

## *Strike a Pose! 100 Years of the Photobooth* 10 October 2025 – 22 February 2026

This autumn The Photographers' Gallery presents a small, special archival display celebrating 100 years of the much-loved photobooth.

Through a special archival display, *Strike a Pose! 100 Years of the Photobooth* looks back on the history of the photobooth and explores its intimate charms, imperfections and quirks.

2025 marks the year-long celebration of the 100th anniversary of the invention of the analogue photobooth by Anatol Josepho. His first Photomaton appeared on Broadway in New York in 1925. The photobooth was a game-changer for the world of photography and quickly became an everyday sight in cities around the world.

A combined studio and photography lab in one place, booths offered the first affordable access to photography. With no technical knowledge needed and no operator, anyone could step behind the curtain, put their money in the slot and strike a pose.

After the success of the first booth, when over 7,500 New Yorkers used the booth in its first 5 days, global success quickly followed. The first photobooth launched in the UK in Selfridges, London, in 1928 and was an immediate hit.

In the 1950s and 1960s, photobooths were a common feature at fairs, shopping centres and train stations. These intimate inexpensive spaces gave everyone the freedom to control their own images. Behind the curtain, whether alone or crammed in with friends, the photobooth was a playground, beyond the gaze of a photographer. The booths were loved by everyone, from John Lennon and Yoko Ono, to John and Jacqueline Kennedy, and used by artist Andy Warhol for his famous series of self-portraits.

The coin-operated booths, once ever-present on high streets and stations, disappeared with the rise of digital photography in the 1990s. Now, restored by dedicated experts, analogue booths are reappearing in cities across the world and enjoying a resurgence of interest and delight with modern-day fans. Alongside the display of archive prints, vintage strips and materials, there'll also be a booth at the Gallery for everyone to create their own selfie souvenir and a live feed to see the unique mechanics of the booth in action.

*Strike a Pose! 100 Years of the Photobooth* features work from the collection of Raynal Pellicer and is part of a year-long programme of centenary celebrations, in partnership with AUTOFOTO.

### **Notes to Editors:**

The Photographers' Gallery  
16–18 Ramillies Street  
London W1F 7LW

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info@tpg.org.uk  
tpg.org.uk

The Photographers' Gallery is a  
registered charity no. 262548.

The Photographers' Gallery Limited  
is registered in London no. 986208.  
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For further information on exhibitions and print editions and for press images  
and credits/captions, please contact Phoebe Heins at Margaret:  
[phoebe@margaretlondon.com](mailto:phoebe@margaretlondon.com).

#### AUTOFOTO

AUTOFOTO are analogue photobooth experts who have been rescuing and restoring original auto-photography machines for over a decade. Their restored machines can be found in locations across London and Barcelona. Through careful restoration and servicing, AUTOFOTO's mission is to ensure the survival of these beautiful machines and photobooth photography for future generations.

Find out more at: [autofoto.org](http://autofoto.org)

#### The Photographers' Gallery

The Photographers' Gallery explores how photography is connecting, captivating and radically changing our world today. The Gallery's programme and spaces – from exhibitions, talks, workshops and digital platforms, to the galleries, shop and cafe – all explore the beauty, complexity and future of photography. Right outside the Gallery, the very best of contemporary photography is shown for free, day and night, in Soho Photography Quarter.

Find out more at: [thephotographersgallery.org.uk](http://thephotographersgallery.org.uk)

Visitor information - The Photographers' Gallery

Monday – Wednesday 10am – 6pm

Thursday & Friday 10am – 8pm (Friday free from 4pm this summer)

Saturday 10am – 6pm

Sunday & Bank Holidays 11am – 6pm

Also on show at The Photographers' Gallery from 10 October 2025 - 22 February 2026:

[Zofia Rydet: Sociological Record](#)

[Boris Mikhailov: Ukrainian Diary](#)

Tickets - your ticket covers entry to all exhibitions on the day of your visit

£10 / £7 concessions (members go free)

Advance online booking: £8.50 / £6 concessions

On show in Soho Photography Quarter, free, every day, until May 2026:

[Lisa Barnard: The Canary and The Hammer](#)

On show and for sale in the Print Sales Gallery, free entry, until 16 November 2026:

[Paul Cupido: Kachō Fūgetsu 花鳥風月 flower, bird, wind, moon](#)

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**THE  
PHOTOGRAPHERS'  
GALLERY**