



**SINGLE
IMAGE**

SINGLE IMAGE

November 1997

NUMBER 24

Publisher/Editor

ALEXIS SCOTT

Creative Director/Designer

CRAIG BUTLER

Managing Editor

SUSAN HALLER

Editorial Assistance

MARILYN WALSH

Senior Art Director

ZOË HENNEGAN

Assistant Art Director

AMY YUTANI

Advertising Sales Director

SUZANNE SEMNACHER

Advertising Sales

ALLEGRA LEACH

LINDA LEVY

BOB PASTORE

ROBERT SAXON

LORI WATSON

Marketing Director

BOB SCHMOLZE

Director of Print Production

PAUL SEMNACHER

Print Production Manager

LYNN D. PILE

Production

CARMEN L. PILE

COLIN YEUNG

Traffic Manager

EDMOND OSBORN

Word Processing

CASS ROGERS

Circulation (Direct Mail)

MARK WILLIAMS

Circulation (Wholesale)

JOCELYN KAY

Printer

ARNOLDO MONDADORI EDITORE
Verona, Italy

Chairman of the Board

HEATHER SCOTT

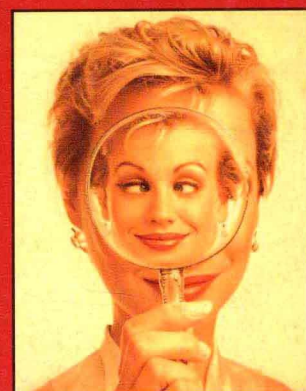
Vice President

ASHLEY BUTLER

江苏工业学院图书馆
藏书章

Correction:

The credit for the photograph found on the contents page of Single Image 23 should have been given to Peter Gregoire.



Front cover photography: © Gerald Bybee



INDEX

A	SINGLE IMAGE	WORKBOOK 19
Andersen, Jack	128-129	1110-1111
*Anderson, Stephanie	296-299	36-43
Andris, Joseph	277	250-251
Ashton, Reid	34-35	
Atelier des Cinq Chats	114	
*Atelier Kimberley Boege	204-205	878-879
*Atols & Hoffman	28-29	46-47
*Austrian, Susan	80-81	264-265, 460-461
Avery, Steve	41	

B	SINGLE IMAGE	WORKBOOK 19
Baker, Dick	210-211	
Baldwin, Joel	158-159	311, 322-323
Barnhurst, Noel	292-293	840-841
Bauer, Ann	196	246
*Baugher, Liz & Associates	140-141	444-447
Becker, Rick	49	
*Bender, Brenda	196	246
Berman, Howard	296-297	36-39
*Bernstein, Joanie Art Rep	220	506-513
*Biernat, Anna	270	450-451
Biondo Productions	106-107	1124-1125
Black White & Color	250-251	498-499
*Boege, Kimberley	204-205	878-879
Bradley, Rodney Oman	100-101	514-517
Bronstein Berman Wills	296-299	36-43
*Brown, Doug & Judi Shin	180-181	390-391
*Brown, Matthew	58-59	16-17
*Brown, Shelley & Associates	272	481
Bruton, Jon	268-269	504-505
Bruton/Stroube	268-269	504-505
Burke, Kelly	114	
Burkey, J.W.	57	694-695
Burnett, David	198-199	14-15
Burns, Jerry	26-27	780-781
Bush, Charles	262-263	98-99, 864-867
Butler, Eric	237	1122-1123
Bybee	122-123	856-857
Byers, Bruce	82	

C	SINGLE IMAGE	WORKBOOK 19
Cabossel, Jannine	214	990
Calabrese, Wayne	289	338-339
Campbell, David	120	890-891
*Campbell, Marianne	108	1152-1153
Candland, Kevin	56	
Carter, Peter	212-213	426-427
Casalini Photography	242	472-473
*Casey, Marge	289	338-339
*CatBird	185, 249	1138-1141
Chenn, Steve	234-235	676-677
Clement, Michele	22-23	829-831
*Cohn, Carol Associates	130	658-659
Colley, Walter	225	222-223
*Condon, Jennifur	66-67	578-578
Connelly, James	162	932
*Connolly, Elyse	138-139	1194-1195
Coon, Jim	179	
Corey, Carl	130	658-659
Coup D'Etat	289	338-339
*Craig, Suzanne Represents	178	1008-1009
Crocker, Will	142	678-679
Crosta, Laura	97	
Crowley, Eliot	167	900-901
Cruff, Kevin	204-205	878-879
Crum, Lee	180-181	390-391

