

KODAK AT FAIR

Novel Pavilion Has Varied Program Of Shows and Picture Services

By JACOB DESCHIN

THE 400-foot-long, many-faceted Kodak Pavilion that photographers visiting the New York World's Fair will call home for the next two years was previewed last week in anticipation of the opening of the international showplace on Wednesday.

One of the 10 largest at the Fair, the two-level Kodak exhibit, the surface of which simulates a lunar landscape, will provide photographic attractions that are expected to take about four hours to see and experience.

A staff of Kodak experts speaking a total of 15 different languages will be continuously on hand in a glass-enclosed, air-conditioned information center to answer questions about photography, offer guidance to picture opportunities around the Fair, and even make minor camera adjustments and repairs.

A pentagonal Picture Tower eight stories above the fairgrounds and displaying five 30-by-36-foot color prints will be as a beacon to symbolize the variety and range of photographic shows distributed throughout the pavilion. A revolutionary new kind of light will illuminate the pictures from in front day and night. The illumination is so bright and uniform that it appears to come from behind the pictures, as in a transparency. The pictures will be changed periodically.

20 Show Areas

About 20 show areas will demonstrate and document photography's role in almost every phase of living. Among these will be such key activities as science, medicine, industry, commerce, education, communication, recording, graphic arts, press, and space exploration, as well as leisure-time activity.

The highlight of the motion picture offerings at the exhibit is Saul Bass's "The Searching Eye," an amazingly beautiful 20-minute color film made especially for the Kodak exhibit. For sheer visual excitement, boldly inventive imagination, and technical virtuosity, it has rarely been equaled. Its poetic message, the exaltation of the familiar and the commonplace, will be appreciated by audiences

on all levels. The motion picture photographer in addition will be intrigued by the variety and effectiveness of the techniques used, which include time-lapse, underwater, aerial, photomicrography, and stop action.

Exhibits and devices designed to involve audiences are features of the "Adventures in Photography" area. Visitors are invited to use their own cameras to photograph miniature stage sets; framed close-up lenses are provided, together with camera settings. A number of staged backgrounds will offer opportunities to photograph family or friends in strange foreign settings.

View of Fair

In addition, the novel design of the pavilion's top deck will suggest picture possibilities. The area also provides an excellent vantage point from which to take pictures of other parts of the Fair.

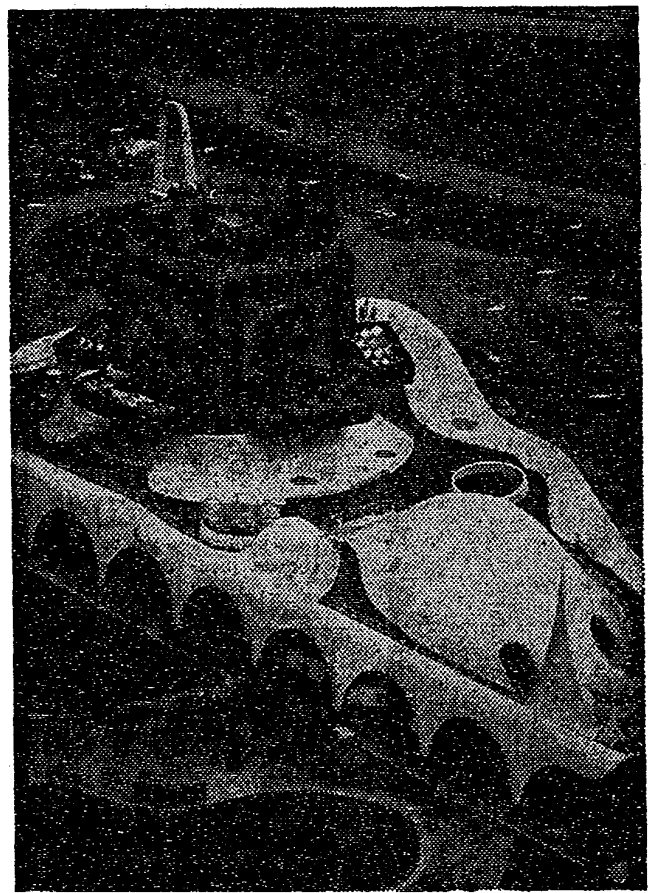
Rear-illuminated panels and kiosks offer instruction in such techniques as photographing pets and collections, shooting in bad weather, and while skin diving. By pushing the appropriate button, the visitor may see any one of a choice of 27 slide shows.

The history of photography, arranged in glass-enclosed show cases, is traced in exhibits of interesting items from George Eastman House in Rochester, N.Y.

The first in a series of seven exhibits of photographs scheduled for this year is "Applied Photography," which will run through May 20. It consists of color photographs by 11 leading illustrators. This will be followed May 21 to July 22 with the display of the 300 winning pictures in the Kodak International Color Competition on the theme, "The World and Its People."

SCHOLARSHIP

High school graduates are invited to apply for a \$750 scholarship to the School of Photography of Rochester (N. Y.) Institute of Technology. The scholarship is offered by the Photographic Society of America. For details and application form, write Miss Harriet Dieter, 2112 Ingham Road, Columbus 21, Ohio.



KODAK PAVILION AT WORLD'S FAIR—The 400-foot sloping deck simulates a lunar landscape.