



Visualize the Main Course
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AMI

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Philadelphia Meeting Invites Your Contribution

Explore message design in illustration for the 90's with creative professionals — those having a major impact on health science communications today. Join creative directors, art directors and media professionals from major health care advertising agencies and medical publishers in exploring the needs and technologies of the future.

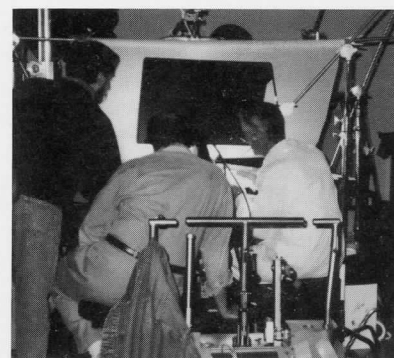
Let us know what you can contribute to making the best and most meaningful forum for interaction with our association and members of the industries we serve. If you have a new approach to a old problem, an observation which has changed your way of seeing your work, or any idea or technique you want to share, please respond to the **Call for Papers** found in this issue.

Demarest & Robards Co-star in American Heart Association TV Campaign

Bob Demarest was the action and Jason Robards was the voice on a public service announcement for the American Heart Association's television promotion for the winter & spring, 1990.

"It was an incredible experience, not at all what I expected" says Bob. "I thought I would be painting a heart on television and all my friends would see it and say 'Hey there's Bob'. No such luck. All that shows are my hands. I had my first ever manicure for the production and spent a week painting six versions of the same heart". This enabled the camera to transition from one to the other up to the finished piece, making it look like Bob was working on the same illustration. That way all of the shooting could be finished in two days.

"Controlled chaos is the only way to describe the scene with



Quiet on the set...take seven!

cameramen, production assistants, lighting people, script girls, clients, account executives and me. Probably 20 people in all, and I was walking around in a new shirt that was too big (supplied by the producer, I think it was his size!) and waiting forever between shots. Each scene was shot from three to six or seven times and everything was photographed with a macro-lens on 35mm. motion picture film. We even used Gin instead of water to achieve a crystal clear effect when I dip a brush. Two quarts of Tanqueray® were poured down the sink for one shot alone!"

see Demarest, page 15

Cell Yourself!

The GALLERY editor of the Journal of Biocommunication (JBC) are inviting artists to submit artwork for an upcoming GALLERY having as its theme "THE CELL". The GALLERY will feature examples of medical artwork depicting structure, function, or dysfunctions of the human body at the cellular and molecular levels. Some examples might include: cell mitosis, depiction of protein molecules within the cell wall, virus invasion into the cell, or protein synthesis by recombinant DNA technology. These are only examples. The possibilities are endless. Artwork will be selected based on quality, communication of the concept and space limitations within the GALLERY. Artists are requested to send **NO ORIGINAL ARTWORK**, but submit one **eight-by-ten, black-and-white** print, including a typewritten caption describing the artwork and medium. Since the GALLERY is printed in black and white, artists should consider the legibility of color artwork converted to black and white. Line artwork is also welcomed. Prints must be received no later than **April 1, 1990**.

Send prints to:

David Klemm, JBC Associate Editor
Educational Media Georgetown
Univ. Med. Ctr. 3900 Reservoir Rd.,
N.W. Washington, DC 20007
Phone: (202) 687-1148

Medical Fine Art Sought

Spence Research Inc., an extremely successful direct marketing company specializing in health science educational media, has instituted an ambitious new project, the Medical

Heritage Gallery. Wayman Spence, M. D. founder of Spence Medical Corporation and Spence Research Inc., is assembling art from around the world which expresses the heritage of the various branches of the healing arts. Selections will portray artistic beauty and communication, not anatomy or health education.

Healthcare professional have established needs to tastefully decorate their offices and homes. Ideally, sculptures, painting and other fine works of art which have a heritage in medicine can aesthetically depict their owner's professional status. There is no present convenient or accessible source anywhere in the world for this unique selection, which so obviously has a tie-in with many of our talents and interests.

Spence will open a Medical Heritage Gallery in downtown San Francisco this November. A national catalog for mailing to physicians, dentists, pharmacists, therapists, pharmaceutical companies, medical equipment companies, and other healthcare professional throughout the country will be printed next year.

It is apparent from the source book that a number of medical illustrators could find in Medical Heritage Gallery a great new source for sales and exposure of high quality signed and numbered prints and sculpture, as well as paintings, etc.

I will serve as an art consultant for the new project, and will look forward to working with you in any way possible as logistics are settled. Many of us probably have some art already finished which would be perfect for Medical Heritage Gallery, and queried projects will be welcomed.

Bill Winn



Advertising Space Available

The AMI News is pleased to offer a variety of display sizes for very reasonable advertising rates. These ads are viewed by nearly 1,000 BioMedical Communication Professionals worldwide.

Current Rates

Standard:

Ad Size	1 Issue	3 Issues	6 Issues
Full Page	\$600.00	\$1,440.00	\$2,520.00
Half Page	300.00	720.00	1,260.00
2 Column	200.00	480.00	840.00

Sustaining Member:

Full Page	\$396.00	\$950.40	\$1663.20
Half Page	198.00	475.20	831.60
2 Column	132.00	316.80	554.40

AMI Member:

Full Page	\$240.00	\$576.00	\$1,008.00
Half Page	120.00	280.00	504.00
2 Column	80.00	192.00	336.00

Ads are due one month prior to publication date.

All advertising rates include one photo per ad.

Prices are subject to change without notice.

For more information about placing an ad, please contact our central office:

Association of Medical Illustrators
2629 Huguenot Springs Road
Midlothian, VA 23113
(804) 794-2908

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The 25 second commercial is the story of an illustrator painting a heart which segues into the "Book of Life". All the while Jason Robards is talking in his inimitable, serious voice about the uniqueness of "your" heart.

It will be shown on the major networks and the local affiliates over the next few months. Be sure to look for it. You'll recognize a Paasche AB and maybe the style of the art, Bob says you'll never recognize his manicured hands!