D	SINGLE IMAGE	WORKBOOK 19
Damon, Tim	286-287	1058-1059
*Denelle	184	
Derryberry, John	283	
Deuson, Michael	231	556-557
DiVitali Photography	149	720-721
*DLM	262-263	98-99, 864-867

E	SINGLE IMAGE	WORKBOOK 19
*Elder, Heather	290-291	1020-1021
Elledge, Paul	84-85	650-651
*Empress, Connie T.	167	900-901
Endicott, Drew	42-43	600-601
*Epstein, Rhoni	262-263	98-99, 864-867
Eskite, Richard	202	876-877
Ewert, Steve	192-193	622-623

F	SINGLE IMAGE	WORKBOOK 19
*Fiat, Randi & Associates	60-61	558-561
Fiscus, Jim	64, 273	798-799
*Five Union Square Productions	154-155	311, 312-313
Flanagan, James	58-59	16-17
Fletcher, Deborah	254	462-463
Fogg, Don	109	
*Folio Forums	46-51	236-237, 342-347
*Ford, Denise	93	666-667
*Fortuni	210-213	426-427
*Fox Art	146-147	824-825
Franz-Moore, Paul	240-241	852-853
French, Graham	280-281	
Friedlander, Ernie	182-183	988-989

G	SINGLE IMAGE	WORKBOOK 19
Gallier	121	606-607
Galton, Beth	28-29	46-47
*Gardner, Jean	132-135	1092-1095
*Gatlin, Rita Represents	92	158
*Glenn, Chris	88-89	434-435
Godfrey, Linda	86	
*Grafton, Lisa	164-165	930-931
*Graham, Corey	179	
Gray, Mitchel	274-275	120-121
Gray, Walter	66-67	578-579
Gregoire, Peter	118-119	414-415
Grubman, Steve	24-25	520-523
Guice, Brad	186-187	18-19
Guilburt, David	215	958-959

H	SINGLE IMAGE	WORKBOOK 19
*Hackett, Pat	40	380
*Hall & Associates	74-75	1050-1051
Hanover, David	144-145	940-941
*Harlib, Joel Associates	168-171, 282	654-655
Hashi Studio	160-161	310, 316-317
*Hatten, Susan	173	
Hauser, Marc	112-113	464-465
Hawkes Studio	30-31	814-815
Heck, Greg	102	466-467
*Hedge, Joanne	260	532
Heinser, Thomas	138-139	1194-1195
*Held, Cynthia	284-285	1002-1003
Holland, Robert	265	684-685
*Holt, Rita	104-105	826-827
Holzemer, Buck	38-39	440-441
Huber, Vic	72-73	
*Hull, Scott Associates	272	481
*Hurewitz, Gary & Associates	252-253	199-206

I	SINGLE IMAGE	WORKBOOK 19
Iooss, Walter	156-157	310, 314-315

J	SINGLE IMAGE	WORKBOOK 19
Jacobson, Eric	48	236-237
Jessell, Tim	178	1008-1009
*Jill Ann Represents	106-107, 237, 262-263	98-99, 864-865, 1122-1125
*Johnson, Arlene	146-147	824-825
Johnson, Kenny	173	
Jones, Deborah	20-21	832-833
Jordano	140-141	444-447

K	SINGLE IMAGE	WORKBOOK 19
Kabaker, Gayle	76	142
*Kallick, Holly	88-89	434-435
*Kalmes, Nadine	97, 130	658-659
*Kamin, Vincent	127, 231	540-541, 556-557
Kamper, George	222-223	218-219, 221
Kaplan, Alan	252-253	199-206
*Kenney, John & Jo Weinberg	84-85	650-651
*Ketcham, Laurie	116-119	414-417, 818-819
Kirkland, Douglas	74-75	1050-1051
*Klingsporn, Margot/Focus	74-75	1050-1051
*Koeffler, Ann	126	941
Kohanim, Parish	37, 244-245	802-803
*Korman+Company	278-279	
Koudis, Nick	221	374-375
Krantz, Jim	206-207	638-639
*KSC	222-229	218-223, 576-577
Kuehn, Karen	188-189	24-27
Kuhn, Chuck	52-55	304-305, 880-881

