

BUILDING SCENE

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THURSDAY, JUNE 10, 1993

BUILDING SCENE'S NAMES & PLACES

Backing Builders Square

The Ross Roy retail advertising team of Bloomfield Hills has put together a "high-flying" campaign for the new 107,000 square-foot Builders Square II store in Utica featuring Birmingham comedian Tim Allen from ABC-TV's Home Improvement series. Allen will be shown propelled above the aisles by a "leaf-blower jetpack" with a "Tim-Cam" hard hat giving a bird's-eye view of the store. The Ross Roy creative team included Allen Jack Frakes, executive creative director; Roy Edmonds, executive producer; Harriet Hitchcock, senior art director; and Kevin Teevens, copywriter.



The eyes, art of architecture

■ A pair of local shooters have helped architectural photography mature from a public relations tool to an art form.

BY DOUG FUNKE
STAFF WRITER

Builders aren't necessarily good photographers. So when it comes to preparing promotional materials in which pictures play a big part, they call on the experts.

Magazine editors who need panoramic shots of new skyscrapers or elegant residential interiors turn to experts, too.

Balthazar Korab, 67, of Troy and Beth Singer, 42, of Franklin are among a handful of pros here who specialize in capturing the pictorial essence of buildings and architecture.

"This is a very highly specialized knowledge, interpretation," Korab said. "It's not a mug shot of a building."

"You have to see, compose," Singer said. "I learned how to see. That's my background. I create image with line, texture, composition, movement."

The two came about their expertise by different paths and a lot of practice.

Korab was trained as an architect in Europe. He concentrated on models and visual aids in professional practice, finally yielding to a passion for the arts and commercial photography in 1956.

In recent years, Gary Quesada, Tim Bies, Justin Maconochie and Korab's son, Christian, have tended to the field work.

See SHOOTERS, 2F

Krieger comes aboard

Douglas M. Krieger of West Bloomfield has joined CB Commercial Real Estate Group's Southfield office as an office specialist with responsibilities selling and leasing office properties on the east side and downtown Detroit. CB is a commercial real estate brokerage and management firm.



Editor named

Gabriel Shapiro has been named editor of Commercial Inc., Michigan's only commercial real estate magazine. Shapiro, a University of Michigan graduate, has previously worked for the Congressional Quarterly and the Ann Arbor News. He will continue to operate GroundSwell Productions. Commercial Inc. showcases opportunities from major site developers, real estate brokers and large office building owners.

Dowell joins C&W

Christopher S. Dowell joined the Southfield-based national commercial and industrial realty firm Cushman & Wakefield. He will be a broker in the Industrial Technologies Group. Dowell comes to the firm from First American Title.

Information for inclusion in this column should be sent to Marilyn Fitchett, 36251 Schoolcraft, Livonia 48150.



Top shooters: Among the top architectural photographers: Balthazar Korab (left) of Troy and Beth Singer (right) of Franklin.



Photographic excellence: Beth Singer composed and shot the interior of an area house at upper left. Gary Quesada, who works with Balthazar Korab, shot One Detroit Center above. Typically, such shots can take several days to execute. As Korab said, these aren't mug shots, they are art.

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