



Third Borshoff Annual Gallery Show + Awards

***Light Construction* celebrates growth of Indianapolis, pinhole camera artistry and Herron student work**



Necessity is the mother: a pinhole camera taking test, long-exposure photo with optional moccasin attachment.

How Indianapolis has grown over the last decade is the subject of *Light Construction*, a show featuring works by Herron School of Art and Design photography students, created with hand-made, pinhole cameras.

The works of 12 budding artists, and the pinhole cameras they were created with, will be shown at a by-invitation reception and award event on Nov. 5 at Borshoff. The integrated communications agency has partnered with Herron’s Basile Center for Art, Design and Public Life as a way to support young artists and bolster its art acquisitions. At the same time, Herron students gain practical experience listening to clients, presenting their work professionally and competing for art commissions, just as in the real world.

Borshoff’s commitment is more than window dressing. “They naturally want to be surrounded by creativity,” said Abbey Pintar Chambers of the Basile Center staff. “They understand our photography program’s creative edge.”

Each participating student gets \$50 toward making a professional presentation. The “Best in Show” prize is \$1,000. This year, reception attendees will vote for a People’s Choice Award-winning work.

“The show will feature some of the most beautiful imagery ever captured with a cereal box,” said Erik Johnson, APR, principal at Borshoff. “We’re told oatmeal boxes make excellent cameras, as do other light-tight and imaginary creations. Borshoff’s communications professionals look forward to this show every year, and this year’s show offers twice the creativity, because students, no doubt, will create wonderful pinhole cameras and wonderful photographs. We can’t wait.”

Pinhole cameras are the most rudimentary of photographic devices. They can be as simple as film attached to a box lid and a pin hole located at the opposite end of the box. The shutter can be a flap of paper over the pinhole. A viewfinder is optional.

“We liked the idea of challenging emerging artists to showcase Indianapolis’ forward-looking, progressive energy with a low-tech, old-fashioned, manual camera,” Johnson said. The theme is in keeping with Borshoff’s partnership with the Basile Center to mentor and support the next generation of artists and communication professionals.”

Clients of the Basile Center range from commercial enterprises like Borshoff to not-for-profits or private individuals who come for public art, design solutions or other types of community collaborations. All projects fit within the curricular requirements

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for the students' area of study and are scheduled to fit in the academic calendar year, usually by semester. For more information on possible partnership, contact Kathy Pataluch, the Basile Center's director, at 317-278-9422 or visit the Basile Center on the Herron School of Art and Design Web site at <http://www.herron.iupui.edu/basile>.

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