L	SINGLE IMAGE	WORKBOOK 19
Ladig, Larry	150-151	602-603
Lamotte, Michael	108	1152-1153
Lane, Scott	238-239	642-643
La Riche, Michael	71	1178-1179
Lawrence, David	191	22-23
*Lawrence, Robert	258-259	
*Lee & Lou	196	246
Lehner & Whyte	70	102
*Leopold, Joanne	112-113	464-465
Lesh, David E.	143	140-141
*Lilie, Jim	292-293	840-841
*Lindgren & Smith	208	275
Lindstrom, Mel	246-247	1120-1121
Lopez, S. Peter	124-125	1146-1147
*Lulu	214	990
Luria, Dick	209	136-137
*Lynch, Andrea & Larry	112-113	464-465

M	SINGLE IMAGE	WORKBOOK 19
MacAdam, Dean	148	914-915
Maisel, David	18-19	836-837
*Maloney, Tom & Associates	196	246
*Mann, Ken	198-199	14-15
*Marie, Rita & Friends	288	468
Martin, Cade	261	
Martinez, David	290-291	1020-1021
*Maslov, Norman	18-23	829-833, 836-837
Mayer, Bill	276	1018-1019
Mayo	46	
McArthur, Pete	116-117	416-417, 818-819
*McCallum, Melissa	254	462-463
*Mead, Robert Associates	80-81	264-265, 460-461
Melvin, Karen	103	646-647
*Messerly, Bill	250-251	498-499
*Mid Coast	65	436-437
*Miller, Susan	128-129, 230	1110-1112
Mizono	90-91	854-855
Monahan, Heather	218-219	
*Morawski & Associates	238-239	642-643
Morgan, Jeff	32-33	400-401
Morgan, Scott	110-111	1040-1041
Morrison, Ted	255	214-215
*Moses, Janice	186-191	18-27
Mosgrove, Will	44-45	1154-1155
Moss, Jean	168-169	654-655
Muna, RJ	284-285	1002-1003
Murphy, Dennis	164-165	930-931
Murphy, Regina	197	438-439
Musilek, Stan	266-267	982-985
Myhra, Greg	83	712-713

N	SINGLE IMAGE	WORKBOOK 19
*Nachreiner Boie Art Factory Ltd.	86	
*Neri, Grazia	74-75	1050-1051
Nozicka, Steve	170-171	
O		
O'Gara/Bissell	216-217	1136-1137
Olson, Rik	126	941
Oman	100-101	514-517
Orabona, Jerry	47	346-347
Oudkerk Pool, Joyce	185	1140-1141
P		
*Palulian, Joanne	76	142
Pampalone, Luciana	190	20-21
Patrick, Dick	93	666-667
Pearce, Tony	36	786-787
*Pence, Tamara	250-251	498-499
Penina	96	1196-1197
Perno, Jack	88-89	434-435
Perry, Eric	65	436-437
Peterson, Bruce	50	342-343
Philip-Jon	271	1176-1177
*Photocom	77	994-995
*Pinkstaff, Marsha	28-29	46-47
*Poje, Elizabeth	128-129, 230	1110-1112
*Potts, Carolyn & Associates	232-233	544-545
*Powditch, Michael	124-125	1146-1147
Powell, Todd	228	
Powers, David	98-99	1064-1065
Preston, Mark	250-251	498-499
R		
*Rabin, Bill & Associates	154-155	311, 312-313
Radler, David	226-227	576-577
Rascona	104-105	826-827
*Ravenhill, Helen	206-207	638-639
*Ray, K.	176-177	970-971
*Reilly, Kerry	196	246
Reitzel, Bill	249	1138-1139
*Repertoire	112-113, 130	464-465, 658-659
*Reptile Artists Agent	24-25	520-523
Robbins, Bill	230	1112
*Robbins, Christina	96	1196-1197
Romeo, John	172	352-353
Ruppert, Michael Studios	200-201	946-947
Rush Studio	173	
Rusing, Rick	132-133	1094-1095
RV2	282	

