

with other media, building from a series of images, or relating to the written word.

Pierre Ayott from Montreal combines the projected slide image with photo-silkscreen. There is a play on the illusion of reality, of what we see and what we think we see.

Similarly, David Joyce uses life-size photocopy images of figures in "flattened" versions of typical themes such as the artist and his model, i.e., "Flat Photographer with Model." In another work he uses life-size, mounted photographs of a seated man, a sink, mirror and window, along with actual objects, to create a 3-dimensional illusion in "Cold Water Flat."

Bill Vazan of Montreal is one of four of these artists who uses a series of photographs to communicate a larger picture. "Winter Globe," a radial sequence of photographs of Lac Vent in the snow, looking skyward, gives us the feeling that we are looking at the heavens through a circular lense in an almost cosmological experience. In other works Vazan takes the radial theme to different dimensions as with "Beverly Hills," which is seen in a concentric format.

### **Towering**

In a similar vein, Pierre Boogaerts uses a sequence of photographs to construct a huge city sky, which is defined by the edges of the towering buildings of Manhattan. These photos have been combined into a new format, which becomes a photo-construction, as seen in the installation of "Street Skies."

---

***"Each of the eight artists uses the camera as a tool to reveal a greater message."***

---

Another use of the series of photographs is with the "Shop Window" series by Phil Bergerson. Simple subjects such as heaps of clothing in a New Year's sale, or plastic balls in a wire cage, or, a display of gift ribbons and greeting cards receive a new treatment when shown 64 to a page. Each photograph is slightly different from its neighbor so that the whole thing gains movement, as though one was walking past the display. One wonders what Bergerson will come up with for "Shop Window" material when he returns from his study trip to Tokyo and Peking soon.

### **Symbolism**

Barbara Astman, as well as the team of Serge Morin and Francis Coutellier, concentrates on the photograph as a story-telling vehicle about people. In "Red," Astman shows us in monumental 4' x 4' photos a lone figure in a still life of red and black, often with a super-imposed letter or accompanying poem about the colour and its somewhat sexual symbolism to the

artist. Morin and Coutellier provide us with a provocative and philological polaroid story; this story may be a torn but re-assembled print or an X-ray and photo combined with an outsider's hard measuring or writing on the new photographic image. Both artists' works leaves room for interpretation.

These "Unconventional Photographic Images" can be viewed Monday through Saturday, 10:00 a.m. to 6:00 p.m. at the gallery, which is located just off Hollywood Road with an entrance on Shelley Street. ■

## **FEATURES**

# **More Aggressive Marketing Approach Needed**

*By Mike Newlands*

**C**anadian companies must adopt a more aggressive marketing approach, considerably improve delivery times and research the local market if they are to improve exports to Hong Kong, according to engineer cum businessman Alvin Leung.

Leung, a Canadian citizen who was born and brought up in Hong Kong, has studied, lived and worked in both places since graduating from the University of Toronto in 1959 with a degree in mechanical engineering. His first job after graduating was as a consulting engineer with O.G. Moffat, but he was soon awarded a British Council scholarship and returned to university to do a postgraduate degree.

Leung then returned to Hong Kong to work in commercial air conditioning but joined the government after a time and was awarded a government scholarship to study with major air conditioning manufacturers, such as Honeywell, in the United States. In 1968, he emigrated to Canada as engineering manager of Penn Controls Ltd.

From Penn he moved over to John B. Parkin, then the largest firm of consulting engineers in Canada, designing air conditioning and acoustics projects. His last job in Canada was as senior mechanical engineer specialising in energy conservation for the Canadian Federal Government.

Leung returned to Hong Kong in 1978 in order to supply the acoustic (silencer)

equipment for the MTR project.

## **Big potential**

He decided that there was potential, particularly on large-scale projects, for Canadian air-conditioning and acoustic equipment in Hong Kong and set up Burgess Vibro Acoustics (Asia) Ltd.

Equipment that he supplies includes Delhi Fenn, Hart and Cooley and Markhot. The latter is the biggest air conditioning manufacturer in Canada and Markhot equipment has been installed in Harbour City and Gloucester Towers and is to be used on the MTR island line.

As well as supplying equipment, Leung acts as consultant on projects both in Hong Kong and around the region. He has worked on contracts in Singapore, Kuala Lumpur, Jakarta and Manila.

Commenting on the problems of selling Canadian air distribution equipment in Hong Kong, he said: "If you have a thorough knowledge of your product then you will be able to sell it."

He said that although there was practically no Canadian air conditioning equipment in Hong Kong before the mid 1970's, this did not present an acceptance problem as Canadian products are well thought of.

---

***"If you have a thorough knowledge of your product, then you will be able to sell it."***

---

"If a product has "made in Canada" on it then it is already at an advantage in this part of the world," he says. Leung pointed out that although many people think that it is impossible to be competitive with Canadian manufactured products in Hong Kong this is not infact true.

He said that labour costs in Canada are lower than in most parts of the United States and that manufacturing operations are run extremely efficiently with far less man hours going into each product than comparative products being made in Asia. He said that raw material costs are also less in Canada than in Asia.

"When you take all these factors into consideration you realise that Canadians can compete effectively here. Also, because of the trade imbalance between Canada and Hong Kong there is plenty of empty space on ships being sold at a much cheaper rate than Hong Kong exporters have to pay.

He said that on the multi-million dollar MTR contracts all the major air-conditioning companies from Japan, the United States and West Germany had tendered, but the Canadian combination of price and quality had been chosen.

Even so, at least in his particular fields, it is still not feasible for him to tender