



HOLGA

[hohl-guh]

—verb (without an object)

1. to play

“I’m gonna holga around with it.”

2. to innovate

“I’ll holga a way to use this film in that camera.”

3. to artistically capture images

“I can holga everything I think is beautiful.”

—verb (with an object)

4. to modify

“I totally holga-ed my car’s bumper with some duct tape.”

5. to make something one’s own interpretation

“It is a normal dishwasher until I holga it into a clam steamer.”

—noun

6. a plastic, toy camera

“I used a Holga to shoot my friends wedding.”

7. a person that uses their own sense of style and artistry to interpret their surroundings.

“He’s such a Holga, always trying crazy new things.”

—adjective

8. modified/personalized

“Wow, your bedroom is definitely Holga!”

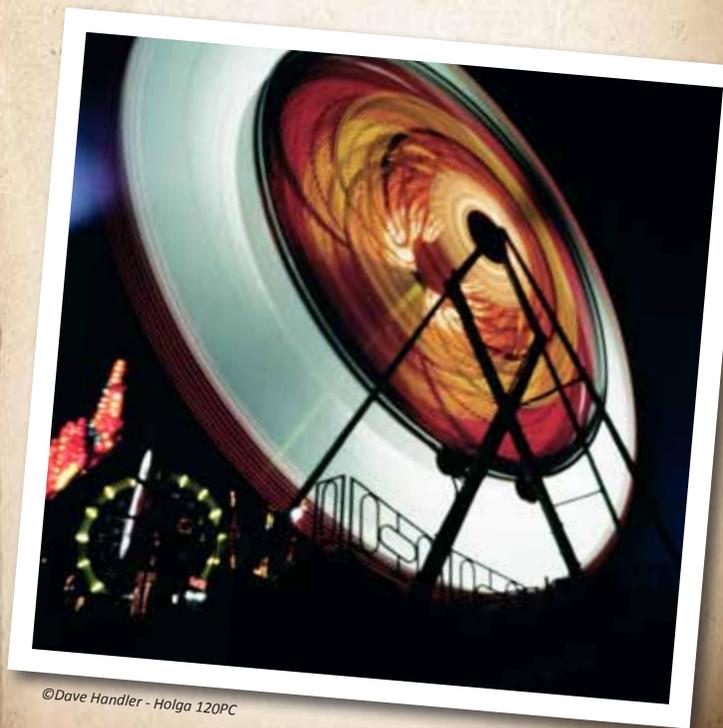
9. quirky/hip/cool

“These new Silly Bands are Holga!”



In a world where technology changes and advances every day, it’s refreshing that a chunky utilitarian camera made almost entirely of plastic has reawakened and is enlightening the analog world of photography. Holga goes back to the bare bones of photography and forces users to stop relying on all the bells and whistles and simply shoot.

Holga is for those who want to create truly unique images - for those who appreciate light leaks, enjoy slight soft focus and welcome retro vignetting.



©Dave Handler - Holga 120PC

Due to its simple and inexpensive design, Holga is categorized as a toy camera. The very features that personify the Holga would be considered defects in any other camera. Holga's lo-fi attributes create distinctive images not created with any other conventional camera. These are the reasons the Holga camera has gained a huge cult following.



© Sherry Lee -
Holga 135 with
Rollei Nightbird film

Teachers have employed Holga as a tool to educate students in the fundamentals of photography while exploring unpredictable and unexpected photos created by this camera. Professionals carry Holga for their fine-art appeal. Holga gives all photographers the ability to dip their toes into the otherwise very expensive world of medium format photography.

- Holga is a study in plastic imperfection. To use it is an exercise in breaking free from the dependence on technology.
- Holga is a contender. Holga challenges our visual perception. Using a Holga introduces us an unfamiliar view of the world. We notice more things, different things, unusual things; which then take on new meaning and significance.
- Holga is a mentor; taking us under its wing and showing us a new way to see and portray our world.
- Holga is a rebel, a rule breaker. To use Holga is to utterly change the point of reference most people use to interpret photography.
- Holga is an artist's assistant. Its retro image aesthetic in combination with the photographer's creative choices yields an unexpected work of art.



The peculiar name Holga comes from its Chinese heritage after the term "ho gwong" meaning very bright. With a Western twist one gets the name Holga.

The origins of Holga began in China in 1981. At the time, photography was skyrocketing in popularity and the 120 film format was most pervasive. Holga was introduced to the Chinese public as an inexpensive medium format camera. Unfortunately for Holga, no one could have predicted the enormous impact 35mm film would have on the Chinese market. In only a few short years, Holga was overrun by its smaller format competitors.



©Francesca di Leo - Holga 120N with 120 Fisheye Lens

Word of an all-plastic camera spread west and its popularity grew. Tens of thousands of cameras were sold in twenty different countries with almost no change in the original design.

By 2001, over a million Holgas had been sold worldwide. A micro industry emerged with some making a living by simply modifying and accessorizing the Holga. Today, the array of Holga cameras and accessories available reflects its continued popularity.

In 2011, the Holga Camera celebrated its 30th Anniversary. Global communities of photographers, students, amateurs and even celebrities and athletes have fully embraced Holga and its unique attributes.

The movement continues to expand with new websites appearing from Holga devotees from all over the globe. Search “Holga” on the internet and you will find not only a plethora of groups and galleries, but also many sites selling the ever expanding Holga line of cameras and accessories. Analog photography is safe in the hands of Holga.