S	SINGLE IMAGE	WORKBOOK 19
Salaverry, Philip	146-147	824-825
Saloutos, Pete	78-79	972-973
Salvati	260	532
Samuels, Peter	115	1156-1157
*Sander, Vicki/Folio Forums	46-51	236-237, 342-347
Sandro	60-61	558-561
*Saunders, Lynn	215	958-959
Schneider, Carl	258-259	
Schulenburg, Paul	92	158
*Schuna, Frank	163	796
*Schuna, JoAnne	163	796
*Scott, Freda	77, 114, 182-183	988-989, 994-995
*Shanahan, Nancy	218-219, 240-241	852-853
Shepherd, Jim	166	397
*Shin, Judi	180-181	390-391
Silverman, Jay	256-257	914-917
*SKB Productions	34-35, 132-135	1092-1095
*Skidmore Inc.	196	246
*Smith, Polly Represents	106-107, 237	1122-1125
Smugala, Thomas	184	
Snape, Derek	229	
*Somlo, Carolyn	24-25	520-523
Sprouse, Brian	224	220
*Steichen, Shelly	72-73	
Stein, Geoff	137	110-111
Stevens, Bob	176-177	970-971
Stewart, David Harry	278-279	
Stewart, Ron	248	
*Stockland Martel	152-161	310-319, 322-323
Stroube, Greg	268-269	504-505

T	SINGLE IMAGE	WORKBOOK 19
Tamburo, Ted	174-175	508-509
Teri Studios	131	548-549
Terry, Will	163	796
Thijssse, Leen	152-153	311, 318-319
Thompson	194-195	
*Toyama, Kathee	116-117	416-417, 818-819
Trebelcock, Bryan	134-135	1092-1093
*Tuke, Joni	174-175	508-509
Turgeon, Pol	208	275

U	SINGLE IMAGE	WORKBOOK 19
Unger, Trudi	203	810-811

V	SINGLE IMAGE	WORKBOOK 19
Vamos Studios	62-63	
Van Der Lende	232-233	544-545
Vanderschuit Studio	136	1116-1117
Van Sicklin, Scott	94-95	56-57
*Vargo Bockos	102, 197	438-439, 466-467
Vedros, Nick & Associates	80-81	264-265, 460-461
Venera, Michal	243	979-981

W	SINGLE IMAGE	WORKBOOK 19
Wahlstrom, Richard	77	994-995
Walker, Tracy	272	481
Wartenberg	236	
Weingart, Ken	87	
*Weinberg, Jo	84-85	650-651
Welzenbach, John	264	574-575
Westerman, Charlie	68-69	614-615
Wexler, Glen	294-295	820-821
White, Jim	127	540-541
*Wik, Lyn	130	658-659
*Will, Jeannie	167	900-901
Willardson, David	288	468
*Wilson-Zumbo Illustration Group	166	397
Williams, Bob	270	450-451
Wills, Bret	298-299	40-43
Wolf, Bruce	154-155	311, 312-313
Wolff, Jeremy	51	344-345
*Wolter, Bob	264	574-575

Z	SINGLE IMAGE	WORKBOOK 19
*Zahara, Lesley	258-259	
*Zari International	112-113, 236	464-465
Zingarelli, Mark	40	380

GREAT ADS

Here are a few samples of great ads created by
WORKBOOK advertisers in collaboration
with some great art directors and designers
from all over the United States.

“We don’t just work here.”

(Please note that we only used half of the allotted ten words. But that’s because we’re doing everything a lot more efficiently these days.)

A lot of things have changed since the people who built United Airlines became the owners of United Airlines. Our on-time performance

is the highest in our history. We’re doing a far better job of speeding your bags to and from your flights. Complaints are down. Compliments are up.

