Snap

THE ANNIVERSARY ISSUE JUNE 2013





SHOT USING G2 LENS / ROCK BW-11 FILM

THE WORLD IS SPINNING AND I CAN'T FIND THE BRAKES... I'M NOT SURE WHERE TO LOOK, NOR AM I SURE I WANT TO FIND THEM.

ONE FULL YEAR — with this issue, we've reached a full rotation of the sun since we launched our first issue...and holy fuck has it been a crazy, incredible year!

Most recently, we launched Oggl, our first proper community for creatives. A place where our community can connect, create and grow. A new way of experiencing the work and energy that goes into the creation of each lens effect and film boarder. A way to remove the fear of shooting knowing the end result will be a library of photos you can be proud of and share. With Oggl, we're aiming to make sure our community stays inspired, and this issue will be entirely dedicated to the amazing photography already coming from the community.

We've asked some of our most notable photographers to use Oggl to shoot stories inspired by each of our sections: One photographer, one section, one story, one love. From Obsessed with street photographer Koci to Hipstop on Italy's Almalfi Coast with travel photographer Jen Pollack Bianco to Adventures in Hipstaland with lifestyle photographer Cara Gallardo Weil, their stories are visually stunning and sure to spark your desire to get out there and shoot.

And finally, as we continue to put emphasis on visual inspiration, we're working on a magazine redesign set to launch next month. We'll be reducing copy and keeping the emphasis on visual storytelling. As we work to constantly improve, make sure you drop us a line and let us know how to make it better or what you have to offer. As this world spins around again, we'll continue to introduce you to global experiences and eye candy to keep you wanting more.

MARIO ESTRADA
Editorial Director

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Hipstamatic

#makebeautiful

PHOTO BY

MARCELLO HENRIQUE

—

MADALENA LENS
ROBUSTA FILM
NO FLASH



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HELP US

MAKE SNAP

EVEN MORE AWESOME

Send us your rockin' photos, words, and ideas
and you could wind up in the next issue of Snap!

TAP TO EMAIL US

COVER PHOTO
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LISTEN +

Listen to this month's playlist while you browse



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PHOTO BY

DENIS PEREKHREST

SALVADOR 84 LENS
DIXIE FILM
NO FLASH





PHOTO BY

SVEN MAINZER

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LUCIFER LENS
PISTIL FILM
NO FLASH

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SHOT USING MABEL LENS / PISTIL FILM / REDEYE GEL PHOTO BY ERIC ROZEN





CULTURED

Enjoying the finer things in life isn't about caviar and champagne (although a bottomless mimosa brunch never hurts!). Living fine is about appreciating the details. Learn how to shop, cook, dress, and make your uber-cultured lifestyle look effortless.

ONLINE +



SHOT USING G2 LENS / D-TYPE PLATE FILM / ALL PHOTOS SHOT BY ERIC ROZEN

Get Your Oggl On

The founder of Hipstography, Eric Rozen, wants to make sure you get the most out of your Oggl experience

Oggl is the latest addition to the Hipstamatic family, and it complements its parent app very well. It will also delight those who love to share on social networks. Before we dive in, I'll point out that Oggl is designed around two key features: capturing and curating photos.

CAPTURING IMAGES, OR THE ART OF DEALING WITH OUR NEUROSES

All Hipstamatic users will at some point have to cope with the same problem, which can even develop into full-blown neurosis: what, in a specific situation, is THE combo to use? Editing is not possible with Hipstamatic Classic, as the filters (lens, film and flash) are applied when taking the photo.

So to overcome this limitation, the user will take the same shot several times but with different combinations,

and afterwards select the best result. With more than 250,000 possibilities (28 lenses, 30 films, 10 flashes and two flash options), the user can lose their head and sink into an anxiety state! "Should I choose Tejas/Blanko, W40/Wonder or Mabel/Pistil? Or should I in fact opt for black and white film? Should I use the flash?"

But let's get back to the subject — Oggl. The principle of this application is simple: you take a picture and a lens and film effect is applied — and an important distinction: You can edit the lens and film effect after the photo is taken.

The various lenses and films are the same as Hipstamatic, so you can find our 28 well- known lenses (Helga Viking, Lucifer VI, Loftus, John S, etc.) and of course our usual 30 films (BlacKeys SuperGrain, Pistil, Blanko Freedom13, etc.). It is also possible to preview of the effect before shooting the photo. This will help many breathe a sigh of relief!

Oggl is free and comes with 5 "Favorites" pre-loaded for situational shooting: Landscape, Food, Portrait, Nightlife and Sunset. For instance, the "Food" combo is the Loftus lens and DC film, a Hipstamatic fan favorite.

To get more gear, Hipstamatic will charge $2.99 per quarter (or $9.99 per year) for access to the full catalog of lenses and films. Oggl also guarantees new gear each month.

THE SAME CHOCOLATES, DIFFERENT PACKAGING

In an interview with Ben Watts published on Hipstography, Ben told us: "Hipstamatic gives each lens, each pack a personality, comparing some effects to Polaroid 180 and 195 cameras. Instagram just throws names at them. (...) It's that personality, and the number of possible combinations, that sets Hipstamatic apart. (...) Hipstamatic is like a box of chocolates — I like this one, I like that one with a nut in it, and that one's a good toffee: there's something for everyone."

Oggl can therefore be compared to a new box of chocolates, just as delicious as those offered by Hipstamatic but... you share the chocolates differently.



SHOT USING G2 LENS / D-TYPE PLATE FILM





SHOT USING G2 LENS / D-TYPE PLATE FILM

LET'S PLAY CURATOR!

What is remarkable about Oggl is its rather innovative way of sharing photos. There is of course the classic sharing on the major social networks (Facebook, Twitter, Instagram, Foursquare, Tumblr and Flickr), but there is also an internal Oggl network for users to connect (follow each other), create and get inspired by each other's photos.

As always with Hipstamatic, the design of Oggl is meticulous and each Oggl member can create their own profile. Each profile is divided into three parts: "Captured" includes your own shots, "Curated" unites the photos (by other users) that you have curated and "My Collection" is a combination of both.

Hipstamatic has really completely rethought the very concept of sharing and has adapted it to the concept of Hipstamatic combos. By way of example: you like another user's photo and add it to your collection; by clicking on it, you can find the combination used (lens and film) and most importantly, shoot directly with this combo. It is simple and effective.





SHOT USING G2 LENS / D-TYPE PLATE FILM



SHOT USING BETTIE XL LENS / DYLAN FILM / PHOTO BY ERIC ROZEN

WHERE'S HIPSTAMATIC CLASSIC IN ALL OF THIS?
Hipstamatic announced on its blog: "Fret not, friends. Hipstamatic Classic is here to stay." I actually think that the two applications will coexist, because it all depends on the user. Personally, I love the unpredictability of Hipstamatic, and even if it is in fact a constraint, I like having to choose the combo to use before taking the photo. That said, being a bit neurotic about finding the perfect combo, I often take the same picture 4, 5 or 6 times. Oggl can alleviate this neurosis.

Follow me on Oggl: @EricRozen

Hipstamatic

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PHOTO BY
ROSANNA CAPPIELLO

—

SALVADOR 84 LENS
BIG UP FILM
NO FLASH



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JUNE













#PLAYLIST







Spotify®

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Italy's Amalfi Coast

Photos and Words by Jen Pollack Bianco //
On Oggl @LAX2NRT

SINCE THE EARLY DAYS of the Roman Republic, Italy's island of Capri and the stunning Amalfi Coast has been the destination of choice for everyone from Roman Emperors to American rappers. From mid-April to mid-October, the area is a non-stop party. Here's how I got my La Dolce Vita on.







ALL SHOT USING JANE LENS / BLANKO FREEDOM 13 FILM





SHOT USING LOFTUS LENS / DYLAN FILM

SHOT USING JANE LENS / BLANKO FREEDOM 13 FILM

FLY
Naples is the closest major international airport. I took one of the regularly scheduled hydrofoils from the port of Naples to Capri's Marina Grande, which cost about 20 Euros.

