

4D ST. PETERSBURG TIMES SATURDAY, JULY 1, 1989

Real

men from the financial world to test it... assumed, accurately, 'I'll never get her.' But she did reach David Begetman at the William Morris Agency...

But it all rolled out from there, says Gross. They decided to pick people on the edge rather than very famous celebrities... 'We knew we could get those kind of people, while we didn't have the confidence to go up to Tina Turner and say, 'Please wear this pocket T-shirt.'...

They started the first week of November last year, using photographer Matthew Rolston and as models actress Claire Hall and architect Bryan Murphy... 'The response was all positive. Not only did the campaign bring customers into the store, but — no surprise — people called up wanting to be in the ads. And someone offered Vanity Fair columnist Angela Jankinow, one of the models, a trip around the world. To look out at you,' she says. Dress designer Adele Simpson and shoe creator Joe Fanelore were professors of the Lee Inacco ads of today.

When Gen. Pressman, the brains behind Barneys' women's division, started talking through an upcoming advertising campaign on the women's side, he wanted to reach the women who might think Barneys was too young for them. Pressman suggested focusing on Lauren Hutton, but was advised that there was no way she would do it. Kraft figured the store couldn't pay enough money and that a personality like Hutton wouldn't give up that kind of time.

Feeling lost? You're not alone

It happens to all of us. Getting lost, being lost, or, as some prefer to express it, 'temporarily misoriented.' Usually it's only a momentary loss of geographic orientation, of simply not knowing where you are in today's tangle of city streets and interstates, multilevel shopping malls and labyrinthine new buildings.

But sometimes it can be serious. 'Angry Paramedics Eject Lost Ambulance Driver,' a newspaper headline reported earlier this year. The driver was kicked out of the ambulance after he got lost on the way to the hospital, taking a heart patient on a zigzag path through southeast Washington for about 10 minutes.

Why do some people get hopelessly lost, even in their own hometown, even with the aid of a map and directions? Why do others have little trouble, even in strange towns?

Is a sense of direction innate — a sixth sense? —Some people just never pay attention to where they are. Others always want to get their bearings, whether in a new city or a new building,' Shannonhouse says. 'The most experienced develop a built-in radar. Give orienters a street map and circle the destination, and you don't have to give them directions.'

Everyone probably has a favorite homing device. A Denver native says he always references himself to the Rockies — they're west. A resident of Toledo, Ohio, uses Lake Erie — it's north.

A Midway Washingtonian with a poor sense of direction says, 'All I have to do is find the Washington Monument, and I can get home.'

But if the idea is old there are new approaches. The American Express ads succeeded by putting faces to already well-known names. In a fairly recent series of Egypt ads, the company boosted its youthful image by picturing and identifying its younger employees as models.

It was the Blackglams campaign that gave Maggie Gross, senior vice president for advertising for The Gap, the international chain of megamega-quality sportswear items and jeans, the inspiration to attempt a campaign using real people. 'It was my vote of confidence,' says Gross.

Gap ad photographers have a strong say in choosing the individuals to be photographed, and the amateur models style their attire with elements from their wardrobes. 'When photographer Steven Meisel walked in the door he was photographed just the way he appeared. In his own black T-shirt and trench coat,' says Gross.

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But she had the time, and Barneys had enough money. But in Hutton, who made her name as a model and has one of the most photographed faces in the world to play (item 2), or a 'real person' who the answer may lie in the famous space between her two front teeth, which Hutton astoundingly disguised with tooth caps in her model days, but bares with mischievous gusto now. Check the ads. She can be considered real only when she's wearing the gap.

Here was her situation. Millard Bender, the company president, wanted to run ads for the most basic items in the store — T-shirts, turtlenecks and chambray shirts. He thought that every- one buys but hardly makes a grabby photograph. The problem was making the clothes look different from every- one else's T-shirts.

The Gap was opening stores in Los Angeles and wanted to devote special advertising to L.A. Gross fantasized about real Los Angeles types from the movie and music industries wearing Gap clothes in the ads. In a brainstorming session she focused on Tina Turner to wear a Gap T-shirt. 'We laughed and said she would probably show up in an original, hand-dyed and hole-knit and pocket T and we'd have somebody incredible shoot her.' It didn't happen.

