

holograph I



SINCE THE CAMERA HAS BUT ONE EYE, THE PHOTOS ABOVE REPRESENT ONLY HALF OF THE ACTUAL VIVIDNESS AND DEPTH VISABLE TO THE

Holograph comes from the Greek words "holo", meaning whole and "graph", meaning message. The combination means "the whole message" which is exactly what the holograph gives the viewer.

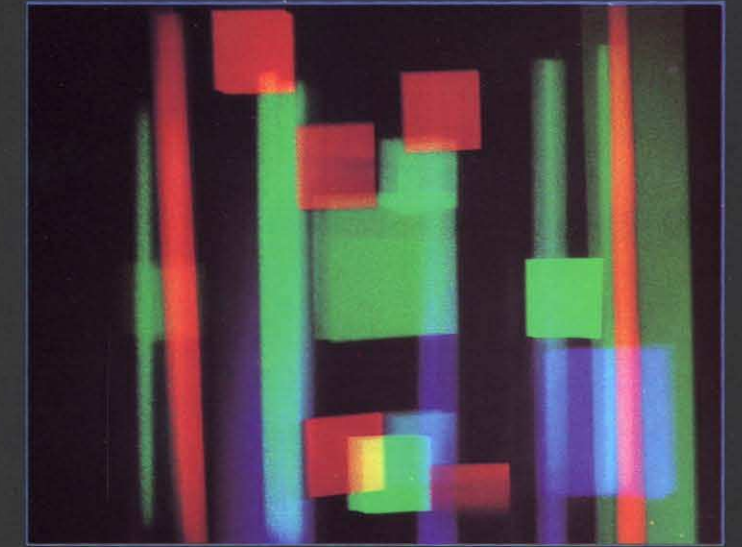
Agam's HOLOGRAPH 1 is a "reflective holograph" requiring only an ordinary uncoated light bulb on one side of the film plate to become a magical window displaying three dimensional visions of objects. These objects shift position and perspective exactly as they would if they were really there, where they only appear to be.

Agam creates images and spaces that cannot be seen in every day life or in standard art forms. Holography takes his work into yet another dimension and beyond conventional limitations. He unlocks a new visual experience for the viewer giving an increased awareness of form.

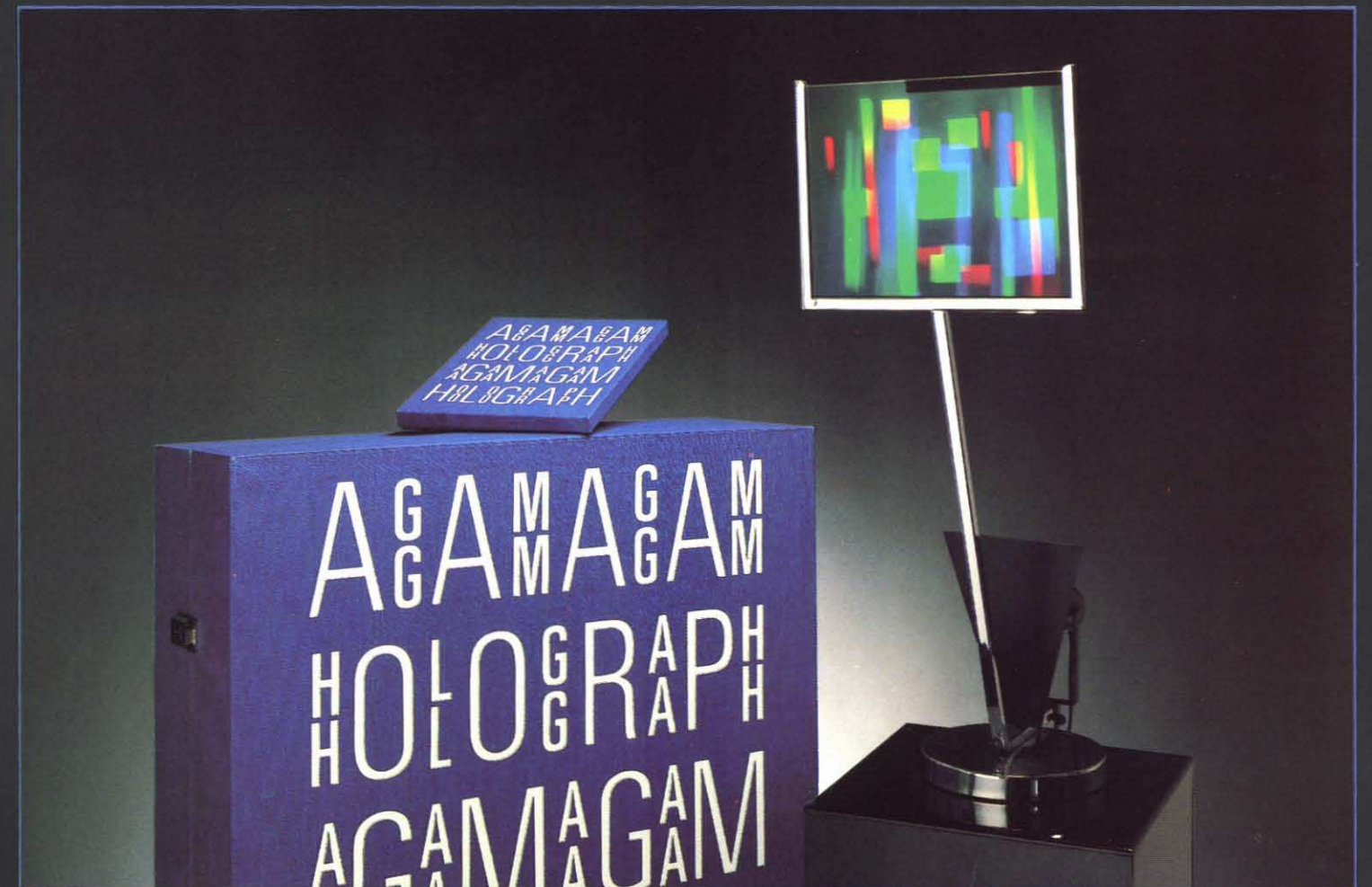
"HOMAGE TO EINSTEIN"

