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George Eastman

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Let's imagine that how our world would be without the photography, how we can remind to those sweet old days with no photo to clearer that blur moment. Photography is more than capture a moment but it reflects emotion, feeling, history, life and more. Even though nowadays the roll of the photo paper was declined by replacing of the digital file which can easily share to other people on another side of the world via the online media such as facebook , instagram or twitter. The classic photo still plays a big part in the development of photography. All this, there is one man who devote himself to create the photography system, "Gorge Eastman"

Gorge Eastman was born in New York on July 12, 1854.¹ He quit school since he was fourteen. His photography way started in 1878 and owned his first business in 1881 deal with the dry plate.² Three years after his business started, he introduced the negative paper but it has not released for sale until a year later. In 1888, he set up his new compact camera and promoted it after the brand "Kodak" in the following year "The Eastman photographic Materials Company limited" is established in London³ and the first commercial celluloid was released in the same year. After he realized that the Kodak brand becoming famous, he decided to change the company name to The

¹ Kodak. "History of Kodak – George Eastman." Kodak. About Kodak.
http://www.kodak.com/ek/US/en/Our_Company/History_of_Kodak/George_Eastman.htm

² Elizabeth Brayer. George Eastman : A Biography. 1996. P.37.

³ Kodak. "History of Kodak –Building the foundation." Kodak. About Kodak
http://www.kodak.com/ek/US/en/Our_Company/History_of_Kodak/Building_the_Foundation.htm

Eastman Kodak Company. His company was very successful even U.S court rule against Kodak buying up any companies in the future to prevent Kodak being monopoly.⁴ Kodak still always released the new photography technology.

In 16th century there was an invention of new camera which is called Reflex Camera and in 17th century there were so many people who tried to develop the camera. The initial development of the camera designed it shaped like a large and heavy cube wooden box with a mirror tilted 45 degrees inside, this prism system is used to take a photo. It had to take nearly a minute to get one photo from that camera. In 18th century when the photographer wanted to take an outdoor photo, they had to carry many tools those are black developing tent, developing trays, bottles of chemicals. In the process of development, the paper that was used to print the photo is very sensitive to the light then the process of developing photo must be hold in the dark room only. Eastman knew this flaw very well as he was an amateur with quite expert skill of taking photo, this was impossible for normal people to own a camera or able to get their own photographs. From just a hobby, George Eastman wanted to make photograph easy not only for him but for others as well. He decided to run this as a business. He developed the camera under the idea “to make the camera as convenient as the pencil”.⁵

Kodak had played many roles in this world like in World War I, George Eastman helped the government by offering his product and services to plan strategies and the war department used the chemical that was used for film to make the wings of

⁴ Peter Brooke-Ball. George Eastman And Kodak. 1994. P.62

⁵ Debra Bacon. “History of Kodak digital camera.” eHow.
http://www.ehow.com/about_5071042_history-kodak-digital-cameras.html

aircraft more tough and waterproof.⁶ Also in astronomy, Kodak photographic equipment and film were used to take a photo from the space either an image of the earth that was taken from a height of 22,300 miles or an image of hurricane from orbiting satellite and the popular photo from the moon which took by Neil Armstrong.⁷ In medical uses, Kodak has joined the scanner projects to improve technology and when discovery of X-rays was occurred Eastman sensed advantage from it that he could make it tangibly. X-ray plates were released a year later from Kodak.⁸ Furthermore in movie industry, George Eastman is the one who invented roll film that was base of making film. Kodak supported and supplied film for Hollywood moviemakers. In 1994, Kodak was the official imaging sponsor for Olympics games. Eastman's aim also wanted the film can go through any kind of weather and beyond, He especially like the explorer so he supported the first guy who reached the North Pole when he asked for the film then the film still worked in the temperature degree below zero.⁹

In addition George Eastman instituted Eastman School of Music and before he passed away he donated his money for University of Rochester, Massachusetts Institution of Technology and School of Music. After he has done his donation he committed suicide by shot himself with feeling that his work is done. Eastman was rest in peace on March 14, 1932. Kodak was ranked in top twenty five companies in United States and it was awarded an Oscar for making safety film in the movie industry. George Eastman has changed the world of photography that used to be for

⁶ Kodak. "History of Kodak – Milestones-chronology, 1878-1929." Kodak. About Kodak [http://www.kodak.com/ek/US/en/Our_Company/History_of_Kodak/Milestones - chronology/1878-1929.htm](http://www.kodak.com/ek/US/en/Our_Company/History_of_Kodak/Milestones_-_chronology/1878-1929.htm)

⁷ Peter Brooke-Ball. George Eastman And Kodak. 1994. P.51

⁸ Peter Brooke-Ball. George Eastman And Kodak. 1994. P.31

⁹ Peter Brooke-Ball. George Eastman And Kodak. 1994. P.26

wealthy people and royal, he spread out widely and made the products cheaper also less exclusive. He wanted everybody can have a chance to take a photo even for children. This is the reason that Kodak represented the camera called Brownie, it's designed so simple and considerably basic as the Kodak's slogan "You press the button – We do the rest"¹⁰ it has been perfectly successful, millions people were familiar with name Kodak.

World take a lot advantage from the photography, also mention to all lives in this world and the humanity. For people who were born a hundred years later after their grandparents still can know the lifestyle of those old days through the photography, it tells its own story without question how it looks like. In this generation, many people may not know what dry plate is or children never see roll film but they are still the amazing invented from a guy who spent nearly all of his life to create a new generation of photography. Photograph is one of the best way to remember the things those happened in this world, it capture either the special time in one's life or even merely one fine day. Photo is a thing that any can keep to everyone's life even when the time pass but the memory and the explanation which people can get through the picture is last forever.

¹⁰ George Eastman "George Eastman" PhotoQuotes.com, Quotation from the World of Photography. 11 Mar. 2011. <http://www.photoquotes.com/showquotes.aspx?id=91&name=Eastman,George>