And more of you are flying our friendly skies than ever before. Of course, we know we still have a lot to do to make United your absolute first choice

every time you fly. But we’re going to do whatever it takes. We have to. Because we don’t just work here. Come fly our friendly skies.



 UNITED AIRLINES

A packed stadium. Fingers are crossed. The shot is made. And suddenly, fans from Reykjavik to Rio are on their feet, swept by the emotion at center court.

How can so many people share this moment?

They're all united by the high-speed results network created by IBM. In a fraction of a second, it raps final results to scoreboards, spectators and broadcasters across the Olympic community. The next stop: cyberspace, where the official Atlanta Games home page brings together fans in all four corners of the world.

Of course, providing information when it matters most isn't limited to

the Olympic Games. In the business world, Lotus® has developed a new intranet Web application server to help people share timely information every day. Code-named Domino, it lets you share news, ideas and changes across your company in the blink of an eye via the Internet. As soon as anyone anywhere revises customer files, inventories or presentations, the whole team is updated right away.

Why wait? To find out how piping hot information can transform the way you or your company works, drop by www.lotus.com today. To find out how it can raise the hairs on your neck, visit www.atlanta.olympic.org right now.



Worldwide Olympic Sponsor

The buzzer sounded.

And 350,747,892 people got

goose bumps

at the exact

same moment.



THIS PAGE

Photographer: **Bruce Peterson**

Agency: Ogilvy & Mather, New York

Art Director: John Trahar

Client: IBM

OPPOSITE PAGE

Photographer: **Bruce Nozicka**

Agency: Leo Burnett Company

Art Director: Jim Bruch

Client: United Airlines

The buzzer sounded.

And 350,747,892 people got

goose bumps

at the exact

same moment.



Fingers are crossed. The shot is made. Suddenly, fans from Rio to Reykjavik are on their feet, swept by the emotion at center court.

How can so many people share this moment?

They're all united by the high-speed results network created by IBM. In a fraction of a second, it raps final results to scoreboards, spectators and broadcasters across the Olympic community. The next stop: cyberspace, where the first official Olympic Games home page brings together fans from all four corners of the world.

Of course, providing information when it matters most isn't limited to the Summer Olympic Games.

In the business world, Lotus® has developed a new intranet Web application server to help people share timely information every day. Code-named Domino, it lets you share the latest news, ideas and changes across your company in the blink of an eye via the Internet. As soon as anyone anywhere revises customer files, inventories or presentations, the whole team is updated right away.

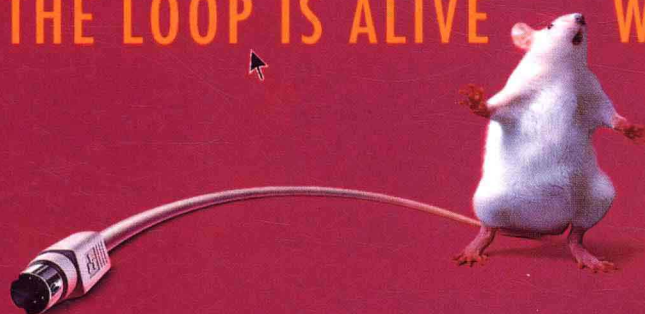
To find out how piping hot information can transform the way you or your company works, drop by www.lotus.com. To find out how it can raise the hairs on your neck, take a seat at www.atlanta.olympic.org.



Worldwide Olympic Sponsor

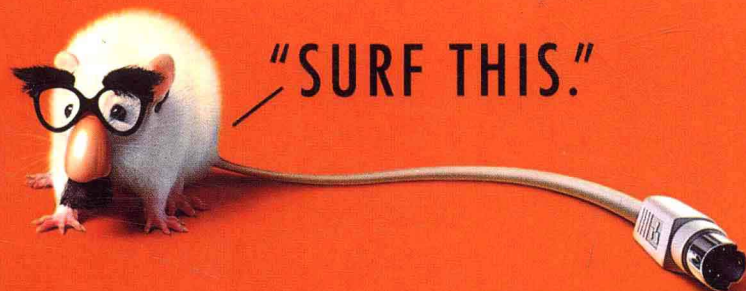
IBM is a registered trademark of International Business Machines Corporation. Lotus is a registered trademark of Lotus Development Corp.
© 1996 IBM Corp. All rights reserved. 30 USC 340

THE LOOP IS ALIVE WITH THE SOUND OF MUSIC.



