

## IN 1974

**DIRECTOR**

Mike Hoolboom

**DURATION**

0:07

**YEAR**

2017

**ORIGINAL LANGUAGE**

English

**CATEGORY**

Experimental

**DESCRIPTION**

A reflection on colour in fifteen camera tests. Serial portraiture. The mirage of formalism. Standardized colour charts, chemistries, processing times. What is normal, and what isn't?

**IMAGE FORMAT**

16:9

**SHOOTING FORMAT**

HD

---

**KEYWORDS**

Color, camera, film, normality

**THEMES**

Technology and medias

Society