

## Posters from page 1D

Everyone can relate to (movies)."

As examples of popularity of movie posters, those from the original 1931 "Frankenstein" and "Dracula" films were monster hits. The "Frankenstein" item sold for \$180,000, about twice the pre-sale estimate, at an auction in Hollywood last year. A poster from the 1961 re-release of the movie could cost \$1,000. At an auction in Cleveland, the 1931 "Dracula" poster sold for \$77,000.

"This is absolutely phenomenal."

### Starring role

The Print Gallery's exhibit is like a treasure chest, with cinematic jewels of every size and luster. You see such familiar faces as Humphrey Bogart and Marilyn Monroe, as well as those forgotten or not so quickly recognized. You can bask in imagery from classics, cult favorites and curiosities. Titles can be sentimental or strange — "Gone With the Wind," "Star Wars" and "Home in Wyoming."

Here are Woody Allen and Charlie Chaplin, Audrey Hepburn and Ingrid Bergman, Ronald Reagan and Bela Lugosi; Westerns, space adventures, comedies, dramas; gangsters, monsters, femme fatales, wholesome cowboys.

The graphics of the posters are as fascinating as the movies and stars. The rosy-cheeked face of little Shirley Temple filling a poster was enough for many movies. But if the movie couldn't boast any big names, the poster art had to be especially interesting.

Sometimes posters used the talents of famous artists — including Thomas Hart Benton and Norman Rockwell, for "The Grapes of Wrath" and "The Razor's Edge," respectively. But each poster is a work of art in its own way.

The beautiful, dramatic images of the '30s and '40s faded in the '50s, as television spurred many studios to cut back on their posters, DeCillis said. But blockbusters like "E.T." renewed the push in marketing.

### Stylish

The poster for the current release "Pulp Fiction," which looks like the cover of an old pulp novel (complete with "15 cents" in the corner), could become a cult favorite, DeCillis said.

"That poster is so good looking, it's very popular."

Other popular posters are those from

"Chinatown" starring Jack Nicholson and Faye Dunaway and those featuring Harrison Ford, Bouchard said.

Stone lithography from the '30s created beautiful works, with colors and images that look as though they were drawn by hand right on the poster. The stones were disposed of after their use.

"Many posters that had stone lithography are in big demand right now," Bouchard said. "It's a lost art. They don't do it any more."

The "Modern Times" poster resembles a modern painting, with the left half of Charlie Chaplin's body looking like a machine. The poster for "Face to Face a Million" is typical of the '60s, full of such cute, fun touches from that time as little drawings around the main images and lettering. "Rocketeer," a more current movie, wasn't a blockbuster but its poster graphics are glorious, evoking art deco.

Foreign movie posters, including those from Japan, France, Italy, Spain, Poland and Britain, have special style.

"The colors are more vivid, the art work is more elaborate, they will use different art work (instead of showing a scene from the movie)," Bouchard said.

### Recommendations

Posters come in many sizes, and include stills (photos produced on the set), lobby cards and window cards. The latter were used to advertise a movie in places other than theaters. Exhibitors printed the dates and theater location in a blank space at the top. Many people think window cards with this information have their own individual character.

Posters must be adhered to acid-free material, Bouchard said.

"Never never never physically adhere the poster using any kind of glue or dry (mount) process."

Linex backing eases fold lines. Glue backing bunches up the poster.

Keep the poster in a cool, dry place away from any kind of sunlight.

Importantly, don't buy a poster if it has images you find disturbing. Remember you have to look at it.

"Buy what you like," Bouchard said.

Hours are 10 a.m. to 6 p.m. Monday-Saturday, to 9 p.m. Thursday. Call (810) 356-6454.

dance. One example is at the Birmingham Gallery, on Maple in Birmingham, where angels seem to float right into the window.

Mary Klemic is editor of the Oakland County Creative Living section. You may call her at (810) 901-2569. Her fax number is (810) 644-1314.

