

Photography with Soul: LOMO 快乐玩摄影: LOMO

There's **photography**, and then there's [Lomography](#). In Lomography, the images are more colorful and less clear. There is also something unusual about the light, as there are often strange shadows around the edges of the photos. **Lomographic** pictures can seem both real and unreal at the same time, and looking at one can be an **intense** experience. It's no wonder that so many people love their [Lomo cameras](#).

先有摄影，后有乐摸摄影。乐摸摄影的照片更加鲜艳却也朦胧。光线也有不寻常之处，所以照片边缘常有奇特的阴影。乐摸摄影的照片看起来既逼真又虚幻，看乐摸照片更是一种强烈的体验。难怪那么多人喜欢玩乐摸相机。

The original Lomo camera was designed and built by a **state-run Soviet** company in [St. Petersburg](#). In 1991, it was discovered by an Austrian company called [Lomographische A.G.](#), which signed an **exclusive deal to distribute** and market the camera worldwide. Today there are several different models; each produces a **unique** visual effect. They are cheap, simple, and very easy to use. The **motto** of the **manufacturer** is "don't think, just shoot."

最初的乐摸相机是由位于圣彼得堡的苏联国营公司设计制造。在 1991 年时一间名为 Lomographische A.G. 的奥地利公司发现了此种相机，他们签下全球经销与营销乐摸相机的独家协议。现在已有数种不同的机型，每种机型都可制造出独特的视觉效果。乐摸相机便宜、简约且易于操作。制造商的格言是「不要思考，只管拍」。

In its marketing materials, the company encourages so-called "Lomographers" to follow ten **golden rules**, like taking the camera with you wherever you go, using it whenever you feel the **urge**, and generally making it part of your life. They seem to **imply** that buying this camera can make life creative, interesting, and fun. It's a way to show you're the **free-spirited**, artistic type.

在公司的营销资料中，他们鼓励所谓的「乐摸摄影家」遵循十条金科玉律，像是无论去哪都随身携带相机，任何时候只要有想拍照的冲动，想拍就拍，以及使其成为你生活的一部份。这些金律暗指购买乐摸相机能使生活充满创意、趣味及欢乐。这就是展现你自由自在不受拘束艺术风格的方式。

Supported by the company, camera enthusiasts also established a group called the Lomographic Society, which is based in Vienna. They organize exhibits, workshops, competitions, and user meetings, and also **put out** an online magazine. Their efforts help promote the camera and the Lomo brand around the world. So whether you **fancy** yourself an artist, or just want to take some striking photos, you might want to give Lomography a try.

相机狂热者得到官方的支持，在维也纳建立了一个称为乐摸摄影社群的团体。他们策划展览、工作坊、竞赛和乐摸玩家见面会，还出版在线杂志。这群人的努力，帮助推广乐摸相机及其品牌到全世界。所以无论你是否自认为自己是艺术家，或只是想拍出一些让人惊艳的照片，你可能会想试一试乐摸相机。

— by Dmitri Detwyler

Vocabulary

intense [ɪn `tɛns] adj. 强烈的

exclusive [ɪk `sklusɪv] adj. 独有的, 独占的

distribute [dɪ `strɪbjʊt] v. (尤指有计划地) 分发, 分配

unique [ju `nik] adj. 独特的

motto [`mɒto] n. 座右铭

manufacturer [ˌmænjə `fæktʃərə] n. 制造业者, 厂商

urge [ɜ:dʒ] n. 强烈的欲望; 冲动; 迫切的要求 a strong impulse, inner drive, or yearning

imply [ɪm `plai] v. 暗示; 意味着

free-spirited [`fri `spɪrɪtɪd] adj. 自由自在的; 无牵挂的 unrestrained personally, as by convention or obligation

put out: 出版, 发行 to publish

More Information

photography [fə `tɒgrəfi] n. 摄影

Lomography [lə `mɒgrəfi] n. 乐摸摄影

Lomographic [ˌlɒmə `græfɪk] adj. 乐摸摄影的

state-run: 国营的 controlled by the government

deal [di:l] n. 交易

golden rule: 重要的原则; 重要的行为准则 any important principle

fancy: [`fænsɪ] v. 【口】想象, 设想 imagine