



Published by 3D Center of Art & Photography
1928 NW Lovejoy Street, Portland, OR 97209

Vol. 3 No. 4 October 2006
Published Quarterly

Center enters 4th Quarter of Its Most Challenging Year

Plagued by financial difficulties almost from the start of its 3rd full year of operation, the Center has accomplished several notable things while struggling with virtually no financial reserves from month to month. The Board has pondered the enigma of growing attendance and more *Friends* than in the previous year versus the ever tightening income constraints. The answer is that the number of *Friends of the Center* grew substantially this year, but the level at which supporters became *Friends* dropped substantially resulting in less money per *Friend*. Although more visitors entered the Center, the Center's greater expenses in having an employee and maintaining a high level of programs and mailings, resulted in the slightly greater costs outrunning the income enjoyed from the greater number of visitors.

In April the Board voted to change the donation request at the door to an admission price of \$4 for individuals and \$7 for families. Worried that this might have a negative effect on visitors, careful statistics were kept concerning the number of visitors and the admissions paid. It was a pleasant surprise that admissions did not drop and there were no negative comments about the admission price. The few who did not enter upon learning about the admission price simply promised to return on another day when they had more time to enjoy the Center.

The Center did get two grants as a direct result of Annie's work at writing proposals. Each grant was for \$1000. The Center got its first corporate/business *Friend*. In October the Center had its first annual fundraising event which brought in some new faces and about \$2000 in ticket sales, raffle tickets and donations. Cascade Stereoscopic Club has decided to help with the struggling financial situation by hosting a silent auction in November with the proceeds going to support the Center. Soon the annual fall request for donations will be mailed to the stereo community at large.

Despite the financial worries this year, the Center hosted 18 featured artists from the United States, Great Britain, Hungary, Japan, and Austria. Some of these included artist's receptions and special events. The quality of the theatre projections and the gallery work has excited and interested a growing number of Center "regulars" and visitors on vacation. Classes and workshops continue to be offered to beginners and those with special 3D interests. School groups and senior citizens have enjoyed field trips to the Center during normally closed hours.

The Board has determined that there is a critical need to build financial reserves so that the Center can function at a level above month-to-month survival. The annual amount of donations necessary to assure stability is \$36,000. This amount guarantees rent and employee expenses will be paid each month. The remaining budget including mailing costs, brochures, advertising, and incidentals can be paid with admissions, special events, and the occasional grants we have been able to procure. Although this may sound like a large amount of money, it is definitely achievable with the support of people who want to assure the Center's survival and continued development. An example of how this figure might be reached is:

- 100 Basic Friends (only \$60 per year)
- 95 Family Friends at \$120 per year (only \$10 per month)
- 5 Club/association Friends at \$120 per year
- 20 Friends at \$500 per year (about \$40 per month)
- 8 Friends at \$1000 per year (about \$83 per month)
- 228 Friends resulting in annual donations of \$36,000

Stabilizing the funding depends on *Friends* all over the United States talking to their stereo clubs and other 3D art and history lovers who would enjoy being instrumental in developing and preserving the only 3D Center in the United States. To make the goal easier to achieve, our Fall mailing will

include an option for monthly payments either by credit card or as direct withdrawal from a checking account.

This summer the Center received substantial assets from the Oliver Wendell Holmes Stereoscopic Research Library and became the keeper of 750 pounds of stereo slides on loan from the PSA Stereo Division. Needless to say, these acquisitions involve very real responsibilities and will require time, space and financial resources in order to make best use of them. As acquisitions come in, the need for a strong financial base becomes even greater. It is our hope that you will not only be generous in your support of the Center, but that you will become an ambassador for the Center, talking to other stereographers about becoming *Friends*. We hope stereo clubs across America will decide to join *Friends of the Center* as club/association members. What better way to support stereoscopy and the artists who create 3D art?

Exhibiting in Stereo: Reflections on 3D in Art Galleries by Ray Zone

If stereography is going to claim it's true birthright as an art form, it will have to be publicly exhibited in galleries and museums. That's why the 3D Center of Art and Photography is significant. The cultural importance of different art forms and genres is demonstrated through two processes: public exhibition and publication. Nowadays, the Internet has also become an important factor in the way that artists and art forms are "canonized" and given general recognition for their significance to the cultures in which they arise.