In a world where technology continues to advance, Holga’s vintage lo-fi appeal continues to grow and intrigue people.



FEATURES

All versions of Holga are essentially made entirely of plastic, with the exception of the shutter assembly.

PLASTIC OPTICAL LENS

What really defines Holga is its plastic lens. The focal length is approximately 60mm for the 120 format cameras and 47mm for the 35mm format cameras. To focus, rotate the barrel of the lens to the icon displayed that best corresponds to the shooting situation. The focal length ranges from 3 feet to infinity.



©Emmalee Garcia



©Michael Tullberg



©Kristina Loughery



©Dave Handler

FILM ADVANCE AND SHUTTER

Since Holga is a completely manual camera, film advance is all up to the photographer. After the first shot, advance the film one full frame to the next image or shoot limitless times on the same frame to create a multiple exposure. By advancing only partially, you can create panoramic or overlapping images.

Symbol & Distance	
	= 3 feet (1 m)
	= 6 feet (2 m)
	= 18 feet (6 m)
	= 30 feet (10 m) to infinity

HOLGA FLASH

Holga 120FN has a built in white flash. To add some color, there is Holga 120CFN which has a color wheel filter in the flash. Any Holga which does not have a built in flash has a standard hot shoe mount that can accommodate any non-dedicated flash unit. Holga offers many styles of non-dedicated flashes to choose from. Holga can even fire strobe lights with the on camera flash or by using a hot shoe-to-PC adapter.

SHUTTER SPEED

The shutter speed of a Holga is approximately 1/100 of a second. There is the added option to put the camera in “B” bulb setting. The bulb setting allows the shutter to stay open for as long as necessary for long exposures. This makes it possible to do night photography, getting images without a flash in low light situations or even painting with light. Both a tripod and cable release are recommended when using the Holga in the bulb setting.

VARIABLE APERTURE

A Holga has two aperture settings; f/11 for sunny days and f/8 for cloudy days. There are some that say these f-stops are so close that they are undistinguishable from one another but try them out and see.

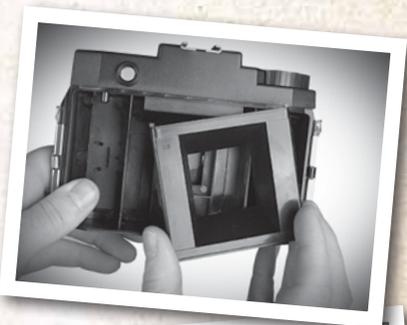
FILM FORMATS

Holga 120 models use 120 medium format film and have two film masks for two different image options. The 6x4.5cm mask is for a vertical, rectangular image and the 6x6cm mask is for a square image. When using the 6x4.5cm mask the result is 16 images; using the 6x6cm mask yields 12 images. Make sure to switch the arrow on the counter window to correspond with the mask being used.

Holga 135 models use 35mm film and do not require a mask. To have the best of both worlds, an adapter is available to convert 120 format Holgas to accept 35mm film.

SPECIFICATIONS

All Holgas come with a camera strap and a standard tripod mount. Holgas with a built-in flash require two AA batteries to power the flash.



CHOOSING FILMS

Because Holga's two approximate aperture settings are identified as "sunny" and "not so sunny", much of Holga's flexibility is in the film. You can shoot under almost any lighting condition by choosing an average speed film and pushing or pulling it as necessary. (Pushing film is a term for rating the ISO film speed higher than the film is designed for. The film is then developed for a longer time, increasing the effective sensitivity of the film, compensating for the under exposure in the camera. Therefore, you can shoot a roll of 100 ISO with the intention of having it processed at 400 ISO. Simply instruct your lab to, in this case, push two stops. Pulling is the opposite of pushing and is much less commonly used.)

TIP: *On sunny days, use a 100, 160, 200 or 400 ISO B&W or color negative film. On gloomy days or late in the afternoon, an 800 ISO film might be necessary. For near sunset or indoor situations, an ISO 1600 or 3200 is recommended.*

For those just starting out with the Holga, the easiest film to use is C-41 color or black and white film since it is more forgiving and can be developed at most 1-hour photo labs.

Slide films are recommended primarily for the Holga 3D Stereo. Slides are film positives that are viewed with slide viewers. Slide film can also be cross-processed to get printed photographs. (Cross processing is a development process where slide film is processed in chemicals intended for negative print film. Cross processed photographs are characterized by being contrasty and having unnatural or color shifted colors. Results may vary greatly from roll to roll and print to print.)

EXPOSURE TIPS: *Holga's lens is fairly low contrast (it is plastic, after all) and tends to lose detail in the shadow areas. For black and white 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.*



LOADING 120

It is recommended to load and unload all film in subdued light to prevent any unwanted exposure.

1. Remove the clips from the sides of the camera to open the back.
2. Select the mask for either 16 images (6x4.5cm) or 12 images (6x6cm) and insert into the camera. Shooting without a mask also yields 12 images and can lead to more intense vignetting.

3. If the Holga has a built-in flash unit, install two AA batteries under the film mask on either side.

4. Slide the arrow on the back cover to point to the corresponding image count for the mask that was inserted.

5. Make sure there is a take up spool on the right side of the camera and break the seal on the new 120 roll of film and insert on the left side of the camera.

6. Place pressure on the bottom of the new roll of film and pull out the paper backing. Insert the tapered edge into the slot in the take up spool.