CAPRI
I spent a memorable day sunning myself among (occasionally topless) sunbathers at Capri's La Fontilena Beach Club, which was well worth the 20 Euro entrance fee. For lunch, I ate grilled octopus and sipped white sangria.

BOAT
From Capri, I took a ferry to Sorrento and had a taxi drive me along the Amalfi Coast to Positano so I could enjoy the epic views. Taxis have fixed fares between cities along the coast. Buses are a cheap alternative (a three day ticket costs 15 Euros) and have wonderful drivers.

SLEEP
Roll like a rock star at Le Sirenuse, a spectacular luxury hotel built into the cliff side with killer views and olive oil tastings for guests.

Budget travelers favor the Agriturismos (Italian farm properties with boarding rooms) in the area.

HIP STOP

SHOT USING JANE LENS / BLANKO FREEDOM 13 FILM



POSITANO
I ate well in Positano. The eggplant parmigiana and limoncello (the local booze) from La Sponda blew my mind. Capricci has a standout salumi & gorgonzola pizza. I burned off those carbs walking up the Thousand Steps.

RAVELLO
Long before Fifty Shades of Grey, D.H. Lawrence wrote Lady Chatterley's Lover in a hotel room in Ravello, practically launching the softcore industry. Perched high in the hills, Ravello oozes romance. Get in the mood for amore by visiting Villa Cimbrone and checking out the panoramic views of the coast from the Terrace of Infinity. Then head to the Palazzo Avino, a pink 12th Century residence-turned-hotel and have dinner al fresco at Rossellini's.

DEPART
Drive towards Sorrento during sunset for maximum impact or head to Salerno before looping back to the Naples airport.

HIP STOP

SHOT USING JANE LENS / BLANKO FREEDOM 13 FILM



SHOT USING G2 LENS / BLANKO FREEDOM 13 FILM



SHOT USING JANE LENS / BLANKO FREEDOM 13 FILM

HIP STOP



THIS STORY WAS SHOT USING OGGL BY HIPSTAMATIC

SHOT USING JANE LENS / BLANKO FREEDOM 13 FILM

Hipstamatic®

PHOTO BY
GREG SCHMIGEL

CAPTURE CURATE

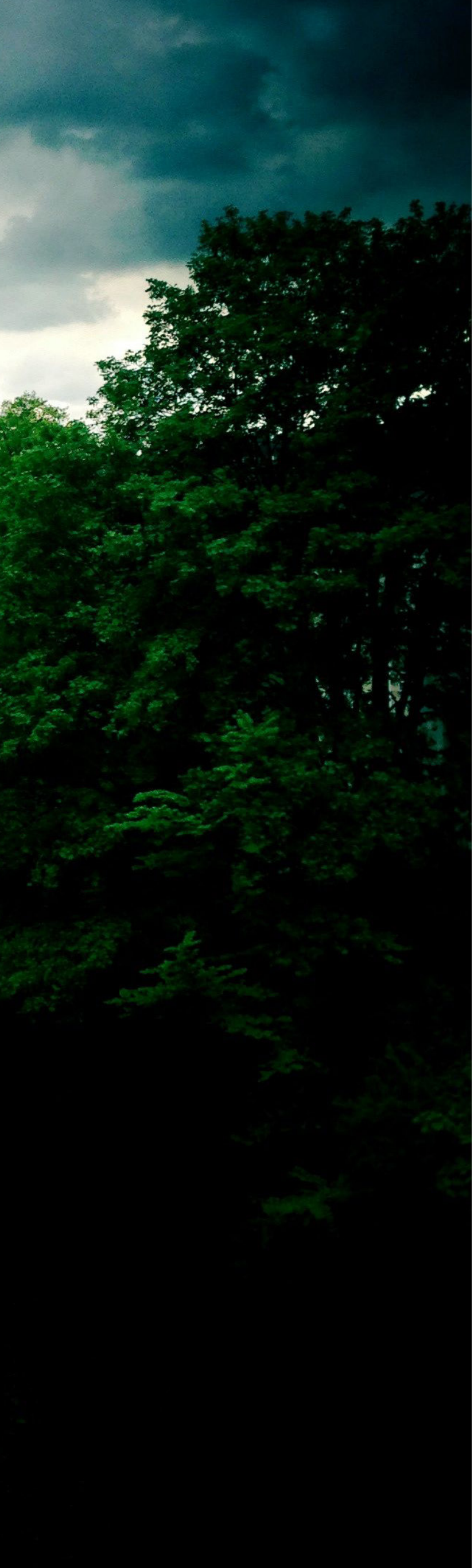
A COMMUNITY FOR THE CREATIVE



"The real voyage of discovery consists not in seeking new landscapes, but in having new eyes."

-Marcel Proust

SHOT USING JOHN S LENS / BLANKO FILM



I am fortunate that although I live in Hong Kong, I also spend about three months of the year in the UK. And the journey between the two places often involves a visit to some interesting places along the way.

Bath//London//Paris

Photo Story by Cara Gallardo Weil // On Oggl @Cara

SEEING THE WORLD THROUGH HIPSTAMATIC eyes has rekindled my passion for photography. It has unleashed an obsession of capturing moments, landscapes and cityscapes around me. I lived in London and Bath for many years and have visited Paris for work and pleasure numerous times, but the need that I have now to photograph everything in my path has indeed started a new voyage of discovery — of seeing these cities with new eyes.

Paris always takes my breath away. No matter how many times I've been, I am always in awe of just how beautiful it is. Full of history, art and culture, great cheese, wine and chocolate, what's not to like about Paris? Enchanting and relatively small, most major sights and museums are within walking distance of each other. It is always a joy to walk through the network of streets, discovering markets, tiny galleries and charming cafés.

I've taken to walking through central London rather than taking the tube – mainly because it gives me the opportunity to take photos. A leisurely stroll from Hyde Park through to the Southbank and Tate Modern takes about an hour, and there is plenty to see along the way. Around St James Park one is likely to encounter the Horse Guards. With their bright red coats and big furry hats, they make a great picture. Very touristy but it's hard to resist.

Bath was first established as a spa around 60AD by the Romans. Known as Aquae Sulis in those days, the Romans built the baths and a temple there. During the Georgian period, the city became popular as a spa. Most of the buildings are made from Bath stone and the city is a great example of Georgian architecture. It is the only city in England that is a designated as a World Heritage Site and it often feels like one is walking around in a Jane Austen novel.

I never really took many photos when I was living in London full time, but the iPhone has changed that for me. I love the immediacy and that fact one can be quite stealth when using it as a camera — it certainly makes street photography much less intrusive. I use Oggl for shooting everything now. I really like the ability to change the lens or film after taking the shot. I've discovered many new combinations that I would never have used before.



