

Dates
Friday, 9th December 1983 to Sunday, 4th March 1984.
(Closed 23rd, 24th, 25th, 26th December & 1st January 1984.)

Hours of opening

10.00am – 6.00pm Monday to Saturday
2.30pm – 6.00pm Sundays

Admission

A Guide to the exhibition is included with each ticket.

£1.75 – Adults
£1.00 – Students, Old Age Pensioners, Children over 7
75p – School Parties
Children under 7 admitted free

School and Group Bookings

Pre-booking for school parties and groups of ten and over is available throughout the exhibition. Booking forms can be obtained in advance.

Please call 581 4049 for further information.

Catalogue

This fully illustrated full-colour book features a brilliant hologram on the cover, and includes a full explanation of how holograms are made, a complete history, a survey of the applications today, as well as complete biographies on each of the 34 artists. It is available in the exhibition's Holoshop.

Holoshop

The Holoshop at the end of the exhibition, featuring holograms and holographic souvenirs from all over the world, makes it possible not only to see these dazzling images, but also to own them. There is something for every taste, ranging from badges at 50p to signed pieces at £100. This is a unique opportunity to buy a highly original gift.

Courses in Holography

In collaboration with the Richmond Holographic Studios, Light Dimensions offers the opportunity of further tuition in holography. Two types of courses are available, a One Day Seminar giving an in-depth survey into all aspects of holography in general as well as a 'Hands On' demonstration of how holograms are actually made. There is also a Five Day Course for those who are especially motivated to make holograms themselves. For all information, please call 01-940 5525.

Special Lectures

Over the period of the Exhibition, lectures by some of the world's leading holographers, both artists and scientists, will be held. Please call 01-581 4049 for further details.

How to get there

The Science Museum is in Exhibition Road, off the Cromwell Road. The nearest underground station is South Kensington. The following buses pass very close to the Museum – 14, 73, 74, 30, 49, 207.

Based on the original show at the RPS, Bath, backed by Agfa-Gevaert Ltd.

SHADOWSCENE
LIVE!!!

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Metropolis House
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Contact: Peter Saabor



Organised by: Eve Ritscher Associates Ltd.
7 The Avenue Studios
Sydney Close
London, SW3 6HW
(01) 589-3050
Contact: Eve Ritscher
Press Contact: John Reilly

Light*

DIMENSIONS

The Exhibition of the Evolution of Holography

A VISION OF THE FUTURE NOW

SPONSORED BY
THE STANDARD

At The Science Museum
Exhibition Road, London SW7 2DD.

Open Daily 10am to 6pm (Sundays 2.30pm to 6pm)

9th DECEMBER 1983 to 4th MARCH 1984.

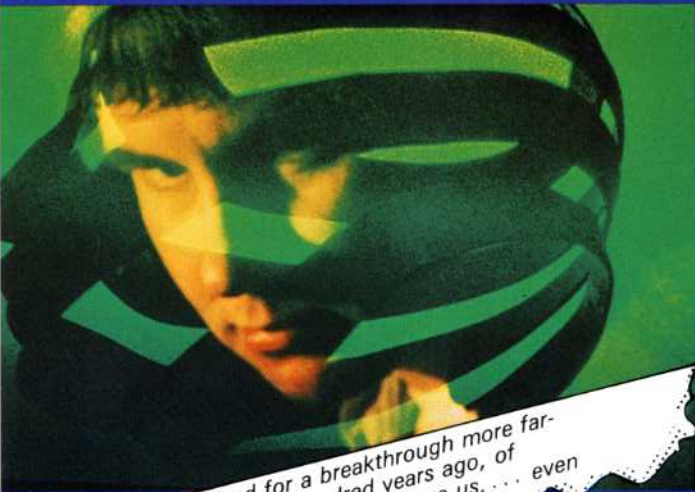
For all information, please call (01) 581-4308

A WHOLE NEW WORLD

When Denis Gabor invented holography in England back in 1947, few thought that it would eventually be regarded as important an invention as photography itself more than 100 years previously. Gabor coined the word holography from the Greek 'holos' meaning 'whole', and 'graphis' meaning 'image'.

A hologram is a 3-dimensional image recorded with the use of lasers on a special photographic plate. When developed and illuminated the images are not only 3-dimensional but appear to float in space and move in relation to each other as the viewer moves, just as in real life. Their impact on the viewer is so stunning that few can resist an attempt to touch. Only now is it being fully appreciated both for its wide-ranging commercial and industrial applications, and as a major art medium. In 1971, in recognition for the magnitude of his discovery, Gabor was finally awarded the ultimate accolade: the Nobel Prize.

