

Architectural photo exhibit reflects history

Photography depicting architecture spanning the last two-and-a-half centuries is on exhibit beginning today at the University Museum of Art.

"A Record in Detail: The Architectural Photographs of Jack E. Boucher" features more than 130 prints of modern and traditional structures. Some of the buildings date as far back as 1720.

Boucher is the architectural photographer for the Historic American Buildings Survey in Washington, D.C., a National Park Service agency that documents the history of American architecture through photographs, drawings and written records. He photographs historic structures exclusively.

"He's certainly a very eminent photographer," and deserves attention equal to that given to such photography

greats as Edward Weston and Ansel Adams, according to University art historian Leland Roth.

Over the past 25 years, Boucher has taken an estimated 55,000 photographs of more than 6,000 buildings in every state except Alaska as well as Puerto Rico and the Virgin Islands. This makes up about half of the building survey's collection.

Structures portrayed in Boucher's work include Virginia estates, a Shaker round barn, an adobe church, Gothic mansions and designs by Frank Lloyd Wright.

The exhibit is "certainly a record of our culture that's available to all of us, because it is a part of the Library of Congress. Anybody can write to the Library of Congress and get prints of his work," Roth said.

Upon close examination of

Boucher's work, "you will see they are technically and artistically as excellent as things you go out and pay hundreds or thousands of dollars for," Roth added.

Photographs appearing in the exhibit were selected for their drama, originality and ability to evoke a period in American history, according to exhibit curator Bill Lebovich.

Because the collection of photographs "really represents all facets of American culture," it has educational value for students of fields as varied as American studies, architecture, fine arts photography, art history and journalism, Roth said. The exhibit is sponsored by the Library of Congress Traveling Exhibitions Program and will be on display in galleries 1c and 1d until May 17.

Portland advertising firm sponsoring unique contest to plug creative 'cracks'

By Steve McCurdy

Of the Emerald

Borders, Perrin & Norrander, a Portland advertising agency, is sponsoring an ad competition, with the two winning students to receive summer internships with the company.

The competition is unique in that it is open to all students — not only advertising and journalism majors.

Dave Newman, the creative director at BP&N, said the competition is open because the agency believes some good, creative people are slipping through the cracks.

"We feel that there is strong, creative potential in students who have majors other than advertising and journalism," he said. "Further, some of these students may not realize that they have the potential to be good, creative people, and this is an opportunity for them to realize it."

The competition consists of three categories, and entrants must create ads for all three. The three categories are: a BMW print advertisement, a Columbia Sportswear print ad and a mini-campaign for one of five fictitious clients. The mini-campaign includes the creation of a 30-second television commercial, a 60-second radio commercial and a magazine ad.

Entrants will be judged on their ability to extend a campaign already established and the freshness and stopping power of their advertisements, Newman said. The layouts can be rough, and ideas and concepts are more important than art, he said.

Entries must be received by May 15, and winners will be notified on May 29.

Bill Winter, an advertising professor at the University journalism school, said that BP&N has a strong creative reputation and can give the interns valuable experience.

"BP&N has been named in recent years as the most outstanding small agency in the West," he said.

Another advertising professor, Jim Avery, believes winning the competition will drastically improve a student's chances of getting a job in the advertising field.

"On the average, an aspiring copywriter has a 15 percent chance of getting a job in the first three months after graduation," he said. "Winning this competition will move that percentage to 75 percent."

For more information and entry forms, students may contact Avery in Room 205 Allen Hall.

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