

Press Release
For Immediate Release

November 18, 1994

INCREDIBLE FACSIMILIES Exhibition

As if holography wasn't astounding enough, the new exhibition, "**INCREDIBLE FACSIMILES**" which opened November 18, 1994 at the MUSEUM of HOLOGRAPHY/ Chicago, features the work of artists who have created the truly spectacular.

In the case of the husband and wife team of Bernadette and on Olson, they have created what they call "Moi Art", which is portrait holography indicating the extreme personal nature of the imagery.

John Perry, on the other hand, specializes in large format holography, creating images up to four by six feet, demonstrating the leading edge of visual art and creatively producing an interaction between the viewer and image.

The secret behind the Olson's work is a pulsed laser system developed by Ron Olson. A pulsed laser sends out brief, intense bursts of light, measured in billionths of seconds, that frees the holographer from the constraints of isolation and vibration inherent in conventional holography "

Our express goal is the advancement of holography as an art form," said Ron Olson. "We started with an advantage that we maintain, that of having the finest pulsed laser ever designed for holography."

No less authorities than two of holography's great pioneers, the University of Michigan's Emmet Leith, and MIT's Steve Benton, inventor of the white light transmission, or "Rainbow" hologram, have nothing but the highest praise for the Olson's work. Said Leith: "The holographic portraiture imagery produced by the Olsons is absolutely superb. The realm of the of the image is stunning."

"Your work," said Benton, "offers several important technical and aesthetic advantages. The clarity and natural look of the resulting images testifies to the system's versatility and suitability for this type of holography."

Few who have seen the Olson's "Hawaiian Floral" or Central Pacific Marine series doubt their standing as the preeminent artists in nature holography.

Bernadette and Ron Olson began work in pulsed holographics nearly a decade ago when they were part of the team that produced the "exploding world" hologram cover featured on National Geographic Magazine's 100th anniversary issue. It was then that they began devoting their professional careers to the development of deep image holography. To pursue their work they formed Positive Light Holographics.

The Olson's work has been exhibited in museums and galleries around the world and is becoming sought after by private collectors.

John Perry holds a doctorate in astrophysics and became involved in holography in the late '70's. His engagement was immediately with large format holograms.

"Large format holography is going to be *the* commercial art form," Perry said. We can create three dimensional images up to fifteen feet deep in beautiful spectral colors. " Holography *is* visual impact. It is an interactive medium reaching far beyond other communication tools," Perry said.

"Holograms can produce movement, X-ray vision and color change. Image layering, movement, stop-action and ghost imaging are routine for this medium," he continued. "Here is a new imaging technique with capabilities light years beyond any conventional method of visual art, communication or expression."

Perry's company, Holographic North, was formed in the early 80's.

The exhibition at the Museum of Holography will run through August 28, 1995.

The museum is located at 1134 W. Washington Blvd., Chicago, Illinois 60607.
Phone 312-226-1007.