Today at Light Dimensions, we show you the fruits of his work and stand at the threshold of a whole new world of vision.



"... Holography is poised for a breakthrough more far-reaching than the advent, a hundred years ago, of photography. This new science will change us, ... even in the way we perceive the world." (The Times, June 1983)

"Don't miss it, or you are missing the visual treat of a major show in an exciting new image-making medium as it begins to expand." (Amateur Photographer, August 1983)

PHOTO: THE MUSEUM FÜR HOLOGRAFIE UND NEUE VISUELE MEDIEN

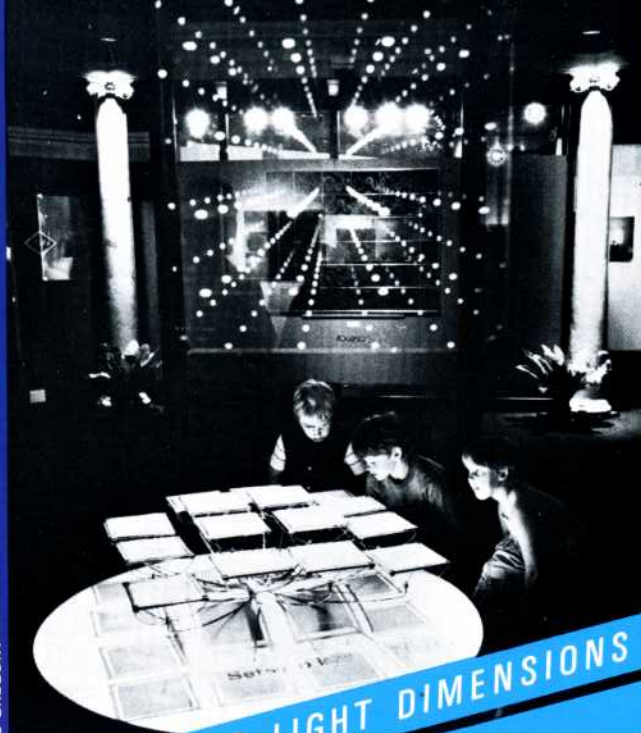


PHOTO: CHRIS GREGORY

WELCOME TO LIGHT DIMENSIONS

From the first laser hologram ever made to the latest multi-colour view of the galaxy, from Mickey Mouse to a holographic brain-scan, visitors will be taken on a unique and dazzling tour of a unique visual world which amazingly is still in its infancy.

Five sections guide the visitors to a complete understanding of holography: from How Holograms Are Made, we follow the story of the early Pioneers and trace just how all this came about; we then leap out into the imagination in Art-works, where over 100 holograms by 34 of the world's leading artists from countries as varied as Japan, Australia, Russia, Canada and USA, UK and Europe, the largest number ever assembled, demonstrate a whole new vista of creative expression. Back down to earth we go through Daily Uses/Applications where we can begin to really understand just how much this medium has to offer using so many different aspects of our daily lives. A special Children's section hung especially low will entice our youngest viewer into a world that is his future.

Last but not least there is a special Holoshop where you can make any further enquiries as well as buy unique holographic souvenirs of the show.

Light Dimensions represents a landmark in the development of this vital new technology: opened by Princess Margaret at the Royal Photographic Society, it broke all attendance records in its 130-year history.

THE FUTURE NOW

Holography is already part of our lives with an increasing number of applications affecting the person in the street.

Did you know that when we:

- go to the supermarket, if the scanners at the checkout counter are made by IBM, they are based on a holographic disc which reads and interprets the codes on the merchandise.
- drive our cars, if the tyres are made by Goodyear, they have been holographically tested for safety.
- fly in a plane, if the optics are from Marconi Avionics the pilot reads the instrument panel by means of a holographic head-up display so that he doesn't have to move his head around and lose vital seconds. Rolls Royce has improved the performance and safety of its plane engines with its use of holography.
- make a phone call in a British Telecom cardphone, the actual phonecard contains an invisible hologram used to keep track of the amount of units being used up.
- pay with a credit card in the very near future it will contain a hologram which tells the shopkeeper that it is not a counterfeit card, simply because holograms cannot be forged.
- receive a bill for dental work, it could be accompanied by a hologram as proof of work done.

All these holograms and many more are on show now at Light Dimensions.



PHOTO: TIM HAWKINS

We all know how much photography has altered our lives in its 145-year history. Every day at any time we see, whether in the newspapers, movies or at home on TV and videos, the fruits of its evolution. Just imagine what the next 100 years of holography will bring...!