Agam entitled his holograph "Homage to Einstein" perhaps because of Einstein's obsession with questions of light and velocity. Einstein posed the question to himself, "If a man were able to move alongside a beam of light at its own velocity, how would its electromagnetic waves appear to him?" After ten years of study he developed his special Theory of Relativity. Agam may see his holograph in relation to the question posed by Einstein. Perhaps this is how Agam thinks electromagnetic waves would appear.

agam



HUMAN EYE. THEY ARE ONLY FOUR IN AN INFINITE SPECTRUM OF IMAGES OFFERED BY THE HOLOGRAPH IN REALITY.



HOLOGRAPH 1 COMES IN A STURDY AND ATTRACTIVE PORTFOLIO CASE, PICTURED ABOVE.

HOLOGRAPH I

HOMAGE TO EINSTEIN SPACE-TIME-IMAGE

BY YAACOV AGAM

This holograph by Yaacov Agam was produced in New York City with Joseph Burns in 1980. Each plate is signed and numbered by Agam. The edition is limited to 250, plus 25 artist's proofs and 25 hors commerce copies.

Holography is the technique of producing an image with the use of a laser. When illuminated properly, the holograph creates a three-dimensional form in space. In this case, Agam achieved a four-dimensional image.

In order to maintain the optimum image, please note the following:

The holograph must be handled with extreme care. Hold the glass plate by the edges only. It has been laminated to protect the emulsion from humidity and dust—however, it must not be immersed in water or displayed in direct sunlight. Clean the plate only with a soft, non-abrasive dust cloth or a mild liquid glassware soap.

The plate should be placed in the holograph stand frame so that Agam's signature appears in the upper right-hand corner.

The lamp and the person viewing the plate must be on opposite sides of the plate. The tilt of the lamp should be adjusted so that the light reaches the holograph at an angle which creates an image of the greatest coherence and intensity. The bulb, too, should be rotated within the socket, since the position of the filament influences the quality of the image. Once this is done, readjustment of the fixture will not be necessary except when the bulb is replaced. (A clear single-filament bulb, such as the General Electric 120 volt 40 watt high intensity bulb, order # 40S11N/1, or the Sylvania bulb # 40S11N, should be used to obtain the utmost clarity and vibrancy.)

The height at which the holograph is displayed should be approximately eye-level, though this is a matter of personal preference. It is crucial that the holograph be displayed in an area where it can be viewed from as many different angles, heights, and distances as possible, because each change in the viewer's perspective transforms the shapes and color patterns of the holograph into another of its unlimited variations.