

## DISPOSABLE CAMERAS

The first disposable camera was made by a company called Photo-Pac in 1949. Unlike today's plastic casings, the Photo-Pac camera was made of cardboard and sold for \$1.29. While it was the first cheap, portable camera allowing users to take pictures in the moment, it failed to catch the attention of the public and it wasn't until 1986 when the first *popular* disposable camera hit the market. The "QuickSnap" camera was made by Fujifilm and used 35mm film. A year later, Kodak released their own "Fling" camera on 110mm film.

As digital cameras took over the film industry, disposables were forgotten. However, today's youth has returned to the age of having to wait before seeing how the pictures turn out.

Disposable cameras began trending when YouTuber David Dobrik (on the left with late night host Jimmy Fallon on the flip side of "P") started an Instagram account dedicated solely to pictures taken on disposable cameras. The pictures of actor Leonardo DiCaprio, Bachelorette star Hannah Ann, late night host Jimmy Fallon, media personality Paris Hilton, Tik Tok star Addison Rae, and singer Beyoncé were all taken by David Dobrik. Today, the trend has even made its way to Tik Tok. Users show their disposable camera, zoom into it, then show all the pictures they took on it. The disposable camera is known for capturing the moment and creating memories without the instant gratification a smart phone or digital camera provides.

As younger generations continue to search for sustainability in products, many have turned to reusable film cameras. Will this be the next downfall of disposables?