The public exhibition of stereoscopic images presents unique challenges for display. Anaglyphs, autostereoscopic lenticulars, holograms, vectographs and StereoJet prints lend themselves well to display on gallery walls. And these formats deal very nicely with the problem of scale, the idea that scale lends importance to a work of art. "Look-in" type displays, as with hand-viewers or View-Masters, are a very efficient and traditional way of looking at stereo images but to many people these forms suggest an outmoded artifact of visual history.

For my exhibit at the 3D Center in July 2004, I used wall displays of stereoscopic images that included anaglyphs (two-color and polychromatic), lenticulars and a wall-mounted side-by-side stereo pair from the 1990 Batman 3D Graphic novel. Anaglyph glasses, of course, were available to all patrons.

In 1985 I was assigned by the editor of *Artweek*, a weekly arts publication, to review an exhibit by James Turrell titled "Aerial Stereos" at the Karl Bornstein Gallery in Santa Monica.

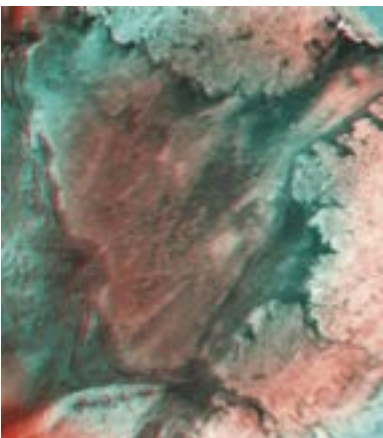


Ray with Center visitors at the artist reception held during his exhibit. "My opening at the 3D Center was one of the highlights of my stereoscopic career," Ray admits.

Turrell is a famous California fine artist of the "Light and Space" school and his exhibit consisted of aerial stereoscopic photography documenting his Roden Crater project in Arizona. He had shot these stereos flying over the crater with an old Army topographic camera that used 10 x 10 inch negative film advancing

automatically. Large five foot high reflecting mirror stereoscopes had been constructed at considerable expense for viewing of wall-mounted color stereo pairs of photos. Each of the left and right eye photos was three feet square.

During the interview, Turrell told me that he also had a black-and-white stereo pair and he was wondering



how he could exhibit them in the gallery. I suggested to him that he make a large anaglyphic photo print from the two 10 x 10

black-and-white negatives. Turrell asked me if I would consider making the print for him. How could I refuse? I subsequently hired a photo technician and we produced a 4 x 6 foot anaglyph print from the negatives. (See left) It worked spectacularly well.

At the opening, people were lined up to take a peek through the floor-mounted reflecting stereoscopes, one at a time. In front of the wall-mounted anaglyph print there was always a group of people wearing the red/blue glasses. They walked around the anaglyph as they viewed it and were bobbing left to right with delight as they gazed at "planar shift" happening in the print as they moved. They moved up close for a detailed view or moved back to take it all in. There was a real sense of scale in the image for the people who viewed the anaglyph print. Ironically, all sense of scale was eliminated when viewing the color stereo pairs through mirror stereoscopes. They might

just as well have been View-Masters!

This had been a real object lesson for me in gallery exhibition of stereoscopic images. Several years later, Turrell had a retrospective at MOCA (Museum of Contemporary Art) in Los Angeles. The anaglyph print was included in the retrospective. The reflecting mirror stereoscopes were not.



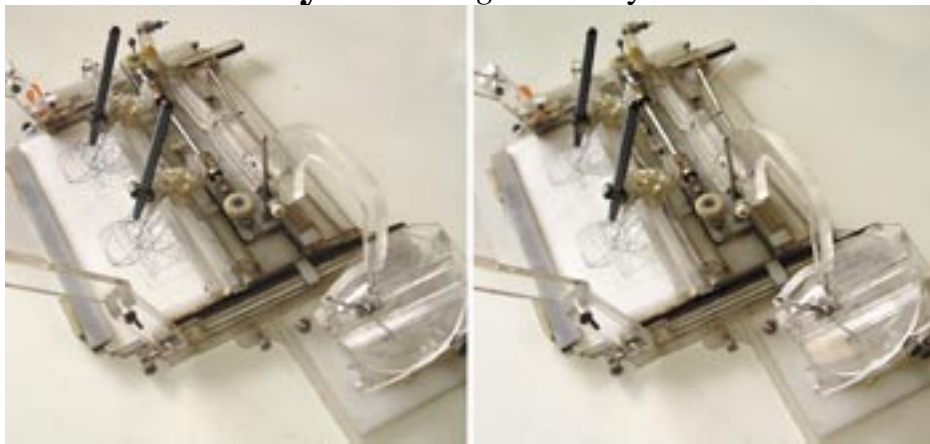
During this summer's artist reception for John Hart, a cameraman from one of the local television stations decided to catch some of the action. Photo: John Dennis



