



Hawk Vintage '74 – thoroughly modern lenses that deliver the recognizable patina of those films we love from the 1970s.

HAWK VINTAGE '74 PRIMES

Cinematographers who seek the signature 1970s look, complete with low contrast, flares, color aberrations and other “flaws,” can now achieve that look with lenses that incorporate state-of-the-art optics and mechanics and work seamlessly with the latest accessories.

After listening to our customers, we noticed strong interest in older lenses, due to their unique “defects.” At Vantage, we understand that these so-called defects are tools used by cinematographers to subtly communicate a certain feeling or mood to the audience. For example, some of these older lenses, prized for beauty work, deliver a low contrast image with creamy skin tones. With today’s glossy digital formats, the right lens can add a certain authenticity or aesthetic to the image by way of these traits, which in many cases were originally limitations – flares, reflections, certain contrast and color characteristics and more – put to use by cinematographers as storytelling tools.

Our idea was to update these lens traits, making these imaging tools available in a lens that comes with all the upgrades in design and ease of use that camera crews have come to depend on over the



The **Hawk Vintage '74** Lenses deliver the lower contrast and chromatic and flare characteristics of older, 1970s lenses, but with precise, modern mechanics and the dependability, sharpness and consistency of all current Hawk lenses.

last 40 years. We researched the types and methods of coating used in these lenses from the 1970s, and undertook a series of experiments designed to recreate the effect. Modern optics meant that our recipe varied from the older lenses, which often used only one or two layers of coatings. Modern coating techniques often employ as many as seven layers. After two years of tests, we arrived at a combination of coatings and lens elements that achieves our goal: a thoroughly modern lens that delivers the recognizable patina of those films we love from the 1970s.