a cool way.

Obviously, there are no numbers for you to count exposures with. You will have to estimate how far to advance the film after each shot. It involves counting the clicks as you wind the film: about 34 clicks per 6x6cm frame. After your process your film you will notice an increasingly wider gap between frames. If you feel like compensating, you can reduce the number of clicks by 1 for every three exposures.

After you are done shooting (i.e. reached a point when the film will no longer advance) you will need to extract your creation. For this we have two words for you: **total darkness**. You need a changing bag or a darkroom because your film is outside of its can. If you plan to process your film yourself, simply cut the film from both ends (the canister and the spool.) Load the film directly onto a 35mm developing reel and drop it into your tank. Lid on? Okay, lights on.



Multiple exposure panorama. Detail of a photo by Kit Frost.

Personalizing the Chassis

To paraphrase Henry Ford, Holgas come in any color you want, as long as its black. But your Holga is not a temple. It is a work in progress! Personalize your Holgas and fear no glue stains.

Limitations? Your own imagination and the inventory of your local art supply stores, hardware stores, or swap meets. Standard equipment? Spray paint, fingernail polish, stickers, fake fur, bits of plastic, swap meet jewelry, cupee doll hair. Alternate equipment: EVERYTHING! – the possibilities are endless. Need inspiration? Go to www.freestylephoto.biz/holgaart.php to see what Freestyle employees have done. Their advice? Three words: Hot-Glue-Gun.

HOLGA POLAROID BACK AND ACCESSORIES

To many, this is next step towards becoming a full-fledged Holgamaniac. Long sought after by Holga users, the aesthetic values of Polaroid film matches that of the Holga camera perfectly. The CB66 Polaroid back for the Holga uses Type 84, 85, 87, 88 and 89 film and exposes a large, 2.75" x 2.5" image area. If you use Polaroid Type 85 film, you will also have a high-quality negative, and with the 120N's bulb setting, you can make instant images in any amount of light.

It's custom-built to fit all Holga cameras, installing easily onto each of them within seconds. The CB66 Polaroid back comes with a 6x6 film mask and a .3x diopter (which adjusts the Holga's film plane to accommodate the Polaroid back.) Using one of Polaroid's 80-series films, it becomes an amazing way to take instant pictures. See detailed photos of all our Holga cameras and accessories at freestylephoto.biz/holga.php.



The amazing CB66 Polaroid Back for the Holga (#767120.) A perfect pairing.

Polaroid Films That Are Holga-Compatible

Film	Speed	Freestyle #
Polaroid T-84 B&W	(ISO 100)	765-084
Polaroid T-85 B&W	(ISO 80, pos/neg)	765-085
Polaroid T-87 B&W	(ISO 3000)	765-087
Polaroid T-88 Color	(ISO 80)	765-088
Polaroid T-89 Color	(ISO 100)	765-089

Polaroid Holga Viewfinder

The Polaroid back has to cover the Holga's viewfinder, so you will want to get the Holga Viewfinder which is sold separately. For use with the Polaroid back on the Holga 120SF and NF cameras, it attaches to the top of your Holga to help you frame your shots. Extremely handy.

HOLGA LENS & FILTER ATTACHMENTS

Expand your Holga universe and spur your creativity with this holder. The holder fits like a cowling over the lens barrel. It slips on easily, stays on firmly and is removable. No glue, hooks or tape needed. There are a lot of complex do-it-yourself solutions out there, but why make your life more complex? That's so un-Holga. See detailed photos and information on Holga filters at freestylephoto.biz/holga.php.

Once you have your filter holder in place, new possibilities become available:

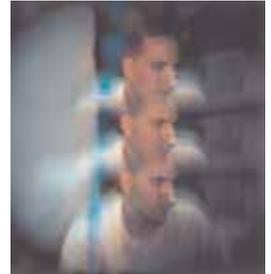
Color Filter Set

The color filter set includes red, yellow, blue, and green filters and can be used to create bold, vibrant images. They can also adjust the contrast of black and white photographs. In true Holga fashion, there are no contrast or color-correction numbers on the filters.

Holga Split Image Filter Lens Set

The Split Image lens set features three, prism-like inserts that create remarkable abstract multiples.

Each lens in this set will surprise and please any photographer as it splits, repeats and blends in totally unique ways. Set includes a four-facet lens with center-focus, a three-facet vertical lens and a three facet pyramid lens.



A Holga split image filter (#150120) adds visual tension to an otherwise simple portrait. Photo by Michael Tullberg.

