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tion addition.  
Over the next 18-months, the institute will reinstall its permanent exhibits and prepare space in the annex for a Tyrannosaurus Rex Skeleton, an expansive climate exhibit and an orientation theater where visitors will see an MTV-type overview of the newly designed institute.

"We're concerned with real science, but the amusement park feel is necessary," said Lawrence Hutchinson, curator of exhibits at Cranbrook Institute of Science.

"We realize that we have to reach out and grab people," he said. "It's all about eliciting an 'ooh and ah.'"

Tower from page C1

Both El Chapel.  
The festival runs through Saturday, June 20. It features local and international musicians performing the music of the masters, and several 20th-century composers, such as Ravel, Debussy, Prokofiev along with Tower's recent works.

The concerts are held in intimate and ethereal settings such as the chapels of St. Hugo's, Temple Beth El and Kirk in the Hills and Grasse Pointe Memorial Church.

Taking the abstract dissonance of serialism established by Schoenberg in the early 20th century and adding the unbridled passion of Beethoven, Tower has derived a complex, yet accessible sound.

Her style can be summed up as "every sound relates to the whole." Or what Tower refers to as motivated structures.

"I'm trying to learn how to make a piece move while creating an overall strong musical structure," she said.

Recently, the Pittsburgh Symphony Orchestra featured her compositions, many of which are distinguished by an infusion of percussion.

The percussive sound is an

striking contrast is the contemporary aesthetic brought to the high-brow fields of physics, geology and biology.

Perhaps in another context - at Cranbrook's Art Museum, for starters - the exhibits could be treated simply as modern art.

"Don't believe it? Examine the 10-foot-long robot chameleon, lurching with his long tongue extended.

As the definition of sculpture expands, the mechanical chameleon with a skin composed of a dozen video screens makes a compelling case for a hybrid art form of science, technology and interactivity.

At a workstation across from the robot, visitors can create the old-world lizard's environmental background by selecting the pattern of color and shapes. In response, the video-skin chameleon exudes a camouflage to match the background.

The eight exhibits in "Robot

Zoo" provide a hands-on experience for neophyte scientists while spoon-feeding the principles of physiology and physics, said Hutchinson.

Adding to the hands-on drama is one of Cranbrook's inventions, the Bio Bar, which resembles a scene out of "Star Trek."

At the Bio Bar, attendants wait on those seated at the horse-shoe shaped table, serving guests with any of the entrees on the menu of small-scale experimentation.

An order of "Crickets Songs," for instance, comes with two sticks. By rubbing them together, the sound of a cricket can be mimicked. An order of "Chameleon Eyes" - two small cylinders - provides a virtual experience of what it's like to gaze through lizard optics.

"Our goal is to build science literacy," said Hutchinson. "We want to show that you can have an imaginative, pleasant experi-

ence with science."

Destination Cranbrook

A few years ago, acknowledging that style does matter at a science museum would have inevitably drawn heavy criticism from scientists and educators.

But a funny thing happened along the way to arriving at the proverbial hypothesis - the world became an interactive pinball game.

And science has become inseparable from art.

Whether coincidences or timely planning, the Cranbrook educational community is "uniquely qualified" to bridge the worlds of expression, according to Elaine Gurian, acting director of the Cranbrook Institute of Science.

"It's what we call the 'Cranbrook Factor,'" said Gurian, who noted there are only a few other educational communities in the country where the science and

art museums work together. One of the best examples of the Cranbrook Factor is the center where designers from the Academy of Art worked with scientists at the institute.

The orientation theater, according to Gurian, is a metaphor for the collaborative spirit at Cranbrook and the interrelationship between art and science.

"Things may seem disconnected, but the world is one ecological system," said Gurian.

The collaborative spirit isn't confined to the Bloomfield Hills campus.

In the next few weeks, the media campaign, "Destination Cranbrook," will hit the airwaves and newspapers. The intent is to position Cranbrook as a place to bring the family and spend the day, said Gurian.

"You can't have a public museum and keep it a secret," she

said. Gurian's can-do attitude has had an immense influence in building confidence in the renovation of the institute, especially after the sudden death last January of then-director Dan Appleman.

"If anything, I hope that I've given people reason to believe that we're a great team - both inside and outside of Cranbrook," she said.

