



"Professional Advertising Photography"

By Dave Saunders.

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head, the type used in the movies. Because the head floats on oil, it remains smooth. We extended its long arm further, also adding a pointer on the end, and a scale, so we could position everything exactly.

When doing the streaks I lit the edges of the can, then used flash to illuminate the robot. Between each shot we had to open up the transformer and turn him a little. The four stars were added at the end with one further exposure, showing the accuracy of the registering system. They are produced by shining light through pinholes in black card and using a starburst filter on the lens.

Bowling balls do not explode. Yet Stuart Pharmaceuticals wanted such an image to promote the drug Tenormin. Advertising agency Paisley Saunders turned to Jay Myrdal. It was not an easy shot because of the fairly complicated lighting system needed.

Together with model-maker

Neil Davis, Myrdal built the bowling alley in his studio, by gluing narrow strips of wood down onto a larger substraigh.

An arrangement of poles, clamps and special wedges were arranged to distribute the pressure evenly. This was sanded down several times and given six or seven coats of varnish, which took about 40 man-hours.

The scene was lit with two 8 ft x 3 ft perspex panels curved over the whole alley just out of shot. The effect was to create a bright tunnel with light coming from everywhere, producing reflections in the ball. Having two studios enabled me to leave the arrangement in place, while working on other jobs.

The bowling pins are real pins, but the bubbles on the tops were knocked off. The model-maker added filler and paint. The drug names on the pins were type-set, made into transfers and attached.

I tried taking quotes for a ball to be made out of resin, but it proved too expensive. Then model-maker Neil Davis, who was quite new to the business, had a novel idea. He used a bathroom light globe, filled with polyurethane foam which hardens quickly. Broken up, filled in and polished, this proved the perfect solution.

As the globe was very light, it was easy to hang the fragments of glass and foam. We used straight pins sticking into the foam, with a half-pound test fishing line looped round the pin, taped to the curved perspex of light.

JAY MYRDAL,
photographer