Holga Soft Surround Filter Set

With a clear center, each of these four filters have a specially designed pattern that enhances the Holga's natural "focus vignetting." Drawing the eye toward the center of an image, these filters are excellent for unique documentary, portrait or fine art style images. Set comes with a red, yellow, blue, and neutral density filter in soft surround.

HOLGA CAMERA BAGS

Some have cried, "Now they've gone too far!" When Holga introduced official camera bags. "Wow!" Exclaimed others. No matter which side you are on, there is no denying the utility of a handy bag like this. Again, we have put lots of photos and product information at freestylephoto.biz/holga.php.

Designed for the Holga's unique proportions and available in two compact sizes, the smaller bag is perfect for any Holga (including the 35mm Holga) with room for a flash, some film and accessories. The Holga Bag Plus has room for a camera, the Polaroid back, a flash and a lot more. And remember, a camera bag is the best way ensure your Holga's light leaks do not get out of control. Both are well padded, come in basic black and made of tough nylon.

THE 35MM HOLGA COMPACT CAMERAS

Introduction

In 2005, Holga announced two, limited production, 35mm cameras they are calling "Holga Compact Cameras." Destined to become collector's items, these two little gems have a lot going for them both in terms of personality and features. The Holga 35MF has pre-set focus, automatic film loading, automatic film advance, automatic film rewind and reads DX coded films for automatic film speed setting. The Holga 35AFX cameras swaps the pre-set focus for an infrared automatic focus sensor that seems to work pretty well, all things considered. Otherwise the two cameras are essentially the same.



Holga Compact 35MF, 35mm film camera.

Still a Holga in spirit, the the MF and AFX have their own, unique brand of quirks. Those possessed by the AFX model are most noteworthy.

Front Door

The sliding front door acts as the on/off switch. Should the door not be opened all the way, the shutter release button will not depress and the flash will not charge. It is very easy to accidentally slide the door away from the open/on position and do stop functions – be wary.

Rewind

When the film will no longer advance, slide the rewind button to the on position and the film will rewind. The rewind motor will not stop on its own. If you listen to the motor, you will hear a pressure change as the film has finished rewinding into the film cartridge. Slide the rewind button back to the off position to stop the rewind motor.

Should the rewind motor bog down while advancing or rewinding, and appear to stop working, press on the top of the camera near the film-run indicator window, this pressure somehow assists in motor operation.

The fact that the rewind button is somewhat controllable allows the interesting possibilities of unique double exposures.

HOLGA COMPACT CAMERA COMPARISON AT A GLANCE

	<u>Holga 35 MF</u>	<u>Holga 35 AFX</u>
Format:	35mm	35mm
Film Accepted:	ISO 100, 200, 400	ISO 100, 400
ISO Setting:	Auto DX only	Auto DX only
Construction:	mostly plastic	mostly plastic
Lens:	38mm, three element optical glass	38mm, three element, optical color corrected glass lens
Shutter:	Inter-locking shutter release	Inter-locking shutter release
Aperture:	f3.8	Aperture: f3.8
Focus:	about 1m (3 ft) to ∞	IR auto focus, 1m (3 ft) to ∞
Dimensions:	130 x 80 x 52mm	130 x 80 x 52mm
Weight:	8.82oz. w/o batteries	9.17oz. w/o batteries
Batteries:	2 AA (not included)	2 AA (not included)
Flash:	Built-in pop-up flash with with low light signal	Built-in pop-up flash with low light signal
Tripod Socket:	standard 1/4-20	standard 1/4-20
Functions:	auto film load, auto-advance, automatic rewind	auto film load, auto-advance automatic rewind

QUOTES

"Take [your Holga] out for a ride. Stop often. Play."
 – Kit Frost, Freestyle Advisory Board of Photographic Professionals

"Mechanically the Holga is simplicity itself. The nature of the Holga places emphasis on seeing, thinking, and interacting with the environment at hand."
 – Joe Ostraff, Professor, BYU

"The Holga summons up Dadaist traditions of chance, surprise, and willingness to see what can happen."

– Robert Hirsch, Freestyle Advisory Board of Photographic Professionals, in his book **Photographic Possibilities** (with J. Valentino. Focal Press 2001)

"Together, Holga and Freestyle gives photographers the freedom to experiment and have fun with photography." – Michelle Bates, Freestyle Advisory Board of Photographic Professionals



Both detail and saturation are well within a Holga's abilities. Photo by Kit Frost.