7. Turn the film advance knob a couple of turns. Keep the film tight to prevent any slack.

8. Please note that it is important to keep 120 film tight to the spool.

This protects the film from exposure since it is not in a canister. If you have an older Holga or the foam padding has fallen off, inserting a piece of cardboard under the film spool can keep the film tight.

9. Replace the camera back and make sure the clips are in place. It is recommended to put a piece of tape over the clips to prevent the back from slipping open.

10. Turn the film advance knob until the number 1 appears in the counter window on the back of the camera. Now your Holga is ready to shoot.

LOOSE FILM: Unlike 35mm film, 120 film spools have no light-tight canister to protect them from exposure; the only guard against the sun is its thin paper backing. If your film is not rolled tightly, light can sneak in under the loose paper causing light leaks or even fogging.



UNLOADING 120

1. After shooting the last frame, either 12 or 16 depending on the mask used, turn the film advance knob until the film and paper is completely rolled onto the take up reel.



2. Open the back of the Holga. The exposed film should be in the film chamber on the right. An empty film spool will be in the film chamber on the left. Save the empty spool, as this is now the new take up reel for the next roll of film.

3. Extract the now exposed spool from the right film chamber. Make sure that the film is wound tightly around the spool. Fold the tapered end under itself as directed on the paper backing then seal the film with the provided adhesive tab.



©Randy Thomas - Holga 120N with Fisheye Lens



**LOADING
35mm**

1. There are no masks included with 35mm Holgas. To load the film, pull up on the film rewind knob. The back cover will pop open.

2. Insert a new roll of film in the film compartment on the left side of the camera.

3. Pull the film out of the camera until the tip of the film reaches

the take up spool. Then insert the tip of the film into the slot on the take up spool.

4. Turn the film advance slightly so that the teeth catch the sprocket holes on the film.

5. Snap the cover back into place and turn the film advance knob to advance the film until it cannot turn any further and then press the shutter.

6. Repeat this until the number 1 appears in the frame counter window. Now your Holga is ready to shoot.



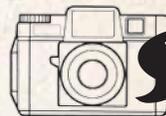
**UNLOADING
35mm**

1. When the roll of film is finished, put the lens cap on the camera to avoid any double exposures.

2. Push down on the film rewind release button on the bottom of the camera.

3. Turn the film rewind knob clockwise. There will be some tension while turning the knob. Keep turning the knob until there is no tension, indicating the film is rewind.

4. Pull up on the film rewind knob. The back cover will open and you can safely remove the film.



**TAPING
UP**

Much of Holga's unpredictability due to the light leaks. Many Holga owners look forward to the light leaks but for those who are not a fan, taping up the Holga is another option.

The best tape to use is black gaffer's tape or black photo tape which is readily available at most photo and studio lighting retailers and even hardware stores. The tape is re-positionable and generally pulls off cleanly.



©Dave Handler - 35mm film in Holga 120N, Red Light Leaks



There are no guarantees to completely make the Holga light tight but following these recommendations may complete the task.

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 Holga, especially when you use the camera strap. Some choose Velcro strips instead of tape to hold the clips in place, resulting in easier access while changing film and less tape residue left on fingers.

BEHIND THE 6X4.5 OR 6X6 MASK

If you have a standard Holga 120N, removing the mask reveals two holes above the lens that can cause light leaks. A single piece of tape can cover them both.

FILM COUNTER WINDOW

The most notorious light leak in the camera comes from the film counter window. Cover the window with a piece of tape. Fold the tape at the end to create a convenient pull flap.

PROTECTING YOUR HOLGA

Keep the camera in your camera bag to minimize the impact of unwanted light.

PAINTING THE INSIDE OF YOUR HOLGA

Although the inside of the camera is black, it is a lustrous black, which can reflect unwanted light that manages to make it inside. This can be countered by painting the interior of the camera matte black, which cuts down on reflections.



LONG EXPOSURES

Long exposures are easily achieved when using the "Bulb" setting on your Holga camera. 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 as long as desired. Release the button to close the shutter and complete the picture taking cycle.

TIP: Use of a tripod and Holga's Cable Release (see page 32) are highly recommended to reduce camera shake and blur on long exposures.

©Michael Tullberg - Holga 120N, Long Exposure



©Maria Ruvalcaba - Holga 120N, Long Exposure Light Painting

When finished, remember to set the "B" exposure switch back to the "N" (Normal) setting or you may end up with a roll of pictures full of motion i.e. blur. However, this is not necessarily a bad thing; some incredibly amazing images have been created by people who forgot.



CHOOSE YOUR HOLGA

HOLGA 120N, HOLGA 120FN, HOLGA 120CFN & HOLGA 120TLR

Holga 120N is modeled after the original Holga released in 1981. The latest resurgence of toy cameras stems from the love of this classic black utilitarian camera. Holga 120N has a hot-shoe attachment to add a flash or even strobe.



Holga 120FN is modeled after the Holga 120N but has a built-in flash instead of a hot shoe.



For the added benefit of color, Holga 120CFN has a built-in flash with color wheel, to add a splash of red, yellow or blue to your images.

A newer addition to the Holga 120 family is the Holga TLR camera, which has all the features of the Holga CFN but with a Twin Lens Reflex retro top-down viewfinder.



HOLGA 120G, HOLGA 120GN & HOLGA 120GFN

Holga 120G is simply Holga's glass lens cousin, which some say produces slightly sharper images. The Holga 120GN corresponds to the 120FN and the Holga 120GFN corresponds to the 120CFN.