SHOT USING SALVADOR 84 LENS / D-TYPE PLATE FILM

SHOT USING JOHN S LENS / C-TYPE PLATE FILM





SHOT USING SALVADOR 84 LENS / AO BW FILM



SHOT USING JANE LENS ANNA'S 1982 FILM



SHOT USING LUCAS LENS / AO BW FILM



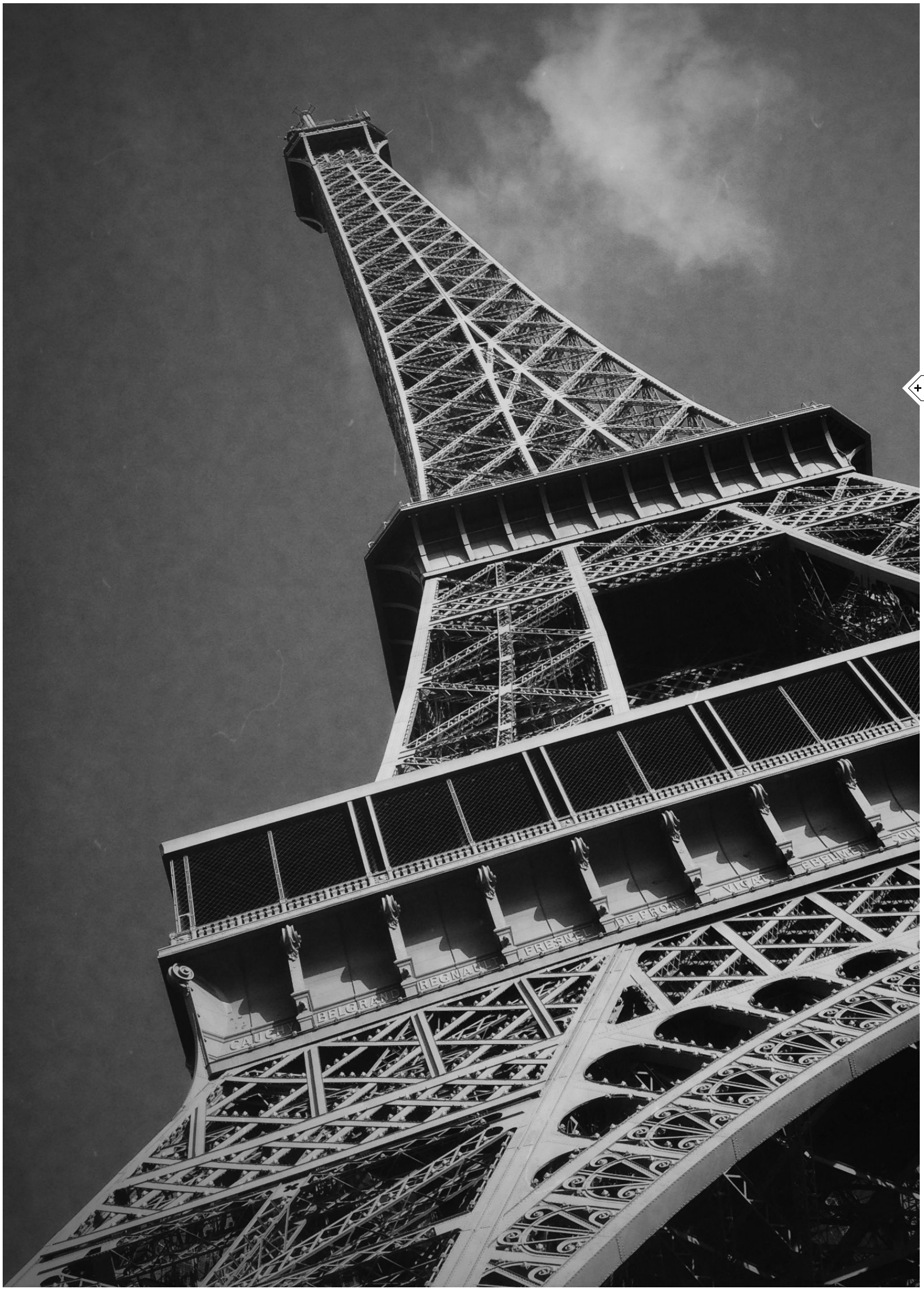
SHOT USING FOXY LENS / BLANKO FREEDOM 13 FILM







SHOT USING LOFTUS LENS / CPLATE FILM



SHOT USING FOXY LENS / BLACKEYS SUPERGRAIN FILM



SHOT USING LIBATIQUE 73 LENS / INA'S 1982 FILM

SHOT USING LIBATIQUE 73 LENS / INA'S 1982 FILM





THIS STORY WAS SHOT USING OGGL BY HIPSTAMATIC



SHOT USING JOHN S LENS / BLACKEYS SUPERGRAIN FILM



PHOTO BY
TIMELINE
—
JOHN S LENS
BLACKEYS SUPERGRAIN FILM
NO FLASH

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PHOTO BY

MARTIN CABO

—

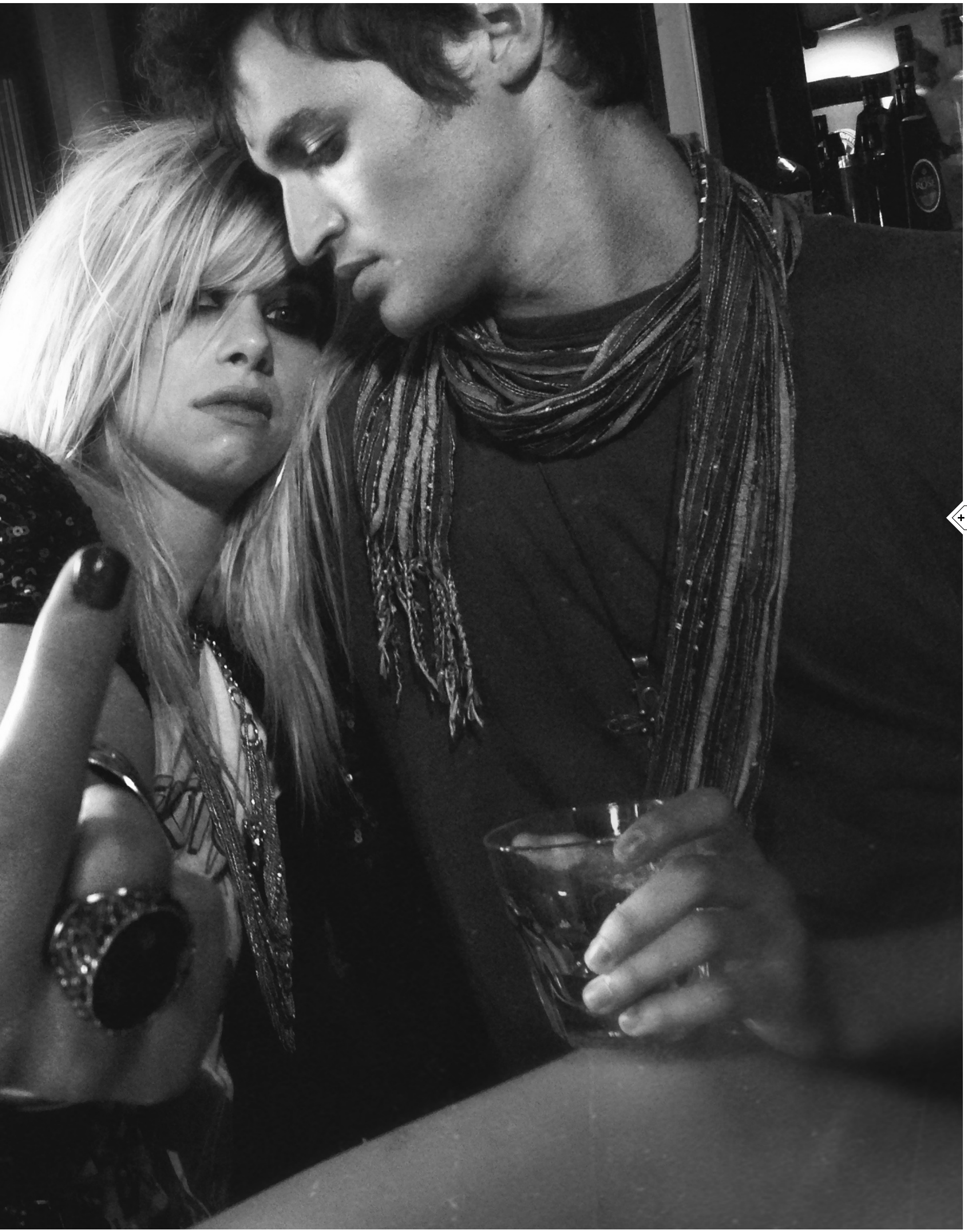
JOHN S LENS
BLACKEYS SUPERGRAIN FILM
NO FLASH



SLASH

Some things in life are too damn hard to decide. Slash is all about those in-betweens—do you love it, or do you hate it? Or do you love/hate it?