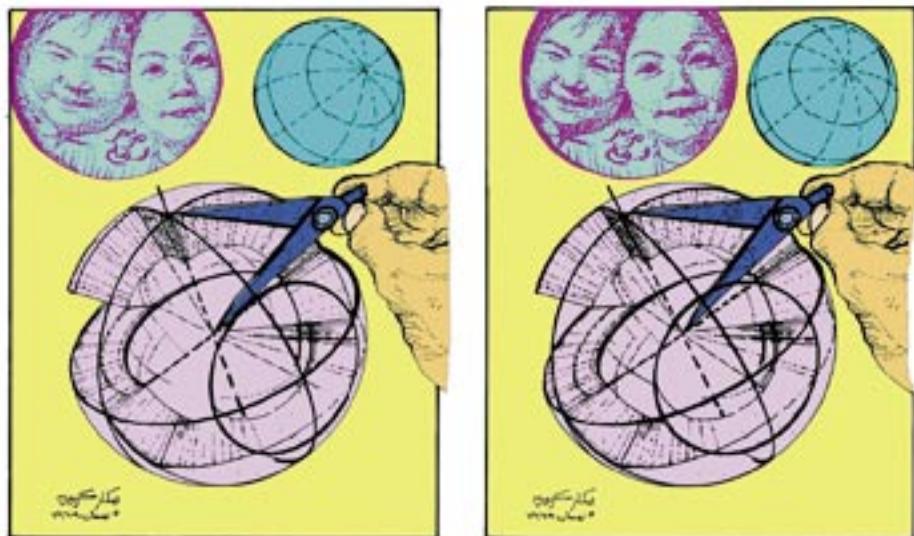
For many 3D artists, the Center offered their first opportunity to exhibit art beyond friends and family. Ron Kriesel paces at a reception for his exhibition last spring. The opportunity to get community feedback, although sometimes a bit daunting, is stimulating and encourages greater participation by 3D artists and greater appreciation by audiences.

September 28 through November 5

In the Gallery: *Drawing in 3D* by Vladimir Tamari



Special thanks to Vladimir Tamari and his daughter Mona for allowing the Center to display an early drawing machine he invented to create 3D drawings. In conjunction with this exhibition, the Center hosted a workshop which taught interested students the beginning principles of 3D drawing and easy beginning techniques. The class, taught by Jim Olsen, also discussed various viewers and formats used for 3D drawings.



Stereo Theatre: John Roll's *Canyons & Valleys*

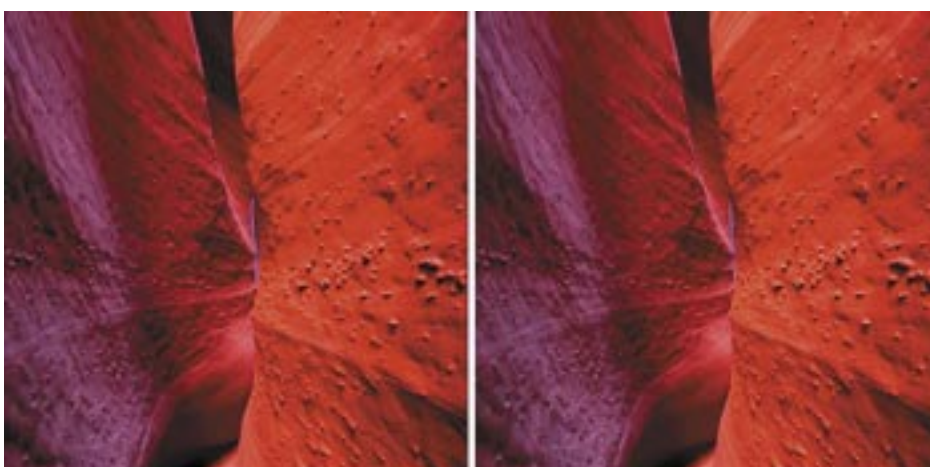


The Center has been very fortunate to be able to present several of John Roll's shows in the theatre. *Canyons and Valleys* was another breathtaking experience for those who enjoy beautiful photography and amazing landscapes. Roll's production, now on digital format, allows easy and uniform presentations by Center staff.