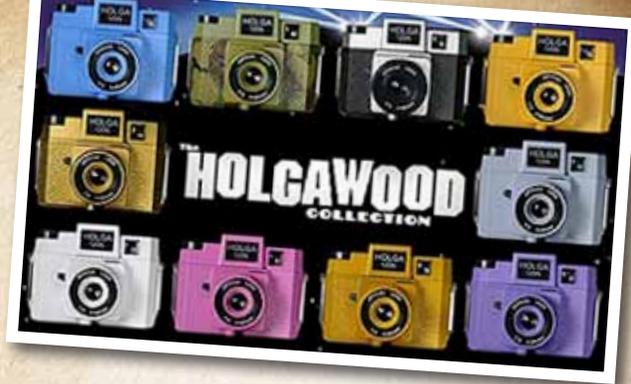


HOLGAWOOD

For most of Holga's history, the Holga 120 family was only available in black. Then came the Holgawood collection! Inspired by "Tinsel Town", it is a line of colored Holga 120N cameras. The Holgawood lights shine bright on colors like Blooze Brothers Blue, Pretty in Pink and Casablanca White. There are 10 colors to collect in all!

HOLGA 135 & HOLGA 135BC

In 2005, Holga went into limited production of two



35mm Holga models, which sold out quickly and became collector's items. Encouraged by the success of these cameras, Holga created three new versions of the Holga 35mm models: Holga 135, Holga 135BC & Holga 135PC.

Modeled after the Holga 120, Holga 135 cameras have the same characteristics, but are meant for those who prefer 35mm format film.



The 35mm Holgas have a cable release adapter located in the shutter release button, therefore the Holga shutter release set is not needed for these cameras; a basic cable release will do.



The 35mm family starts with the basic 35mm camera, Holga 135, a more compact version of Holga 120.

To achieve more of Holga's trademark vignetting, try Holga 135BC. With an internal non-removable mask, the Holga 135BC (bent corners) renders Holga's retro-ish vignetting in every image.

©Pablo Chanez - Holga 135 with Rollei Crossbird Film

HOLGA PINHOLE

Holga pinhole models are available in the 120 and 35mm format. Holga pinholes have essentially the same Holga bodies with the lens replaced by a pinhole. This lensless body produces infinite depth of field, meaning everything in the scene will be reasonably sharp and detailed.



©Dave Handler - Holga 120PC

The Holga family of pinhole cameras starts with the Holga 120PC. This is the standard Holga body with a pinhole instead of a lens.

Holga WPC (Wide Angle Panoramic) shoots 120 film in unique panoramic sizes; either 6x9cm or 6x12cm format for a super wide angle view.

Another part of the Holga pinhole family is the Holga 135PC. This camera is modeled after the Holga 135mm camera but without the lens.



Finally, there is the Holga 3D Stereo Pinhole camera. This camera shoots two pinhole images per shutter for dual side by side images. These images can then be mounted to view in 3D with a 3D viewer.

For more information about 3D photography, check out the Holga Stereo section on pages 20 & 21.

The basic principle of pinhole photography is that light passes through a pinhole rather than a lens to expose the film directly. The image on the film will be reversed but the advantage is there is no optical distortion so there is no need to focus and the angle of view is much greater.

Both a tripod and cable release are highly recommended to use with pinhole photography because the exposure times will be much longer than when shooting conventionally.

EXPOSURE

Since there are no standard exposure times for pinhole photography, a guide with approximate exposure times, to be used as a starting point, is below. The key is to bracket. (Bracketing is an exposure technique of taking several shots of the same subject with the same framing using different camera settings. Thus having at least 3 exposures of the same image, one slightly under exposed, one exposed with the proper settings and one slightly over exposed.) For pinhole photography, it is necessary to adjust the amount of time each frame is exposed for.

100 ISO	HOLGA 120PC	HOLGA 135PC	HOLGA WPC & 3D PC
	f/192	f/175	f/135
Sunny	1 sec.	½ sec.	½ sec
Overcast	5 sec.	4 sec.	2 sec
Sunrise/Sunset	30+ sec	25+ sec	18+ sec

©Dave Handler - Holga 120WPC





HOLGA STEREO 3D

Recalling the days before movies and radio, Holga stereo 3D cameras produce analog stereo images that pop out in true 3D when viewed with the stereo viewer. It is a great way to see Holga images beyond the 2D confines of paper and film. Holga Stereo 3D Cameras uses two lenses to take two side-by-side images. These images are then mounted together to create the 3D effect. Three cameras make up the Holga Stereo Line: Holga 120-3D Stereo, Holga 120PC-3D Stereo Pinhole and Holga 135-3D Stereo. Holga 120-3D Camera uses four AA batteries to operate its built-in flashes. Holga 3D pinhole does not have flashes and does not require batteries, nor does the Holga 135-3D as it is outfitted with a standard hot shoe mount.

USING HOLGA 3D

TIP: *To get the best 3D results, the Holga stereo cameras should be used with ISO 400 or higher slide films. Load the film as normal but remember the film will stretch across two frames. Negative film can be used but images then need to be printed to size to fit the mounts being used.*

1. Always make sure to remove both lens caps before shooting.
2. Always make sure the focus, flash and shutter settings match for both lenses.
3. When advancing the film you MUST advance two frames. Two frames are shot with every 3D exposure. For example, if frame 1 was just shot, advance to frame 3.
4. To enhance the 3D effect, compose the image with the third dimension in mind. Make sure there are objects on the different planes of the photo (foreground, middle ground and background).
5. If you are too close to an object it will naturally be out of focus.