SHOT USING AMERICANA LENS / ROCK BW FILM / PHOTO BY CHUCK ARLUND

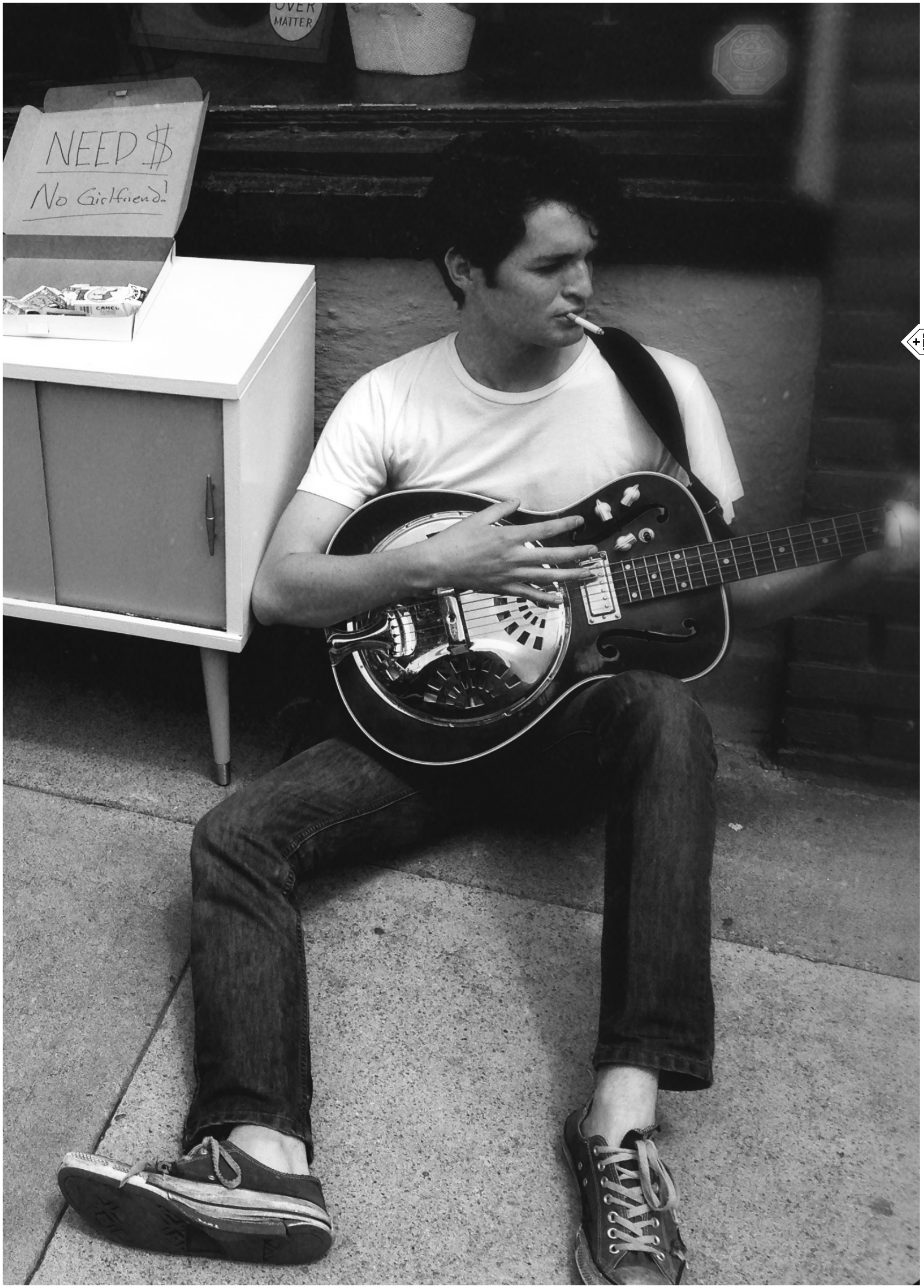
ONLINE +

A Musician. A Girl. A Beautiful Disaster.

A Photo Story by Chuck Arlund // On Oggl @Chuckie



SHOT USING AMERICANA LENS / ROCK BW FILM


MATTER
NEED $
No Girlfriend!
CAMEL



SHOT USING AMERICANA LENS / ROCK BW FILM











SHOT USING AMERICANA LENS / ROCK BW FILM


Coors
LIGHT





SHOT USING AMERICANA LENS / ROCK BW FILM



SHOT USING AMERICANA LENS / ROCK BW FILM





SHOT USING AMERICANA LENS / ROCK BW FILM



SHOT USING AMERICANA LENS / D-TYPE PLATE FILM

Hipstamatic

PHOTO BY
GREG SCHMIGEL

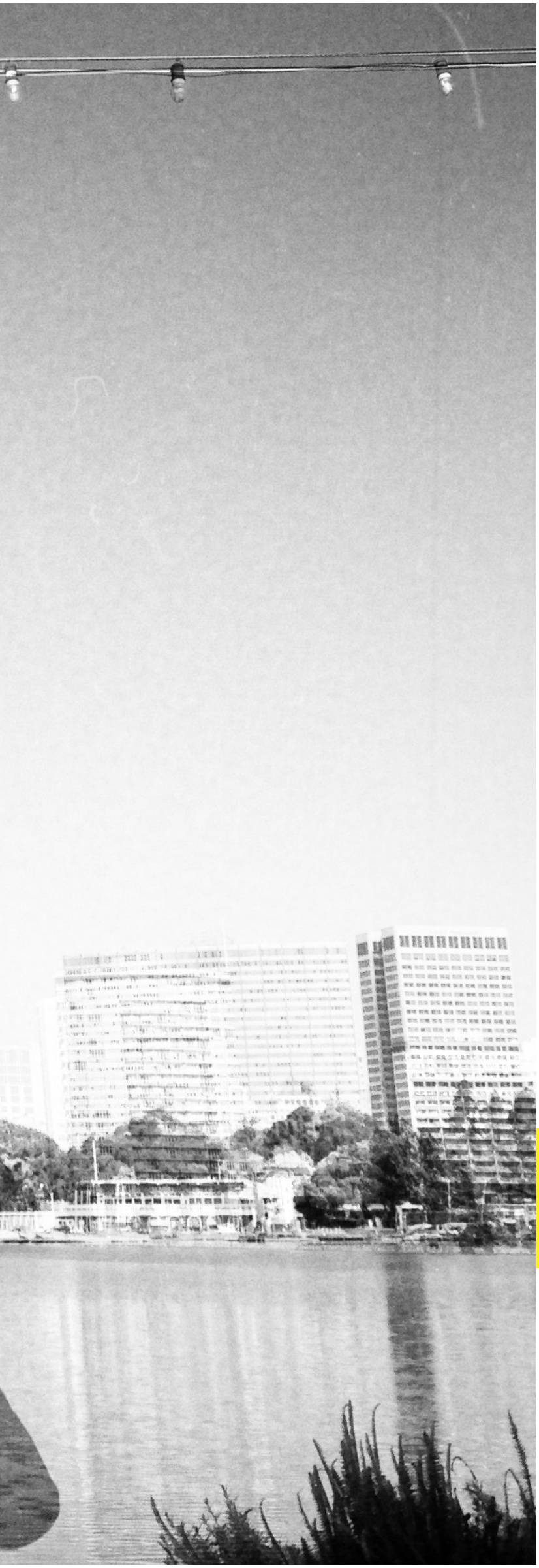
6gl

CAPTURE × CURATE

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SHOT USING SALVADOR 84 LENS / AO BW FILM / PHOTO BY RICHARD KOCI HERNANDEZ



OBSESSED

From music festivals to art galleries to everything in between, we're not afraid of being a little obsessive when it comes to the things we love. Here's what we're crushing on this month.