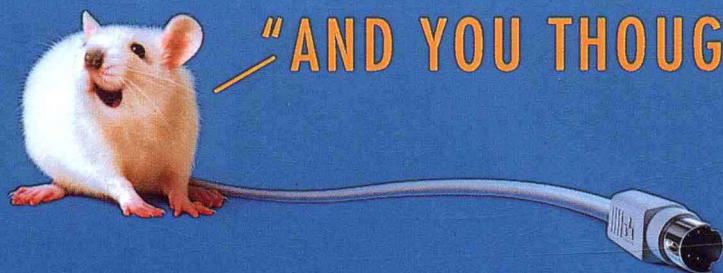
www.Loop979.comedy

"SURF THIS."



www.Loop979.comedy

"AND YOU THOUGHT WE WERE ALL TALK."

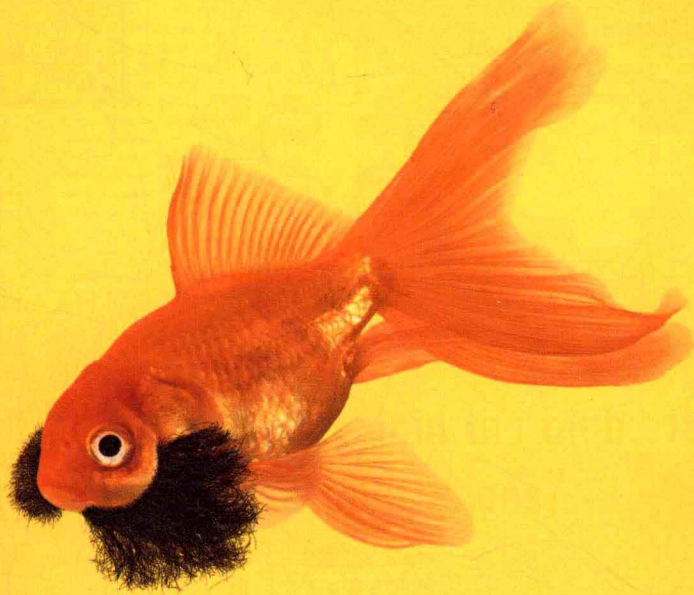


www.Loop979.comedy



8 4 7 = Tiny Iceskating Sausage
TUV GHI PRS

Remember the new area code. [Ameritech](#)



8 4 7 = Unruly Goldfish Sideburns
TUV GHI PRS

Remember the new area code. [Ameritech](#)

Few things are more stressful than



With 4D, you develop

automatically, cutting develop

California Department of Fish and Game, California

developers into ravenous termites.