However, when this happens in a 3D image it is very disorienting to the eye and makes the whole image difficult to look at. Try to make sure your foreground plane is at least 3 feet away.

6. When processing Holga images at a lab, instruct the lab NOT to cut your film; as you will cut it yourself.

VIEWING HOLGA 3D IMAGES TAKEN WITH SLIDE FILM

When using the 3D Holga Viewer, 3D slide mounts are necessary. It is important to prepare the mounts properly to achieve a 3D image.

1. Cut the film into the pairs of images. Cut as straight as possible.
2. Interchange the position of the two images when placing them carefully in the bottom slide mount. (For example, if the two images are on frame "1" and "2", place frame "2" on the left side of the slide mount and frame "1" on the right side.)
3. Careful alignment in the slide mount is important for the success of the image.
4. Tape the edges of the side of the image to the mount.
5. Place the top frame on the bottom frame and gently snap it into position. Tape the edges of the mounts closed.
6. Put the slide mount into your Holga viewer and aim at a light source.

CONSIDERATIONS WHEN USING HOLGA 3D PINHOLE

As with the Holga 120PC and the Holga 135PC, it is best to use with the Holga Shutter Release and a tripod.

HOLGA TIM

Holga 135TIM (Twin Image Maker) is a 35mm 1/2 frame, multi-image camera, smiles and all. How could your subject not smile with this colorful happy camera smiling back at them? This little gem can shoot two half-frame exposures at the same time. Or, even beter, shoot two very different half size images on one 35mm negative. Each image taken, be it identical or not, occupies only half of the regular 35mm film frame. A 36-exp roll of film will now have 72 independent frames.

EXPOSURE

When shooting with Holga TIM, pay close attention to the aperture settings on its "smile". These settings are much more specific than on other Holga's. There are three different aperture settings: a sun (roughly f/22), cloud and sun (roughly f/11) and cloud (roughly f/8). Do not ever leave the setting between two apertures on Holga TIM, as nothing will be exposed.

TAKING INDIVIDUAL FRAMES

Because TIM has two lenses, making individual half-format shots with each lens will add a few more steps to the picture-taking process.

On Holga TIM's "face" there is a cover, or "eyelid" for each of its lenses, or "eyes." To take an image, open up the left eyelid leaving the other one closed. Press the shutter release button, then press the MX button to re-cock the shutter, close the first eyelid and open the other. Take your second image and wind the film to the next frame.

As with all Holgas, multiple exposures are possible. For Holga TIM, leave an "eye" open and press the MX button to re-cock the shutter. Take photo as normal, knowing that you will now have overlapping images on that frame.

As with all Holgas, multiple exposures are possible. For Holga TIM, leave an "eye" open and press the MX button to re-cock the shutter. Take photo as normal, knowing that you will now have overlapping images on that frame.

TAKING DUAL FRAMES, SHOOTING 3D AND MAKING STEREO PRINTS

Making dual images is much simpler than individual ones, just open up both of Holga TIM's "eyelids" and shoot. This will produce two nearly identical pictures in the 35mm frame. The best results come when shooting a subject between about 3 feet to 12 feet away.

To get prints ready for viewing:

1. Be sure that prints made measure 3 1/2x5 inches. This is the ideal size for viewing pictures through a Holga Stereo Viewer.
2. Cut the print in half vertically and flip flop the images so that the original left image is now on the right, and vice-versa. Tape the images down to a 3 1/2 x5 inch card and your stereo image is now ready for viewing.





FLASHES

Holga 120N and Holga 35mm have standard hot shoes, so any simple non-dedicated standard mount camera flash will work.

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 with a sync cord.

NOTE: Every Holga will trigger the flash twice — once at shutter depression and once at shutter release! Be sure to pause in between or you risk damaging the flash or strobes.

HOLGA MANUAL ELECTRONIC FLASH

The Holga Manual Electronic Flash is the primary accessory for a Holga with a hot shoe mount. This basic manual flash includes a PC cord so that it can also be used with other cameras. It is powered with 4 AA batteries and has a guide number of 72ft/22m at 100 ISO. It gives approximately 200 flashes at 1/1000th of a second and has a 6-8 second recycle time. Color temperature is 5600 ° K and the angle of illumination is 60 ° H 45 ° V.

HOLGON MF FLASH

Designed with the creative Holga Shooter in mind, the Holgon MF Flash fits on a standard hot shoe mount and is a standard flash unit with benefits such as built-in multiple flash capabilities and a bounce head feature. There are two flash modes available: SF MODE (Standard Single

Flash Mode) where each time the unit is triggered

the Holgon MF will flash only once. MF MODE (Multiple Flash Mode) is used with the camera exposure setting on "B" (Bulb mode for manual long exposures). Each time the flash unit is activated, it will flash at the rate of approximately two flashes per second through the duration of the exposure.



©Francesca di Leo - 120N with Red Filter on MFC Flash

The purpose is to creatively capture a series of motions against a dark background. The bounce head can be used in the SF Mode to soften shadows. It is powered with 4 AA batteries and has a guide number of 21ft/6.5m at 100 ISO. The interval of multiple flashes is approximately 0.5 seconds with a color temperature of 5600 ° K and the angle of illumination is 60 ° H 50 ° V. A PC cord is included for use with other cameras and has an adjustable locking ring to secure the flash to the hot shoe socket.