ONLINE +

STREET PHOTOGRAPHY MASTER

Photo Story by Richard Koci Hernandez // On Oggl @Koci

"For me, painting with light is about change and acceptance. My daily struggle is learning to embrace the now, to find a clear, quiet signal amidst the noise. Photography allows me a brief instant of the here and now, distilled to the humanity of the moment, presented to the viewer in shades of grey. Photography is my memory, a constant reminder to allow events, people and the circumstance of the moment to influence and change me. In the end, it's the final artifact that matters, not the tool."
—Richard Koci Hernandez



SHOT USING JANE LENS / US 1776 FILM / ALL PHOTOS BY RICHARD KOCI HERNANDEZ



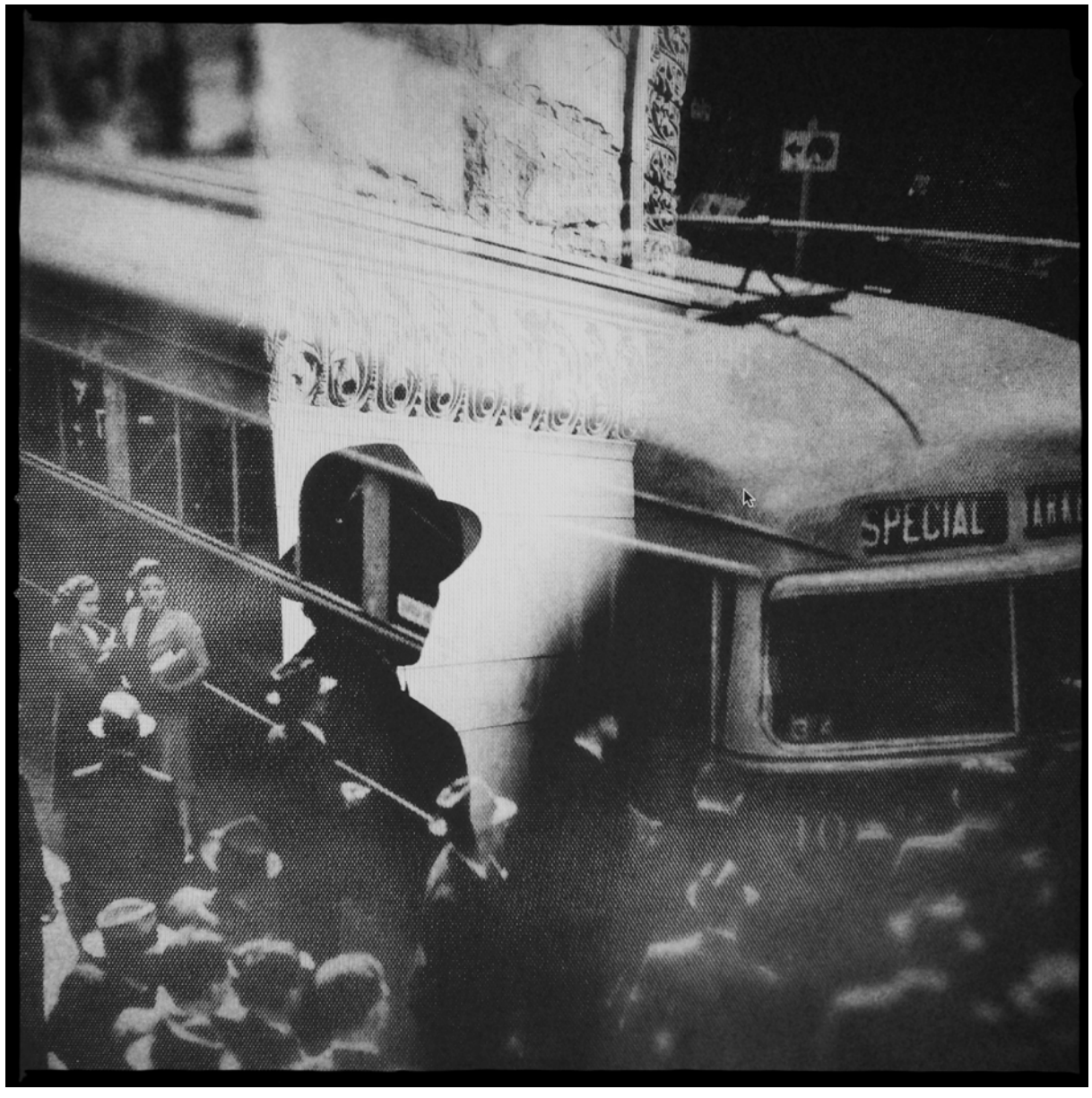











SPECIAL





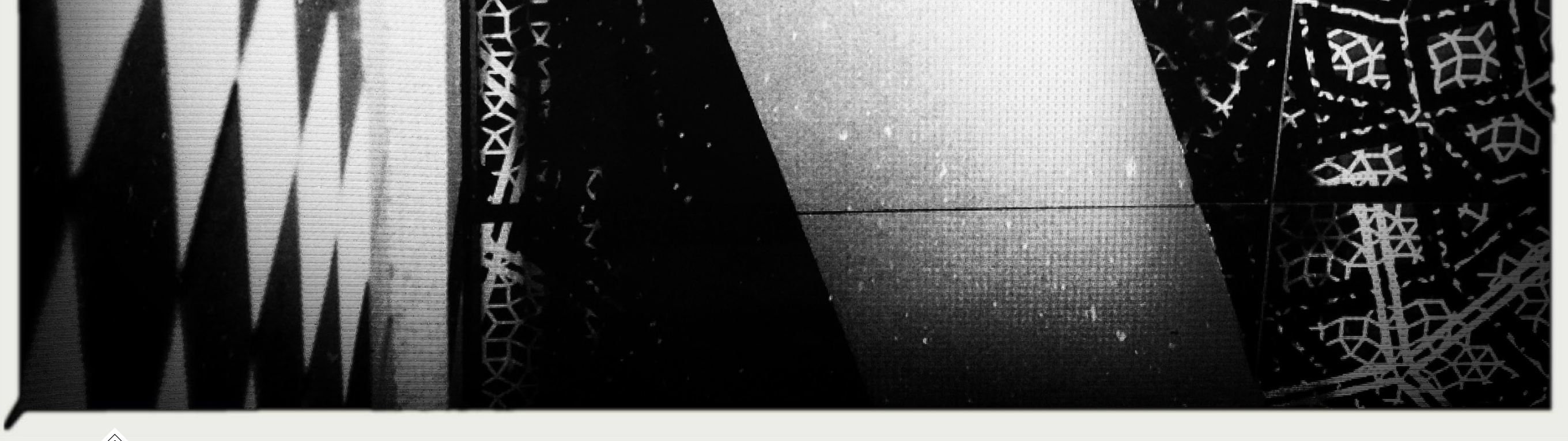
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SHOT USING TINTO 1884 LENS / AO DLX FILM







SHOT USING JANE LENS / AO BW FILM

Hipstamatic

SÃO PAULO



THE SÃO PAULO HIPSTAPAK:

INSPIRED BY THE WARMTH
AND VIBRANCE OF VILA
MADALENA IN SÃO PAULO

LEARN MORE

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#makebeautiful

PHOTO BY

MARCELLO HENRIQUE

—

MADALENA LENS
ROBUSTA FILM
NO FLASH





SHOT USING JANE LENS / BLANKO FREEDOM 13 FILM





ONLINE +

KILLED FOR LOVE

Ruddy Roye explores the recent epidemic of hate crimes in New York City, bringing awareness to a city's surprising intolerance.