| | trating modification. And |

Since ACI has been

Find out why over

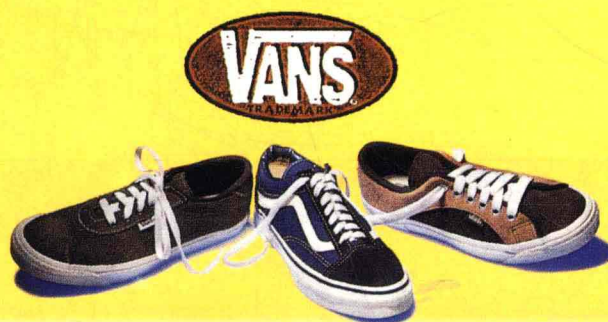
client/server database for

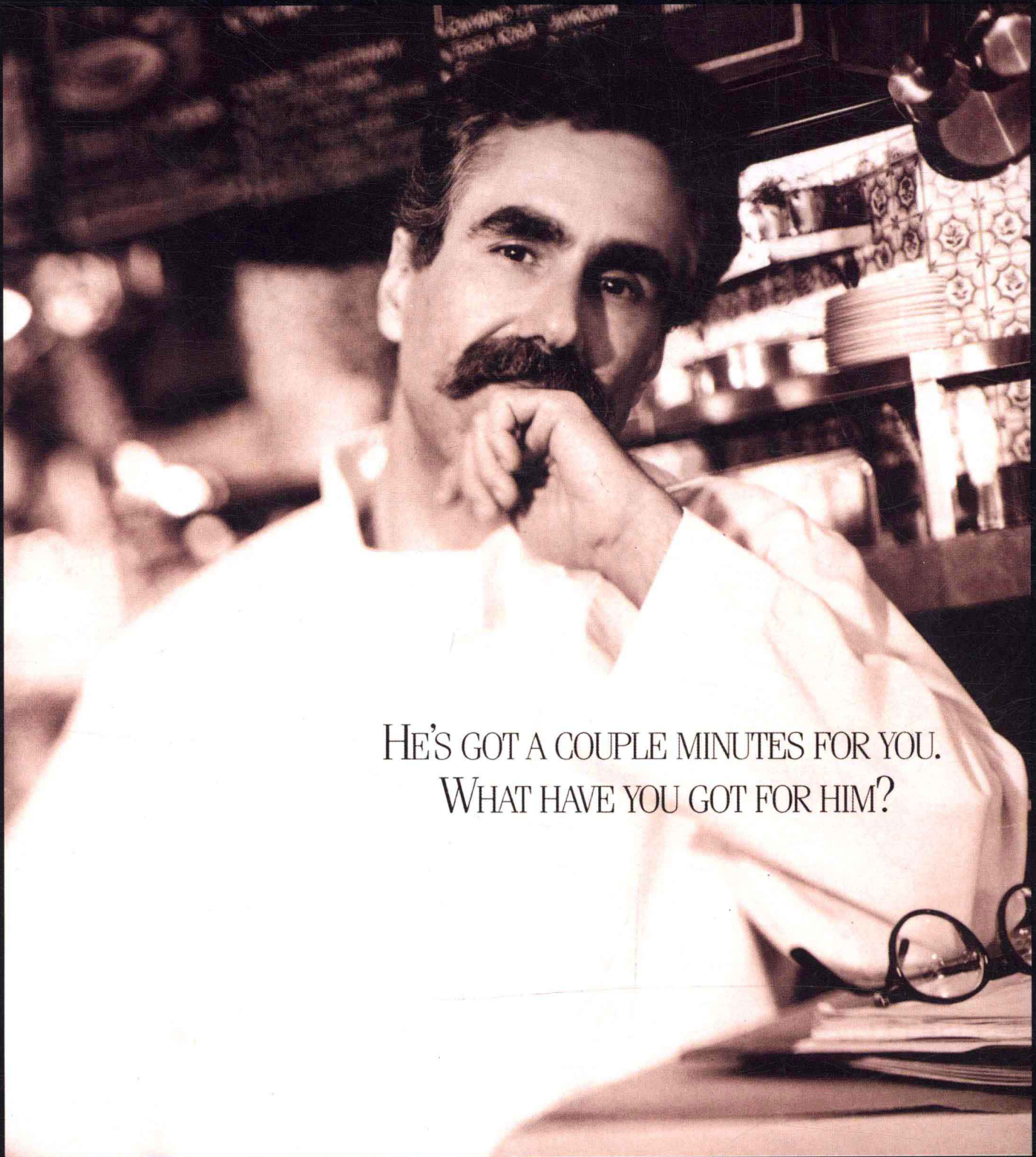
Call 800-354-5510.





So, you don't have it all figured out. Join the club. It's called humanity.
We make their shoes.





HE'S GOT A COUPLE MINUTES FOR YOU.
WHAT HAVE YOU GOT FOR HIM?



1984 LOS ANGELES

The Soviets didn't come, so these Olympics were decidedly red, white and blue. Green too: the first privately funded Games actually made money. Carl Lewis proved to be a latter-day Jesse Owens in sprints and the long jump. The highest drama, though, came when Zola Budd tripped up Mary Decker, left, in the 3,000 m.



1988 SEOUL

Canada's Ben Johnson, below, set a world record in the 100 m, but the furtive look and yellow tint in his eyes hinted that his feat might be of clay. Sure enough, three days later, he was stripped of his gold medal after testing positive for steroids.