©Francesca di Leo - Holga 120N with Blue Filter on MFC Flash

HOLGA 160S/MB 120 SYNCH FLASH

The Holga 160S/MB 120 Synch Flash is a slim pocket sized master/slave flash that comes with an attachable mounting bracket. The mounting bracket can be used to attach the flash to some cameras without hot shoe sockets or it can be used as a freestanding holder. Since the flash is equipped with both a hot shoe and a photo sensor it be conveniently used on or off the camera. Slave flashes are fantastic at adding additional light from different angles. Your on camera flash will trigger your slave flash as long as it is within line sight of the sensor. Use the built in filters to add a color splash to the image. Powered by two AA batteries, this flash gives approximately 200 flashes at 1/1000th of a second with a 4-6 second recycle time. It has a guide number of 12, color temperature of 5600 ° K and coverage angles of 60 ° H 40 ° V to give you that extra burst of light you need. Multiple slave flashes set throughout the scene can creatively add light and color, where only one flash simply cannot achieve such an imaginative look.

HOLGA 12MQ FLASH

A small, yet powerful mini manual flash; the Holga 12MQ has a guide number of 40 and works with any hot shoe mount. It has a test button, ready light, takes two AA batteries and gives approximately 180 flashes at 1/2000th of a second with a 3 second recycle time. The color temperature is 5700 ° K and the angle of illumination is 55 ° H 40 ° V - quick and powerful for being so tiny.



HOLGA CLOSE-UP RING FLASH

The Holga Close-Up Ring Flash is designed for use with Holga 120 and 135 cameras. It is equipped with a ring shaped flash tube to provide 360° illumination to offer even lighting and elimination of shadows. The maximum effective distance of the flash is 500mm; great for close-up and macro work. It also includes four different color filters of blue, red, yellow and green.

HOLGA 12MFC FLASH

The Holga 12MFC is a pocket sized black Holga flash that is very simple to use and has a ready light, test button, and 5 filters (blue, yellow, red, green and diffusion). It will fit on any Holga or other camera with a standard hot shoe socket. The flash is powered by one AA battery which gives approximately 180 flashes at 1/1000th of a second with a 6-8 second recycle time. It has a guide number of 12, color temperature of 5600° K and coverage angles of 60° H 50° V to give you that extra burst of light you need.

HOLGA 12S FLASH

("S" is for Smile) The cute small smiley faced Holga 12S Flash is available in various colors to match Holga TIM. It is very simple to use and has a ready light, test button, and 5 filters. It will fit on any Holga

©Maria Ruvalcaba - Holga 120N, painting with light and Holga Manual Electronic Flash



©Michael Tullberg - Holga 120N, long exposure using Holga 12S Flash with Red Filter



LENS ATTACHMENTS

All Holga lens attachments fit over the barrel of the existing Holga lens.

The **HOLGA WIDE ANGLE LENS** broadens the horizon with an ultra wide view. It yields approximately a .5x wider field of view than the standard Holga lens. There is a slight increase in vignette and cool image distortion.

The **HOLGA TELEPHOTO LENS** brings your subject closer. It yields approximately a 2.5x magnification over Holga's standard lens.

HOLGA FISHEYES

There are a few versions of the Holga Fisheye lens. Each lens gives a 60-degree view to stretch and squeeze the image into a circular frame.

For the Holga 120, there is the black or silver metal **FISHEYE LENS FOR HOLGA**. This glass fisheye lens attaches to the front of Holga 120 cameras with a custom adapter ring. The glass lens provides unusually sharp images. It is not recommended to use this lens with the built-in flash of the Holga 120FN or 120CFN as the lens may vignette the flash. The weight and look of this lens, moves the Holga from toy to a camera of substance.

©Emmalee Garcia - Holga 135 with Wide Angle Lens



Holga plastic fisheye lenses have two models, one for the Holga 135, **HOLGA PLASTIC 35MM FISHEYE LENS** and one for the Holga 120, **HOLGA PLASTIC 120 FISHEYE LENS**. These lenses provide the same 60-degree view but with a plastic lens for a greater spread of soft vignetting that is expected from the Holga.



©Sherry Lee - Holga 120N with Fisheye Lens



©Francesca di Leo - Holga 120N with 120 Fisheye

The **HOLGA MACRO LENS ADAPTER SET** adds a new dimension to your Holga camera...Macro! This set of two macro lens adapters is designed to work on both Holga 35mm and 120 series cameras for extra close-up work. The ML-30 lens has a focal length of 30mm (unbelievably close!) and the ML-60 lens has a focal length of 60mm. Simply snap these lenses over the standard Holga lens, set the focus to infinity, carefully measure the distance, then shoot. It's that easy! And the results are so Big!

The **HOLGA CLOSE-UP LENS ADAPTER SET** adds the next dimension to your Holga camera...Close-Up! This set of three snap-on close-up lens adapters is designed to work on both Holga 35mm and 120 series cameras for extra close-up work. This set includes the CL-120 lens (focal length of 120mm), CL-250 lens (focal length of 250mm), and CL-500 lens (focal length of 500mm). They come in a tiny plastic case to keep them safe in your camera bag. As with the Macro lenses, snap the lens over the standard Holga lens, set the focus to infinity, carefully measure your distance, then shoot.

