

Special Edition

January 16, 1978

# Reedy lecturer to discuss light and color experiments

"Light is the art of this decade, if not of this century," Morton Goldsholl wrote a few years ago.

It's an art he's been practicing for over 30 years.

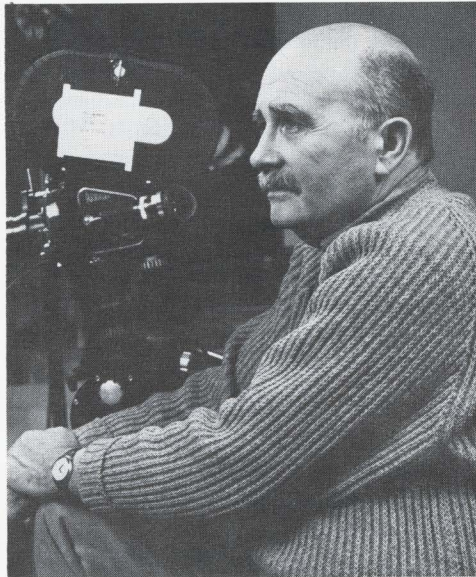
A renowned designer and filmmaker, Goldsholl will appear on campus Friday, Jan. 20 as the next guest speaker in the William A. Reedy Memorial Lecture Series in Photography.

The program will take place at 8 p.m. in the NTID Theatre.

Goldsholl began experimenting with light and color while he was a student of Moholy-Nagy at the Art Institute of Chicago. Collages on 35mm slides that he made then preceded the light paintings and exhibitions popular today.

His optical and color experiments have influenced the hundreds of commercials, mo-

tion pictures, trademarks and advertising and packaging designs that have come off his drawing boards.



MORTON GOLDSHOLL

Goldsholl's early dreams of becoming an artist dissolved in the depression, but he has managed to combine the worlds of commerce and art through his design and filmmaking firm, Goldsholl Associates. The success of this merger is evidenced by the more than 400 national and international citations he has received in design and filmmaking.

As Reedy Lecturer, Goldsholl will discuss the value of his light and color experiments.

He will illustrate his lecture with films showing how what started out as pure experiments have resulted in innovative graphics...graphics like a process he calls "lenstar," where distortion of light creates unique color effects, and "modulens," in which a live action image is transformed by an optical lens into a composite of squares. The modulens technique can be seen in a current Revlon advertisement.

Goldsholl also will show a film, *Worth How*

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## CONTINUING EVENTS

**Jan. 16-Feb. 3—Bevier Gallery.** RIT College of Fine and Applied Arts Faculty Show. Mon.-Thurs. 9 a.m.-4 p.m. and 7-9 p.m.; Fri. 9 a.m.-4 p.m.; Sat. 1-5 p.m. and Sun. 2-5 p.m.

**Jan. 19—"Novels at Noon"** featuring *The Sun Also Rises*, by Ernest Hemingway, 12:10 p.m., Rm. 203, 50 West Main Street.

**to Jan. 21—MFA Photography Gallery.** Color Prints by Joyce Culver and Kathy Collins.

**Jan. 22-28—MFA Photography Gallery.** Non-silver images; a show of recent works by Jill Gussow, Mary McGarity and Judy Natal.

**Jan. 19—Moving Image.** Richard Edlund, the first cameraman for the Miniature and Optical Effects Unit of Star Wars Corporation will speak on "The Creation of Special Photographic Effects in *Star Wars*." 8 p.m. Ingle Auditorium.

**Jan. 16-18—Graphic Arts Research Center.** RIT will conduct a seminar entitled "Photochemical Preparation for Flexographic Printing" for those involved with performing or supervising photo-mechanical preparation operations.

**Jan. 24-27—Graphic Arts Research Center.** GARC will hold a "Color Seminar for Pressmen," centering on methods of controlling color in web and sheet-fed pressroom operations.