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TODAY'S CALENDAR

- MUSIC: Townes Van Zandt — 8 p.m. Monday Musicale, 809 Horatio Blvd., Tampa. Tickets \$15. Call 238-8001.
DANCE: Terry Galloway, performance art — 10 p.m. Loft Theater, 1441 Fischer Ave., Tampa. Tickets \$8. \$5 students. Call 972-9753.
DANCE: 'Song of Lavinio' presented by Florida Dance Festival — 8 p.m. Tampa Bay Performing Arts Center, 1010 N Macdunn Place, Tampa. Tickets \$12.50. Call 287-8844.
DANCE: American Ballroom Theater — 8 p.m. Tampa Bay Performing Arts Center, 1010 N Macdunn Place, Tampa. Tickets \$15.50. Call 287-8844.
THEATER: Cyrano de Bergerac — 2 and 8:15 p.m. Asolo Stage Theater, Ringling Museums, Sarasota. Tickets \$11-\$23. Call 353-5137.
THEATER: So Long on Lonely Street — 8 p.m. American Stage, 211 Third St. S., St. Petersburg. Tickets \$16. Call 922-8814.
THEATER: Harvey — 8:15 p.m. Francis Wilson Playhouse, 302 Shannon St., Clearwater. \$5 adults, \$5 under 12. Call 446-1190.
THEATER: 110 in the Shade — 8 p.m. Eight O'Clock Theater, Largo High School Auditorium, 410 N. Highway 401, Largo. Tickets \$6 adults, \$4.50 children under 12. Call 587-6751.
THEATER: Oh, Dad, Poor Dad, Mamma's Hung You in the Closet and I'm Feeling So Sad — 8 p.m. Eight O'Clock Theater, 16100 Farchild Drive, Clearwater. Tickets \$8 adults, \$7 senior citizens. Call 922-6660.
MISCELLANEOUS: Forbidden Broadway 1989 — 2:15 and 8:15 p.m. Van Weert Performing Arts Hall, 777 N. Tamiami Trail, Sarasota. Tickets \$13.50. Call 953-3366.
MISCELLANEOUS: Laser-Pink Floyd — 8 and 11 p.m. Mahaffey Theater, Bayfront Center, 400 First St. S., St. Petersburg. Tickets \$12. Call 892-5767.



TOWNES VAN ZANDT



Young American, the St. Petersburg Times' monthly newspaper just for kids, has some added excitement for your summer fun.

For a limited time, you'll get a surfer band (item 1), plus a chance to win a two-day trip for four to Typhoon Lagoon, Walt Disney World Resort's newest and coolest place to play (item 2), or other great prizes (item 3). All you need to do to enter is write a letter to the St. Petersburg Times expressing what you like most about the July issue of Young American.

All kids under the age of 19 may enter. Here's what you need to do to qualify:

- 1 Get your July Young American issue in the St. Petersburg Times, Wednesday, July 5. Or pick up a copy at a Times bureau on or after July 5. Check the yellow pages for the Times bureau nearest you.
2 Read your July Young American issue. You'll find it's jam-packed with interesting and informative stories about kids, sports, science, geography, business, current events and entertainment news. Plus, there's a special section on the fun and games of the summer.
3 Write a short and creative letter. Address it to: 'Dear Young American.' Explain what articles or features you liked best and why. Your letter may be published in the St. Petersburg Times, so do your best work!

- 4 Fill out the form below. Cut it out. This will be used to mail your surfer band, so be sure to print clearly!
5 Enclose your letter and address form in a stamped envelope addressed to: Young American/St. Petersburg Times, P.O. Box 500, St. Petersburg, FL 33731-0500
6 Mail your letter early! There's a limited supply of surfer bands.
Once your letter arrives, a surfer band will be mailed to you* and your name will be entered into the prize pool for the September drawing. You'll be notified by phone or letter if you win.

Enter today! Please print carefully. This is your mailing label for the surfer band. My name is (first name) (last name) My age is My home address is City State Zip Phone number St. Petersburg Times Parents! To subscribe to the Times, call 1-800-888-7012.

Marshall set to direct DeNiro Penny Marshall hopes to start directing Robert De Niro in Anakrings in September but at this point has no idea if she can. Reports are that there's been a holdup in casting of supporting parts for the drama about a man frozen in the '60s who, defrosted two decades later, must learn to cope with '80s life. It'll shoot in New York — whenever.

KARATE KID III FREE! For a limited time... ARIGATO! Thank you to our customers...

This 4th of July 'FOR BIG LAUGHS, NON-STOP FUN AND THE SUMMER COMEDY OF THE YEAR, WHO YOU GONNA CALL?' GH0STBUSTERS II NOW SHOWING

Me too! We'll get one of these Surfer Bands JUST FOR ENTERING! I could be the grand prize winner of a two-day trip for four to Disney's Typhoon Lagoon, the newest, coolest and spiciest place to play! I could win that really RAD Typhoon Lagoon set of sunglasses! I'm entering today!