"Our emphasis is on service." Within five years, Gurian expects the institute will be financially self-sufficient, generating revenue from increased attendance (expected to far surpass the current 200,000 a year), merchandise sales, corporate sponsorships, increased membership and rentals.

Self-sufficiency. Science. Art. Education. Building a community. Maybe it is all related. Now that's worth cooing and aching about.

Festival from page C1

Although if this year's estimated 75,000 people attend, parking lots and traffic congestion could resemble a big city drive-time jam.

"It's still a very young show and a work-in-progress," she said. "We're optimistic. West Bloomfield is an area where art is appreciated."

"Some day, we'd like to be recognized on the level of 'Art and Apples' (in Rochester)."

For a weekend in mid-September, Art & Apples takes over Rochester. Hundreds of thousands of people stream into and around Rochester's Municipal Park. A recent study conducted for the Paint Creek Center for the Arts, organizers of the event, revealed an impressive spin-off during the festival weekend.

But like many fledgling festivals, the biggest challenge, said Schneider, is to build an identity and build audiences.

To elevate the festival's profile, the chamber hired Howard Alan Events Ltd. of Florida, which handles the promotions of festivals across the United States.

"It's still a very young show and a work-in-progress. We're optimistic. West Bloomfield is an area where art is appreciated."

Betsy Schneider  
Chamber of Commerce

According to Schneider, the emphasis of the festival's first three years was to attract top-notch artists. With that accomplished, this year's festival has stepped up the marketing effort.

"We're not a 'crafty' art fair, but a fine art, juried show," said Schneider. "People who buy art know the difference."

Although this year out-state vendors have been brought in to the festival, Schneider expects that beginning next year, local restaurateurs will provide the food and beverages.

"Eventually, this festival will represent the identity of the West Bloomfield community," she said.

after all, just might be a state of mind.

Local artists

About one-quarter of the 200 artists in this year's West Bloomfield Art Festival are from Michigan.

Local participants include: Carole Burhorst, Kimberly Carmichael of Bloomfield Hills; Suzanne Liffon of Farmington; Alan Gibson of Livonia; Rob Mueller of Rochester Hills; George and Robert Ferris of Southfield; Richard Salay of Troy; and Barbara Abel, Carolyn Joseph, Bonnie Kieda, Stan and Debbie Megdall, Kathy Phillips, Maureen Voorheis of West Bloomfield.

DESTINATION: CRANBROOK

Take a day to visit Cranbrook with family and friends!  
There's more to explore than ever before at Cranbrook - more exhibits, more tours, more fun. Jump-start your imagination at our newly expanded science museum. Take a three-hour tour of our National Historic Landmark campus. Stop for a picnic near the science museum or hike lush nature trails. At Cranbrook, you'll find something for everyone to enjoy this summer - rain or shine.

Institute of Science

Check out our newly expanded museum and summer blockbuster exhibit, **The Robot Zoo!** Larger-than-life robotic beasts, including a giant squid with 18-foot tentacles, demonstrate how animals function in the natural world. Be sure to join us for grand opening festivities June 13 and 14!

The Robot Zoo is sponsored locally at Cranbrook by FANUC Robotics North America, Inc.

Art Museum

Explore an array of contemporary art exhibitions featuring photography, sculpture, ceramics and more. The museum also offers fascinating tours of historic Saarinen House as well as one of the country's finest outdoor sculpture collections.

Cranbrook House and Gardens

Wander more than 40 acres of spectacular gardens surrounding the home of Cranbrook founders George and Ellen Scripps Booth, open daily this summer. Cranbrook House is available for guided tours on Sundays and Thursdays at various times.



For information, call toll free:  
**1-877-GO-CRANBROOK**  
1221 N. Woodward Avenue in Bloomfield Hills,  
just a few miles north of downtown Birmingham.

CRANBROOK

Summer Youth & Teen Art Classes

The youth and teen program at the BBAC offers preschoolers through senior high school students an opportunity to study a wide variety of art offerings on a weekly basis with skilled instructors! The programs develop the skills utilized in creating art work with attention to building aesthetic awareness and creative ability. The summer session runs July 6 through August 8. The Birmingham Bloomfield Art Center is located at 1516 S. Cranbrook Rd., just north of 14 Mile in Birmingham. For further information **Call 248.644.0866**

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- ★ Creativity is Fun!
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**Birmingham Bloomfield Art Center**

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