**Jan. 21—NTID Theatre.** The Mime Workshop, 8 p.m. NTID. For ticket reservations call 475-6254.

**Jan. 24—American Optical Society.** College of Engineering rm. 1030, 6 p.m.

**Jan. 16—Business Student's Luncheon.** College-Alumni Union, 1829 Room, 11 a.m.-2 p.m.

**Jan. 16—New York State Trial Lawyers.** Administration building, rm. 2000 6 p.m.

**Jan. 16—Board of Trustees.** College-Alumni Union, 1829 Room, 3-4:30 p.m. and Student Lounge 4-6:30 p.m.

**Jan. 23—New York State Trial Lawyers.** Administration building, rm. 2000 6 p.m.

**Talisman Film Festival:** (W) = Webb Auditorium; (I) = Ingle Auditorium.

*Barry Lyndon*—Jan. 17-18, 7:30 and 10 p.m.,

(I) \$1.50

*Wild Strawberries*—Jan. 19, 7:30 and 10 p.m.

(W) \$.75

*Clockwork Orange*—Jan. 20, 7:30 and 10 p.m.

(I) \$1.25

*The Phantom Toll Booth*—Jan. 21, 2 p.m.

(I) \$1.25

*The Deep*—Jan. 21, 7:30 and 10 p.m. (I) \$1.25

*The Night They Raided Minsky's* and *The*

*Boys in the Band*, double feature—Jan. 22, 7:30 p.m.

(I) \$1

## Sports calendar

Jan. 16	JVBB	at Fisher	6:15
	VBB	at Fisher	8:00
	Swim	at Nazareth	7:00
Jan. 18	JVBB	NAZARETH	6:00
	VBB	GENESEO	8:00
	JVW	at Oswego	7:00
	VW	at Oswego	7:00
Jan. 19	JVH	at Canisius "B"	8:00
	MBowl	at Buffalo	4:00
Jan. 20	VH	at Geneseo	7:30
	JVH	ST. BONAVENTURE	6:00
	VW	BINGHAMTON	7:00
	JVW	BINGHAMTON	7:00
Jan. 21	WBowl	RIT INVITATIONAL	12:00
	JVBB	at Ithaca	6:00
	VBB	at *Ithaca	8:00
	Swim	GENESEO	2:00
	WH	at St. Lawrence	2:30
	VW	at U of R	2:00
Jan. 22	VH	BROCKPORT	8:15
	WH	at Clarkson	2:00
Jan. 25	WBowl	BROCKPORT	4:00
Jan. 26	VBB	at Hamilton	8:00

\*ICAC

Key to Abbreviations: JVBB: JV Basketball; VBB: Varsity Basketball; JVH: JV Hockey; VH: Varsity Hockey; JVW: JV Wrestling; VW: Varsity Wrestling; WBowl: Women's Bowling; MBowl: Men's Bowling; Swim: Men's Swimming; WH: Women's Hockey



Rochester Institute of Technology

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Rochester, NY 14623

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K. I. T.  
COLLECTION

**LUNCHEON AND DINNER MENUS**

Henry Lomb Room, 4th Floor, administration bldg.  
Luncheons served Tues.—Fri.: 12 noon, \$2.25  
Dinners served Tues. & Wed.: 5-5:30 p.m., \$2.25  
For reservations contact Mrs. Margaret Johnson at  
x2351 or in Room 01-4191

**LUNCHEONS**

- January 17** Hot Chicken Salad  
Buttered Broccoli Spears  
Hot Whole Wheat Muffins  
Pineapple Upsidedown Cake
- January 18** Chipped Beef & Noodles  
Three-Bean Salad  
Warm Poppy Seed Rolls/butter  
Baked Stuffed Apple w/ginger  
hard sauce
- January 19** Baked Fish Fillets Amandine  
Fruited Cole Slaw  
Cheese Straws w/butter  
Strawberry Bavarian Dessert
- January 20** Minestrone Soup  
Pizza  
Antipasto Tray  
Spumoni w/homemade cookie
- January 24** Chili Con Carne  
Tossed Green Salad  
Warm Cornbread  
Angel Food Cake
- January 25** Fruit Soup  
Baked Swiss Tunaburger  
Potato Chips & Vegetable Garnish  
Baked Egg Custard