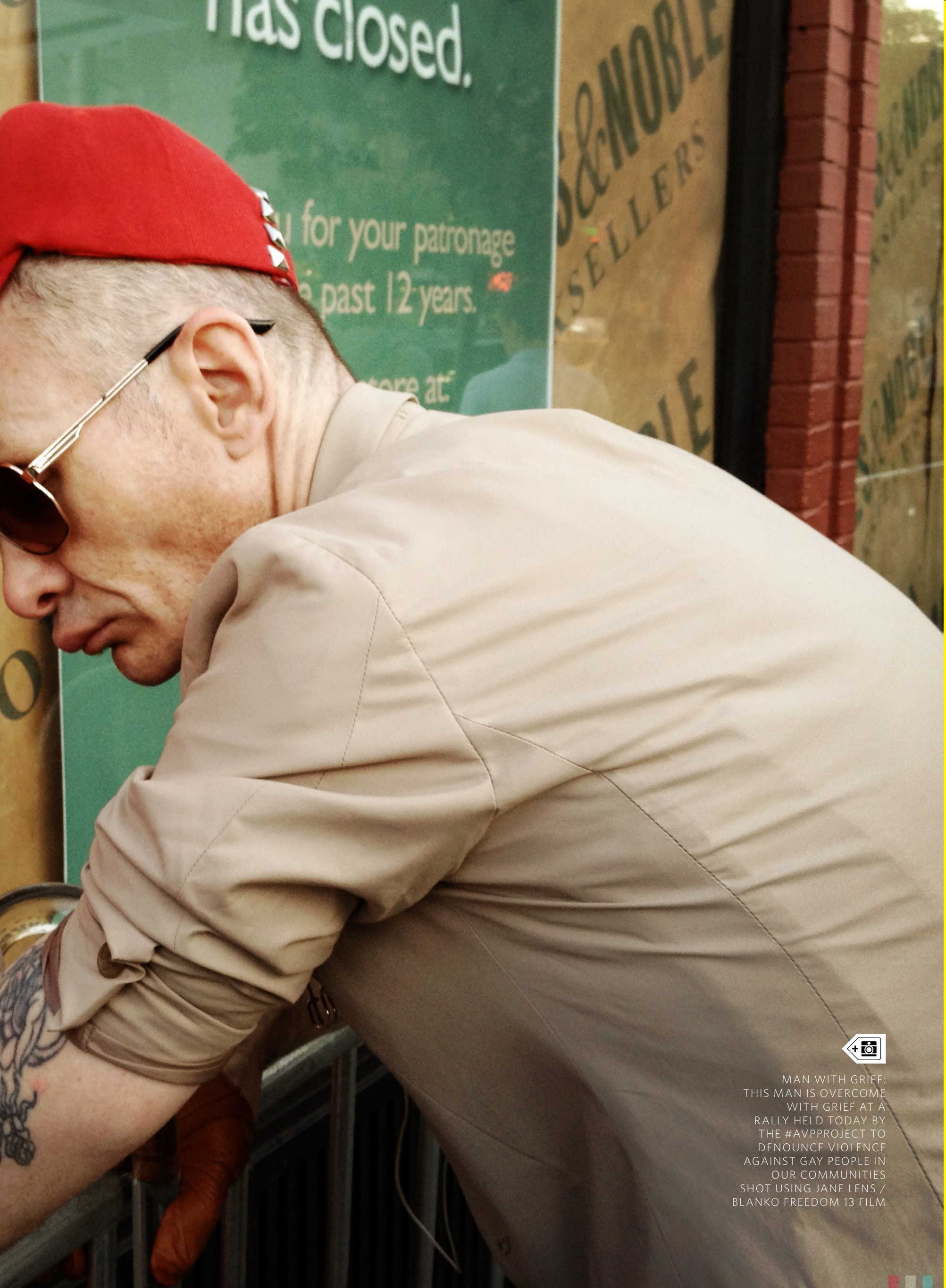
"WHAT WAS HIS NAME ...MARK CARSON!" This was the cry at a rally staged by the #antiviolenceproject to denounce violence against gay people in all communities. The rally came on the heel of a recent homicide where, according to the NYPD and media reports, two gay men were walking down the street when they got into a conflict with two other men. One of the gay men, Mark Carson, was subsequently shot in the face after being threatened by the alleged shooter. He later died from the injury. The NYPD reports that during the conflict the suspect or his companion made anti-gay remarks and that the homicide is being investigated as an anti-LGBT bias case.

The debate on this topic can easily become volatile as representatives from both sides continue to hold steadfast to their beliefs, even as the Supreme Court is set to uphold or strike down the Defense of Marriage Act. As a Jamaican, I find myself in a strange place; understanding the need for some to be free to marry whoever they choose, and at the same time understanding why a culture would push back and reject being told to accept gay marriage. The one thing I am sure about is that no one should lose their lives over choosing to love who they want to love.

To dive further into this issue, I went to the Queens Pride Parade armed with two questions...

What do you think is contributing to the increase in violence against the gay community? How do you think these perpetrators should be punished?





MAN WITH GRIEF: THIS MAN IS OVERCOME WITH GRIEF AT A RALLY HELD TODAY BY THE #AVPPROJECT TO DENOUNCE VIOLENCE AGAINST GAY PEOPLE IN OUR COMMUNITIES SHOT USING JANE LENS / BLANKO FREEDOM 13 FILM

CLIMAX

SHOT USING TINTO 1884 LENS / INA'S 1969 FILM

"The hate for the gay community is increasing right now because we are ruling. Right now we are working towards securing our rights and we are getting prettier doing it."

-Ashley Eliese

“I am shocked. I don’t even know what to say. I started marching when I was 17 years old back in 1969. With increasing visibility there should be more tolerance. Violence against anyone is unacceptable.”

-Joe

SHOT USING JANE LENS / BLANKO FREEDOM 13 FILM

CLIMAX

SHOT USING JANE LENS / BLANKO FREEDOM 13 FILM

“They should understand that love is love and we are only trying to find our happiness.”

-Rachel



Keena



Kathy Valdez



Dina Delicious



Yenny



Alexa Felix



Cakes



SHOT USING JANE LENS / BLANKO FREEDOM 13 FILM

“People are just crazy. They are not thinking about each other. We are all humans. We are here to love each other no matter what.”

-Melodie

SHOT USING TINTO 1884 LENS / INA'S 1969 FILM

CLIMAX

SHOT USING TINTO 1884 LENS / INA'S 1969 FILM

“Ignorance is the main thing. People are truly uneducated and they don’t want to accept the fact that times are changing. I believe that these people that want to harm the gay community should be prosecuted thoroughly.”

-Julia

"We need more police presence, but I don't think we will get it because the police do not give a fuck about the LGBT community. If they pose a threat to the LGBT community, they should be prosecuted harshly. We also need stricter laws and stricter punishment."

-Nikki Exotica



SHOT USING JANE LENS / BLANKO FREEDOM 13 FILM

SHOT USING JANE LENS / BLANKO FREEDOM 13 FILM

"I don't think that anger should repay anger. We should show them compassion. That's a chance to open their minds."

-Alex

ONLINE +

JOSHUA TREE MUSIC FESTIVAL

Photo story and words by Alon Goldsmith //
On Oggl @alon_goldsmith

Welcome to the Joshua Tree Music Festival. Thousands of fabulous, furry folk letting their freak flags fly in the spectacular California desert. Enjoy a splendid groove fest of marvelously manageable proportions. Listen to a gathering of the best bands you've never heard. Experience an unforgettable mélange of inspired beats, colorful visions and serendipitous encounters. Come one, come all. All you need is your open mind and your wandering eye.







