



**CREATIVE  
APPLICATIONS  
NETWORK**

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**MEMBERS, OBJECTS**

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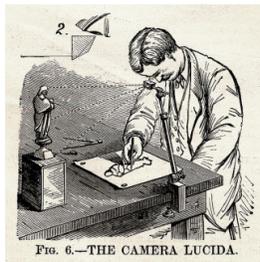
## **NeoLucida – A Portable Camera Lucida for the 21st Century – Kickstarter**

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Before photography, cameras, computer vision and facial recognition, in 1807 Sir William Hyde Wollaston invented *Camera Lucida* – an optical aid to help artists create realistic drawings. Around that time lenses and mirrors were the “cutting edge technology” of their day (and sometimes, the

trade secret) for making life-like images. Wollaston's *Camera Lucida* was simple: a prism on an adjustable stand. When an artist looks down through the prism, they see the world in front of them, plus their hand on the page, combined in a perfect superimposition. By the mid-1800s, camera lucidas were everywhere and the device was so effective in assisting accurate life-drawing that, according to the controversial Hockney-Falco hypothesis, it's now believed that many of the most admired drawings of the 19th Century, such as the Neoclassical portraits of Jean-Auguste-Dominique Ingres, could only have been made with a *Camera Lucida*. Unfortunately by the end of the century they were all gone and there was no *Camera Lucida*'s manufactured since then. If you wanted to obtain one now it would cost you hundreds of dollars, that's if you can find one.



Earlier this year Pablo Garcia & Golan Levin teamed up to bring this simple yet amazing device to students, artists, architects, and anyone who loves to draw from life. But to be clear: their NeoLucida is not just a product, but a *provocation*. In manufacturing a camera lucida for the 21st century, their aim is to stimulate interest in media archaeology—the tightly interconnected history of visual culture and imaging technologies.

Now, *Camera Lucida* can be yours since their project is now on Kickstarter.

Their design is lightweight (9oz., or 0.25kg), sturdy, compact enough to fit in a handbag, highly adjustable, totally non-electronic, and released with a liberal open-source hardware license. It's also the least-expensive camera lucida ever manufactured. Their first batch of "NeoLucidas" will also be their only batch, they're doing this as a fun intervention, not to start a business. Once they've finished distributing the NeoLucidas, they will publish their designs, CAD files, and all of their supplier data with a liberal CC and/or Open-Source Hardware (OSHW) license, so that anyone who wishes can continue the project (including, potentially, commercially).

This is your chance to own a piece of "disruption" history. Just as many "new technologies" today will be in years from now, *Camera Lucida* is a piece of media archaeology.

**Please help make this project happen by supporting it on Kickstarter.**