TIP: The sweet spots on the macro and close-up lenses are very specific. Special attention must be made when measuring for focus. To make things easier, have a dedicated string or camera strap with clearly marked measurements corresponding to the lenses. Stretch the strap from subject to lens for perfect focus every time. It sure beats carrying around a tape measure!

The **HOLGA DSLR LENS AND HOLGA DSLR PINHOLE LENS**

marry the fun and look of Holga with the convenience of digital. Versions to fit Canon and Nikon bodies are available and compatible with both manufacturer's film and digital SLR cameras. The DSLR lens is a Plastic Optical Lens, f/8, 60mm and has the standard Holga symbol adjustable focusing. Although the lens does not allow the traditional vignetting or light leaks Holga is known for, it does enable the use of all of Holga lens and filter accessories, allowing instant viewing of your creations. The DSLR pinhole lens adds the fun of pinhole photography to your DSLR camera.



©Sherry Lee - Holga DSLR Lens with 120 Fisheye Lens



©Sherry Lee - Holga DSLR Pinhole Lens



© Sherry Lee - Holga 135 with blue Color Filter



FILTER ATTACHMENTS

To enhance the world of Holga, a **Holga Lens and Filter Holder** is a must. This over the lens mount allows the user to attach the various filter sets to the front of the Holga. Once the filter holder is in place, new possibilities become available with each filter that is slipped in.

HOLGA COLOR FILTER SET

The Color Filter Set includes red, yellow, blue, and green filters and can be used to create bold, vibrant images or to adjust the tonality 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

This set includes a four-facet lens with center focus, a three-facet vertical lens and a three-facet pyramid lens. Each filter in this set will surprise and please any photographer as it splits, repeats and blends in totally unique ways. These filters do not allow for symmetrical effects when using a DSLR Holga Lens. However the distortions are still very fun.

HOLGA SOFT SURROUND FILTER SET

With a clear center, each of these four filters has a pattern specifically designed to enhance the Holga's natural focus vignetting. Drawing the eye toward the center of an image, these filters are excellent for unique documentary, portrait and fine art style images. Set of four includes red, yellow, blue, and neutral density.



©Francesca di Leo - Holga Split Image Filter on Fuji Instax



INSTANT HOLGA

For many, this is the next step towards becoming a full-fledged Holga maniac. Long sought after by Holga users, the aesthetic values of the instant film match that of the Holga perfectly. The Holga Instant Film Back turns the Holga into the most unique instant camera there is. The back fits on the Holga 120 series and accommodates Fuji FP 3.25 x 4.25 instant films. The Holga instant back comes with a 6x6 film mask, a .3x diopter (which must be put on the Holga lens in order to get focused pictures) and an external viewfinder for precise composition within the frame.



For those that have the Fuji Instax Mini 7s cameras, you can now Holgify instant images with the Holga Filter & Lens Adapter Set for Fuji Instax 7S Camera. This adapter kit enables the use of a full series of mini Holga lenses and accessories. Upon installation of the adapter, one is open to a whole new world of creative possibilities. The kit includes the LFA-F7S Adapter, LFH-135K Lens Holder, DCFS-135K Double Color Filter Set, SILS-135K Split Image Filter Set, CFS-135K Color Filter Set, SSFS-135K Soft Surround Filter Set, and CGFS-135K Color Gradation Filter Set. Other available kits include Macro, Telephoto, Wide Angle or Fisheye Lenses.



MORE ACCESSORIES

HOLGA CABLE RELEASE

A must have for every Holga! This custom adapter fits snugly over the lens of your camera allowing you to use a cable release. It also does not interfere with the tripod mount and Bulb setting switch on the Holga 120 cameras. In addition, the cable release can be used separately from the adapter for use on all Holga 135 and Holga 120WPC Cameras.

HOLGA 35MM ADAPTOR KITS

The 35mm Film Adaptor Kits allow the use of 35mm film in Holga 120 (FA135-120) and Holga 120 Stereo (FA135-120/3D) medium format cameras. In order to remove 35mm film from the Holga 120 cameras after it has been exposed, simply use a changing bag or go in to a light tight darkroom to extract the film. Wind the film back into the safety of its metal cartridge before returning to the light.

HOLGA VERTICAL VIEWER ATTACHMENT

Vertical Viewer Attachment (VV-120 & VV-SH 135) turns the standard Holga 120 or 135 cameras into a Holga twin lens reflex for a top down view.

Sometimes a simple modification to a Holga camera can create outstanding results. There are several ways to experiment with the Holga and having more than one Holga camera is recommended since some modifications can be permanent.



MODIFY & PERSONALIZE

One can create their own custom look for the Holga by doing their own decorating. Find fun and inventive ways to personalize the Holga with stickers, beads, fur or anything else lying around. The possibilities are endless! Otherwise, here are a few more practical changes.

CUSTOM HOLGA MASKS

One can make their own unique border around images by creating a personalized mask. Take some dark paper or cardboard and cut it to an 8x7cm rectangle. Then fold in 1cm on each side so that the center is 6x7cm.



Cut a custom pattern in the center and then tape the custom mask inside the back of the Holga camera. The batteries will have to be taped into place for the 120FN and 120CFN if a custom mask is being used.

HOLGA HOOD

This easy mod will reduce lens flare. Just get some tape and dark paper or cardboard and fashion a ring that will fit snugly onto the lens barrel. There are also hood patterns that one can download from the Internet.