SHOT USING MATTY ALN LENS X AO BW FILM / ALL PHOTOS BY ALON GOLDSMITH


HERE.
THE TIME IS NOW.










where's
my











SHOT USING JOHN'S LENS / AO BW FILM



PHOTO BY
MARKUS
ANDERSEN
—
TINTO 1884 LENS
AO BW FILM
NO FLASH

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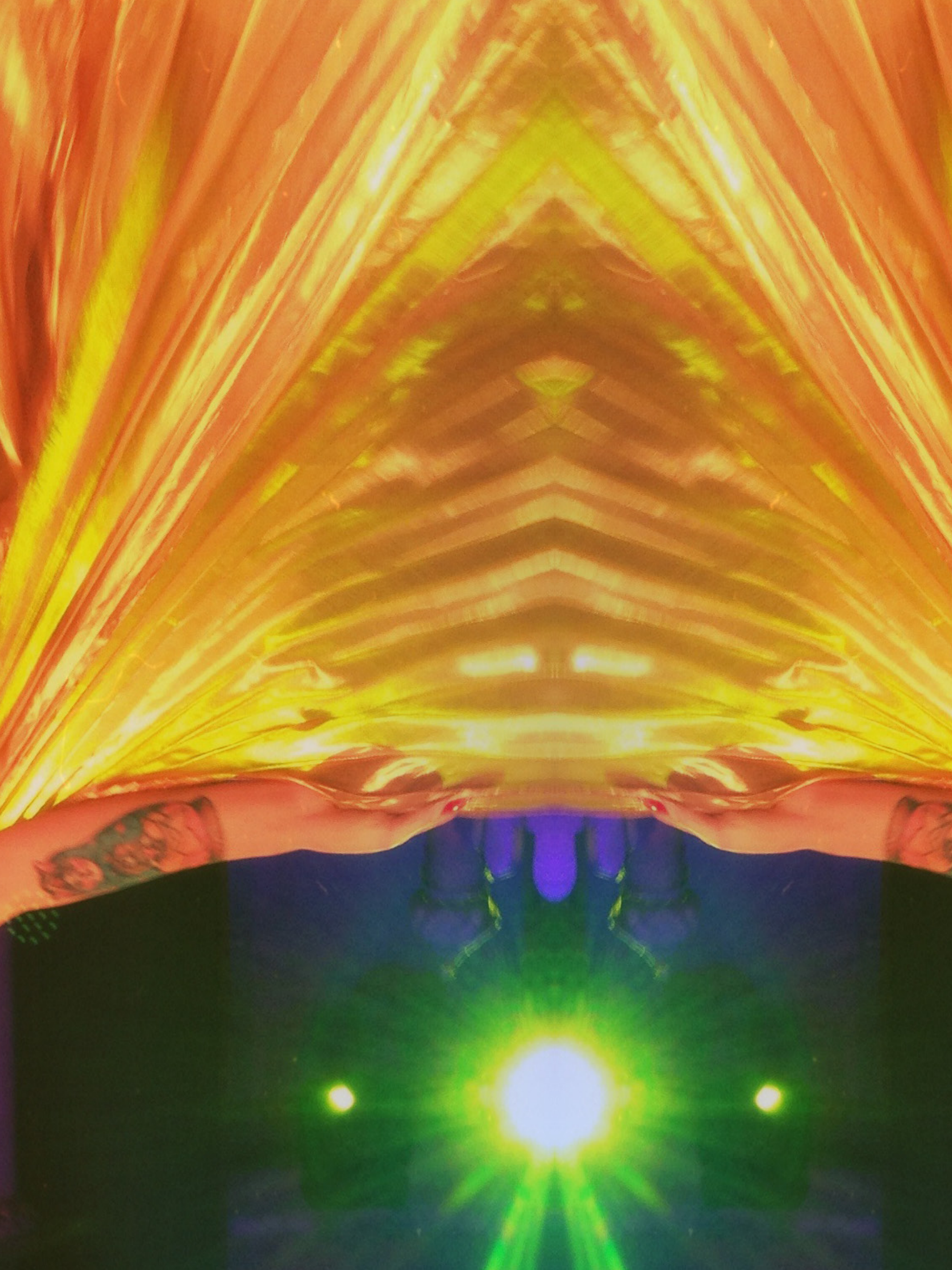
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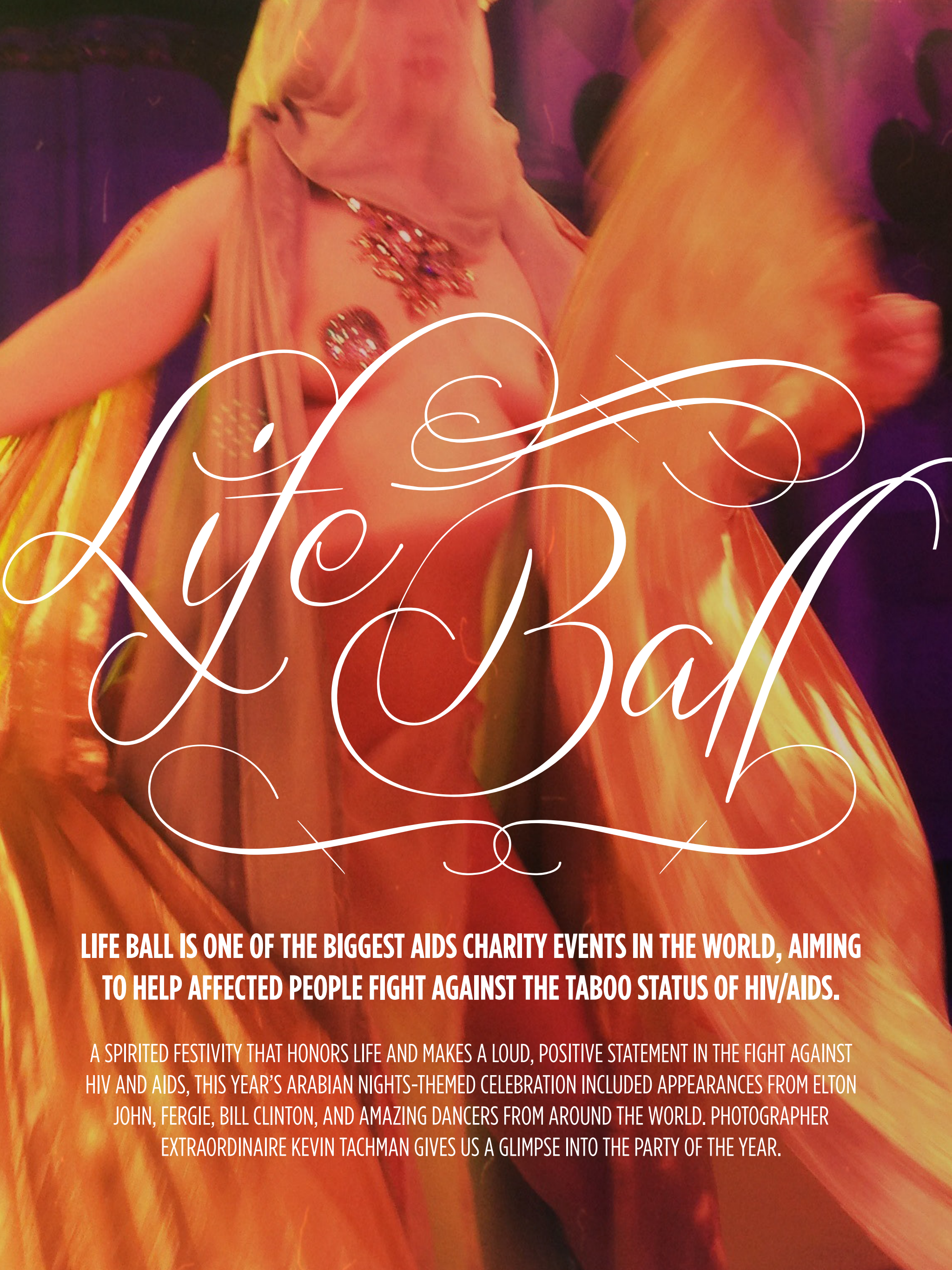
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PHOTO BY
MARKUS ANDERSEN
—
JANE LENS
BLANKO FREEDOM 13 FILM
NO FLASH







Life Ball

LIFE BALL IS ONE OF THE BIGGEST AIDS CHARITY EVENTS IN THE WORLD, AIMING TO HELP AFFECTED PEOPLE FIGHT AGAINST THE TABOO STATUS OF HIV/AIDS.