**DINNERS**

- January 17** Southern Fried Chicken  
Mashed Potatoes w/chicken gravy  
Savory Peas  
Cherry Berry Dessert
- January 18** Veal Parmesan Italia  
Southern Style Succatash  
Oven Fresh Parkerhouse Rolls  
Banana Cake w/icing
- January 24** Baked Haddock in Red Celery  
Sauce  
Buttered Fresh Spinach  
Flaky Crescent Rolls/butter  
Chilled Cranberry Whip
- January 25** Essence of Tomato Soup  
Turkey Divan with Broccoli  
Pumpkin Bread w/butter  
Delightful Peach Supreme

**'Star Wars' hit cameraman here Thursday night**

A cameraman for one of the most popular films of all time will visit the RIT campus this week as part of the Moving Image program.

At 8 p.m. on January 19, Richard Edlund will discuss the development of the technology used to create the believable representations in the smash hit *Star Wars*. His talk will be held at Ingle Auditorium.

Edlund served as first cameraman for the Miniature and Optical Effects unit of Stars Wars Corporation. His presentation will include sections of that film, as well as slides of work in progress by his production group.

**Gannett publisher here on Wednesday**

Christine Bulkeley, editor and publisher of the Danville (Ill.) *Commercial News*, will speak at 10 a.m. Wednesday, January 18, in Webb Auditorium.

A former reporter and editor at Rochester *Times-Union*, Bulkeley's visit to RIT is being sponsored by Gamma Epsilon Tau, the national graphic arts printing society, in conjunction with International Printing Week.

Her talk, which is open to the community, will include a discussion of the role of the publisher and how it relates to the production of a newspaper.

**Blood drive**

Once again this year, RIT is taking part in the American Red Cross' annual blood donation program.

The 1978 winter blood drive dates are January 25-26. Drives are also slated for April 12-13, and as-yet unannounced times in July and August.

**CORRECTION**

A new Department of Clinical Sciences in the School of Health Related Professions was incorrectly identified as the Department of Health Related Professions in the Jan.9-25 issue. *News and Events* regrets the error.

**Reedy lecturer**

(continued from page 1)

*Many Words*, which has been described as a classic statement of the value of photography in education and in life itself.

"It's not a curriculum film," he says, "but a sensuous one, focusing on awareness, on the difference between seeing and looking and on the role of photography and film not just in the classroom but in the real-life situations which are our constant learning experiences."

The Reedy Lecture series honors the memory of William A. Reedy, creator and editor of the Kodak quarterly, *Applied Photography*.

Three lectures are held during the academic year. The spring lecture, scheduled for April 14, will be given by photographer/consultant art director Carl Fischer.

Goldsholl will be a guest on the Eddie Meath Show at 6:30 a.m. on Channel 10. Friday, Jan. 20. Appearing with him will be RIT Photography Professor Douglas Lyttle.

**Bevier Gallery now featuring faculty work**

Work by the individuals that make RIT internationally renowned in fine and applied arts comprises the first show of the new year at the Bevier Gallery.

Faculty in the College of Fine and Applied Arts will display their work from January 16 through February 3.

"We feel the art produced by the faculty will hold up against anything produced commercially—it's fantastic," said Toby Thompson, who directs the Bevier Gallery.

More than 50 faculty members' work will be on display, offering an assortment of painting, sculpture, furniture, pottery, weaving, glass and jewelry.

"News & Events" is published every other Thursday by the Communications office at Rochester Institute of Technology and distributed free of charge to the Institute community. For information call Norm Wright at 475-2750.