ADDING A TRADITIONAL FILTER TO YOUR HOLGA

Besides the Holga filters that are already available, a Holga can be modified to use traditional filters. The barrel of a Holga lens is 46mm. Get a step-up ring of 46-49 to add a filter thread to the Holga lens. Firmly twist this step-up ring into the pliable plastic lens of the Holga. Glue this to the barrel of the Holga lens and then attach a 49mm filter to the thread of the step up ring.

HOLGA 120 ADAPTED FOR 35MM FILM -- SPROCKET HOLES!

There are two ways one can adapt Holga 120 to use 35mm film:

• Customize

Cut foam inserts to center and secure the cartridge of a roll of 35mm film where the roll of 120 film normally goes. The idea is to make sure the film stays centered and travels straight across the film plane behind the lens.

Pull the leader of the 35mm film out and stretch it across to the 120 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.

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 good way.)

Because the window must be taped, there are no numbers to count exposures. 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 each 6x6cm frame. After you process your own 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.

The benefits of modifying in this way are truly striking and unique. The image is much longer than the standard 35mm frame. The entire section of film is exposed, including the sprocket holes. It is a type of image unlike any other, instantly recognizable upon viewing.

• 35mm Adapter Kit

Simply buy Holga's 35mm Adaptor Kit. However, the kit differs from the modification just listed in a very significant way: it makes the camera shoot in a standard 35mm frame — in other words, the sprocket holes and panorama effects are not attainable with the prefabricated kit.

Whether you're using the kit or making your own mod, after you are done shooting (when the film no longer advances), you must remove film in total darkness. A changing bag or a darkroom should be used. When processing at a lab, make sure to instruct them not to cut your film during processing.



"Take your Holga out for a ride. Stop often. Play."

— Kit Frost,
Professional Photographer



**QUOTABLE
HOLGAS**

"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, Photographic Historian, in his book
Photographic Possibilities (with J. Valentino. Focal Press 2001)

"As for the Holga, I like using it and making my students use it, because it encourages the photographer to concentrate on his/her relationship with the subject without technology getting in the way. The resulting images depend on the photographer's presence (of mind and body)."

— Lesley Krane, educator at California State University, Northridge

"As the Koordinator of the Krappy Kamera Competition, I've seen thousands of images produced with this camera. I am always awed by the variety of images that can be produced with such minimal equipment."

— Sandy Carrion, Coordinator of the Krappy Kamera Competition.

"I still have the first Holga I ever bought back in 1988. I loved it then and still do, especially with black and white film."

— Julia Dean, founder of the Julia Dean Photographic Workshops.

"I love my Holgas... I have eight of them. As a designer and art director, I have used Holga cameras on many photo shoots and clients love the creative and unpredictable effects!"

— Randy Thomas, National ADDY Award Winner and owner
of Randy Thomas Design agency.



**Ask Me.
(FAQs)**

Q: Can I shoot both black and white and color photos in my Holga?

A: Of course you can. There are three types of film available; black and white, color negative and color slide film.

Q: What is slide film?

A: Slide film is a positive transparency film well known for its vivid color saturation. Historically used for commercial purposes like fashion shoots, landscapes and product photography; just about any thing you'd see in a magazine. Feeling adventurous? Ask your lab to cross-process your slide film for exciting color shifts!

Q: What is the easiest film to use?

A: Color negative film with a 400 ISO is a great film to start with. It tends to be more forgiving than other films and can be processed at most labs. If your heart is set on black and white, there are also some black and white films which can be processed in color chemistry (C-41) that are available. Ask your local photo dealer for more information.

Q: Where can I process my film?

A: All 35mm film can be processed at any 24 hour photo processing center (including drugstores). To process 120 film, check your local professional photo labs. If not, your local Holga dealer can usually provide film developing mailers or a contact number to a local lab.

Q: My pictures are dark in the corners. What am I doing wrong?

A: Dark corners? But that's what you want! The dark corners on a Holga image, called vignetting, are one of Holga's many charms. If you prefer less dramatic vignetting try using the 6x4.5cm mask.

Q: My pictures are more than fuzzy, they are blurry. What happened?

A: Check the bottom of the camera. Make sure you have the shutter speed switch in "N" for Normal. ("B" for bulb is for long exposures)

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

A: Yes. Set up your lighting with a photo slave. It triggers your strobes when the camera's built-in flash goes off. Just make sure that the slaves are close enough to pick up the camera's flash.

Q: Can I use infrared film in Holga?

A: Yes, but the impact of light leaks can be more pronounced on infrared films. 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 overexposed. 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—feel free to tinker with it and come up with exciting new modifications of your own!

Q: Can I enter my Holga images in photo contests?

A: Absolutely. Holga images have become increasingly accepted in photo competitions. The most prolific is probably the annual Krappy Kamera competition, held by the Soho Gallery in New York. For details visit: www.sohophoto.com.



From Top to Bottom

1. Sherry Lee - Holga 135
2. Dave Handler - Holga 120PC
3. America Alfaro - Holga 120N
4. Oliver Tan - 35mm Film in Holga 120N



From Top to Bottom

1. Emmalee Garcia - Holga 120N, double exposure
2. Maria Ruvalcaba - Holga 120N
3. Phil Steblay - HolgaWPC with Rollei Red Bird Film
4. Francesca di Leo - Holga 120N with Rollei Nightbird Film