## Perspectives from page 1D

Pat Musick makes powerful arrangements out of such materials as steel, cedar and stone. The works resemble giant rock art. Virginia Durey's furniture evokes Americana but is also contemporary. Her bench made out of poplar and white oak has components that look like parts of a picket fence. Creative holiday decorations are in abundance.

## Cranbrook gifts displayed in current exhibition

BY MARY KLEMIC  
STAFF WRITER

This season of giving is a special time to appreciate the one-of-a-kind public gift of the Cranbrook Academy of Art Museum, a treat to be enjoyed all year.

The museum at 1221 N. Woodward in Bloomfield Hills has always been an artistic treasure trove. The exhibit "Building The Cranbrook Collection: Acquisitions During Roy Slade's Tenure, 1977-94," continuing through Jan. 29, is like a super sampler of its contents.

The show celebrates Slade's tenure as president of the art academy and director of the museum. "The Cranbrook Collection," named by Slade soon after he arrived at Cranbrook, is the museum's permanent collection of the work of artists, architects and designers who have studied, taught or been visiting artists at the academy, or who have exhibited in the museum. It was installed in the museum's main gallery eight years ago.

Duane Hanson, who graduated from Cranbrook's department of sculpture in 1951, is one of the artists who donated work to the collection in Slade's honor. Hanson's contribution is "Body Builder," a lifelike sculpture (see the photo on the front of today's

Creative Living section). "Body Builder" is made of bronze and painted with oils but you could swear it breathes. The muscular subject is resting after working out, glowing with sweat and exertion, sitting on a bench with exercise equipment at hand.

Laura Poster Nicholson presents a colorful rendering of a garden in cloth, smoothly blending history and the modern. Gerhard Knodel's work is a tall, dramatic fiber piece, with forms that fascinate. Dan Hoffman shows a model or maquette for the graceful new entrance at Cranbrook.

Other featured artists include Daniel Anderson, Beverly Flashman, Gary Griffin, Grover Helkoo, Tony Hepburn, Joan Livingstone, Winifred Lutz, Katherine and Michael McCoy, Heather McGill, Steve Murakoshi, Martin Prekop, James Suris and Carl Toth.

Hours are 1-6 p.m. Wednesday-Sunday (closed Dec. 24-25, Dec. 31 and Jan. 1). Admission is \$3 for adults, \$2 for senior citizens, children and full-time students, free for children under age 7 and museum members. Guided tours available; call for information. Call (810) 646-3323.

## Restaurant serves up aid

Weekends are traditionally prime time for area eateries, but one local restaurant was especially busy Sept. 10 and 11.

Outback Steakhouse of Shelby Township won a large hot food concession at the Art 'n Apples festival in Rochester Municipal Park, donating all the food and proceeds of \$10,471 to the Paint Creek Center for the Arts.

Art 'n Apples, one of the oldest and largest art fairs in Michigan, is the major fundraiser of the non-profit PCCA, which provides art classes, exhibitions and enrichment programs year-round.

"Outback likes to give dollars back to the community it serves," said managing partner Steve Overholt, in explaining Outback's involvement with Art 'n Apples.

Twenty-six Outback employees volunteered to prepare the restaurant's famous steaks, onions, ribs on the barbie, steak

kebabs and other specialties for a never-ending line of festival patrons. The Outback concession also provided free food to many Art 'n Apples volunteers who worked long hours in the park.

Over the two-day event, 40 festival volunteers assisted the Outback staff by cleaning tables, passing food to servers and collecting money.

Denise Michalek, owner of Rochester's Gallery Automata and president of Friends of PCCA, worked in the Outback tent.

"I want to compliment Steve Overholt and his employees for their professionalism, patience and generosity," she said, commenting on the cheerful atmosphere in the work area despite the pressure of serving so many.

Outback Steakhouse is at M-59 and Schoenherr. The company plans a future expansion in the Rochester area.



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