A SPIRITED FESTIVITY THAT HONORS LIFE AND MAKES A LOUD, POSITIVE STATEMENT IN THE FIGHT AGAINST HIV AND AIDS, THIS YEAR'S ARABIAN NIGHTS-THEMED CELEBRATION INCLUDED APPEARANCES FROM ELTON JOHN, FERGIE, BILL CLINTON, AND AMAZING DANCERS FROM AROUND THE WORLD. PHOTOGRAPHER EXTRAORDINAIRE KEVIN TACHMAN GIVES US A GLIMPSE INTO THE PARTY OF THE YEAR.






























ERSTE
ERSTE













LOST & FOUND

PHOTOGRAPHY BY CHIUN-KAI SHIH

VINTAGE TEES RETURN, BUT WE'RE NOT TALKING ABOUT H&M BURNOUT THROWAWAYS. NOW, IT'S ALL ABOUT COLLECTOR'S ITEMS THAT EARNED THEIR PAPER THIN, TATTERED TEXTURE OVER THE YEARS — AND THE $5,000 PRICE TAG THAT COMES WITH IT.

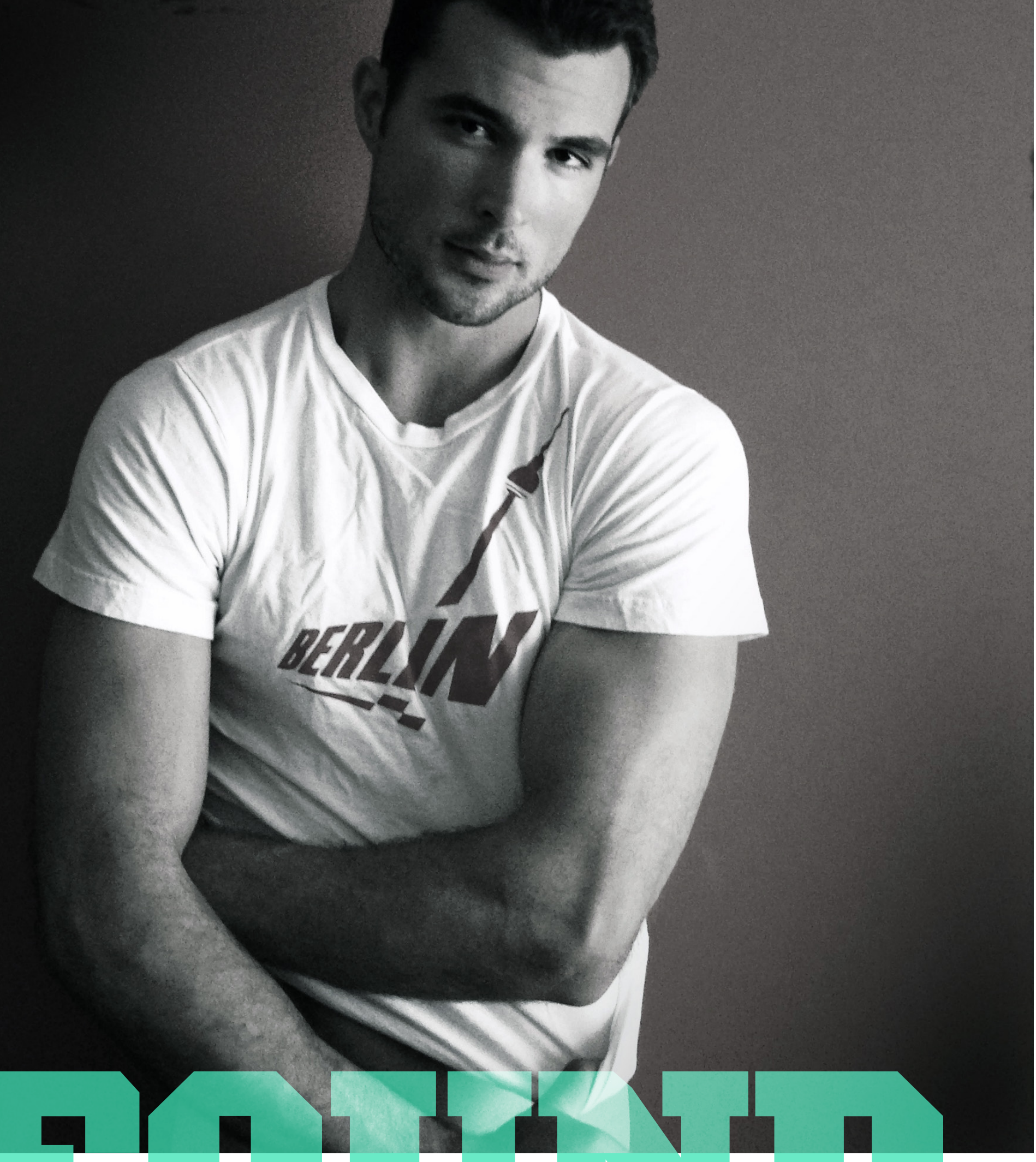

Pitt
HOMECOMING
ON
1983



LOST




BRUCE
SPRINGSTEEN
&
E STREET BAND
TOUR '78



FOUND



CASTING CALL

Photos by Chiun-Kai Shih
Models by Major Modeling Agency
Frames by True Vintage Revival



Amanda Rezende

Roboto Glitter lens//US 1776 Film
True Vintage Revival Frame 503



Ali Walsh

Roboto Glitter lens//US 1776 Film
True Vintage Revival Frame 504



Brett Staal

Roboto Glitter lens//US 1776 Film
True Vintage Revival Frame 504



Devin Schneider

Roboto Glitter lens//US 1776 Film
True Vintage Revival Frame 502



Zach Picotte

Roboto Glitter lens//US 1776 Film
True Vintage Revival Frame 504



Evelyn Matos

Roboto Glitter lens//US 1776 Film
True Vintage Revival Frame 504



James Le

Roboto Glitter lens//US 1776 Film
True Vintage Revival Frame 504 with clip-on



Renato Ferreira

Roboto Glitter lens//US 1776 Film
True Vintage Revival Frame 502



Jansen

Roboto Glitter lens//US 1776 Film
True Vintage Revival Frame 501



SITUATION

Yeah, we got drunk. Some of us didn't sleep. We're just having fun and we don't care who sees. We're always ready to go out 'cuz that's the way it's supposed to be.











SAN FRANCISCO

MAY 2013

SOUNDCHECK: THE MOWGLI'S

Photos by Bax and Mario Estrada



















SAN FRANCISCO

MAY 2013

SEMI PRECIOUS WEAPONS AT SFMOMA

Photos by Rheanna Martinez









SAN FRANCISCO

MAY 2013

BAY TO BREAKERS

Photos by Mario Estrada







SAN FRANCISCO

MAY 2013

JANELLE MONAE AND THE SAN FRANCISCO SYMPHONY

Photos by Rheanna Martinez













ONLINE +

Magical Madalena

Our latest lens is inspired by the warmth of Brazil. From São Paulo's people to the bustling neighborhood of Vila Madalena, Hipstamatic Creative Director Aravind Kaimal shares his creative vision.

WHAT WAS THE INSPIRATION BEHIND THE LENS?
We've always been inspired by the kindness and beauty of Brazil's people, and we're fascinated with the country, from a cultural perspective. The arts, the lifestyle, the food...it's all phenomenal and we wanted to create a lens that payed homage to such a cool place.

HOW DO YOU DECIDE ON DIFFERENT LOOKS?
There's no formula behind it, but it's really important for us to remain authentic and focus on what we love — what we're inspired by in the moment. Brazil, and specifically São Paulo, has been on our radar for a while.

WHAT CAN WE EXPECT NEXT FROM HIPSTAMATIC?
More beautiful lenses aimed at inspiring our community to capture the best moments of life with Oggl and Hipstamatic Classic.

LET YOUR VOICE BE HEARD

We want Snap to be the most badass magazine out there, and we want you to help make that possible. What would you like to see more of? Less of? Weigh in on all things Snap at

TAP TO EMAIL US