November 9 through December 31

In the Gallery: *Canyons: Real and Ideal* by John Hart

A symphony of color, shapes and patterns exhibited in beautiful large stereo pairs, Hart's gallery presentation challenges the viewer to determine whether there is a difference between the real and the ideal.



Stereo Theatre: Kurt Bauer's *Dwarfs Build a Castle*

The Center is delighted to be presenting *Dwarfs Build a Castle*, Austrian stereographer, Kurt Bauer's charming story of lego men building a lego castle. The imagination and humor of the show has universal appeal to audiences of all ages.



First Annual Fundraising Event a Success

By Annie Dubinsky

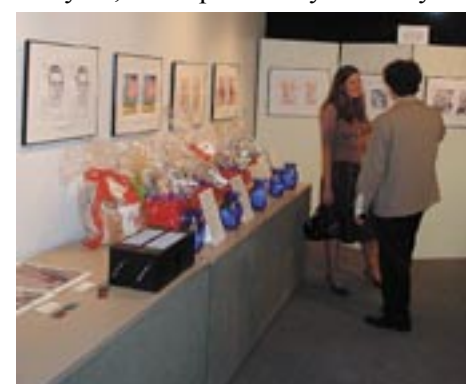
If you weren't part of the 3D Experience and Raffle on Saturday, October 21st, you missed a great evening celebrating the 3D Center and contemporary stereo artists. The fundraising event began at the 3D Center and then moved next door to the Screening Room, a private, 1930's movie theater. The evening featured catered appetizers, beer and cider donated from local merchants, a raffle and of course, plenty of 3D entertainment! Portland phenomenon, Vladimir, brought along her newest set of VladMaster reels, *Fear and Trembling*, as well as audience-favorite, *Actaeon at Home*. Both shows wowed the audience and were a great lead-in to big screen 3D projections of Otto Bathurst's *High Days and Holidays* and John Roll's newest show, *Canyons and Valleys*.



People who had never been to the 3D Center mingled with those who knew the Center well to enjoy appetizers, cyder champagne, local microbrew, conversation, and 3D art. Photo: Shab Levy

1st Annual 3D Experience & Raffle
Thank you to those who donated
items or services - we couldn't
have done it without you!

- Linens 'N Things
- See's Candies
- Cookies by Design
- Benihana
- Children's Golf Course
- Gresham Skate World
- Clackamas Heritage Partners
- Columbia Gorge Interpretive Center & Museum
- Evergreen Aviation Museum
- Portland Youth Philharmonic Association
- Oaks Park Association
- Greek Cusina
- Artists Repertory Theatre
- Higgins Restaurant and Bar
- Oregon Repertory Singers
- Oregon Symphony
- Portland Art Museum
- Portland Baroque Orchestra
- Portland Beavers
- Portland Center Stage
- Portland Symphonic Choir
- Japanese Garden
- Portland Classical Chinese Garden
- Darcelle XV
- Harvey's Comedy Club
- Literary Arts
- Northwest Children's Theater
- Yoga in the Pearl
- Pittock Mansion
- Hollywood Theatre
- Grand Central Bakery
- OMSI
- Portland Opera
- Portland Spirit
- Leatherman Tool Group
- North Clackamas Aquatic Park
- Bob's Red Mill
- Pacific Coast Restaurants
- Portland Winterhawks
- Widmer Brothers Brewing
- Ford Farms Cyderworks
- Lloyd Center Ice Rink
- A.C. Gilbert's Discovery Village
- Mission Mill Museum Association
- Oregon Coast Aquarium
- Enchanted Forest
- Oregon Shakespeare Festival
- National Historic Oregon Trail Interpretive Center
- Experience Music Project
- Tacoma Museum of Glass



Local sponsors donated wonderful gifts for the raffle baskets which were decorated and put on display. Those buying raffle tickets could place them in the blue vase in front of the basket of their choice. Photo: Shab Levy

