

# MULTI-MEDIA

HARVEY LLOYD

CBS CINEMACENTER MULTI-SCREEN MIXED MEDIA FILM  
CREATED BY LLOYD ASSOCIATES

The communications explosion is all around us. Technology and art are exploring the new languages of communication, and America in 1969 is in the midst of a new renaissance. This new renaissance will not be understood in traditional linear conceptions based on written and printed media. In the arts, the traditional role of the audience as watcher, separated from the action, is being demolished. Environments and happenings place the audience in the middle of the action. Multi-screen projection techniques surround the audience and envelope them in a communications mosaic.

A key to understanding our electronic world lies in underlying the communications mosaic with an order and an esthetic. A demonstration of the new language of communication must bridge between our present linear-oriented, writing-educated society and the non-linear, four-dimensional, electronic society which is emerging. The means available are television and multi-screen, multi-media projection.

The multi-screen concept was created by Harvey Lloyd Productions Inc. The pictures reproduced here are part of a new 35-mm 5-screen environmental film presentation created by them for the new motion picture company Cinemacenter Films, a division of Columbia Broadcasting System (CBS). The film introduces seventeen new motion pictures with such stars as Steve McQueen, Dustin Hoffman, Catherine Deneuve, Claudia Cardinale, Jack Lemmon and Richard Harris.

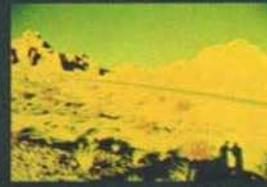
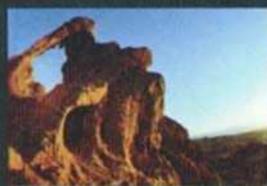
The film is a 35-mm motion picture created in three separate 25-minute versions to run in synchronization on 3, 4 or 5 screens. 17 CBS Cinemacenter and National General films are treated in 1- to 1½-minute segments. New and advanced film and still techniques are combined and intercut.

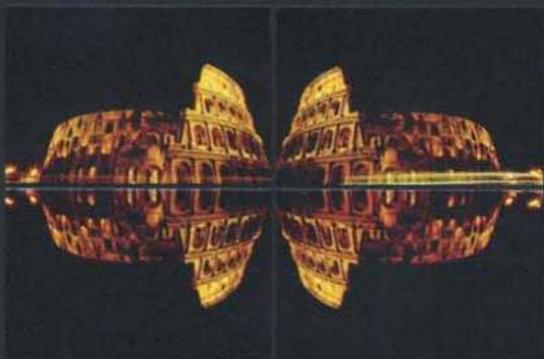
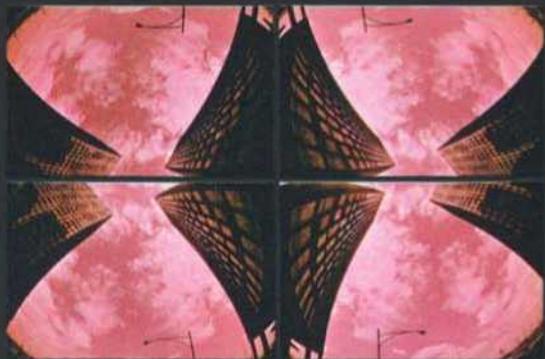
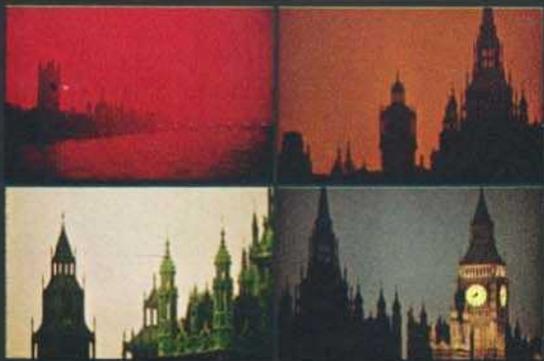
Motion picture segments are intercut with specially created still sequences photographed on location and created in studio by Harvey Lloyd. Split screen effects allow up to 20 images to appear simultaneously. The stills, photographed in a variety of avant-garde techniques including extreme wide angle, infrared colour and split screen kaleidoscope effects, are intercut with motion picture sequences. 4- and 6-frame cuts, still and motion picture montage and unusual sound montage create a dazzling series of treatments of motion pictures which are either in production or completed. The films explore new and experimental film and still techniques suitable for motion pictures, exhibitions, world fairs and television commercials.

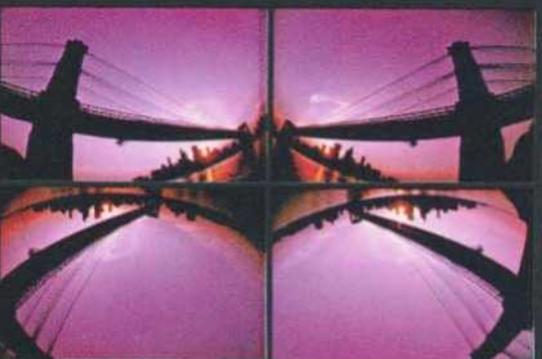
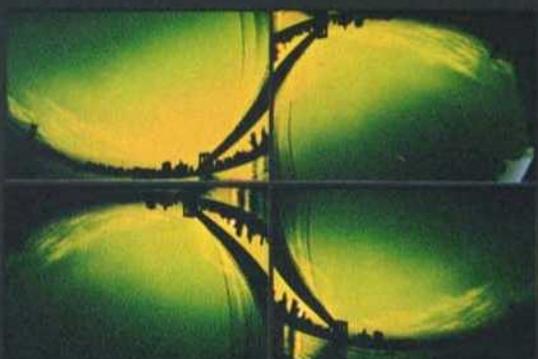
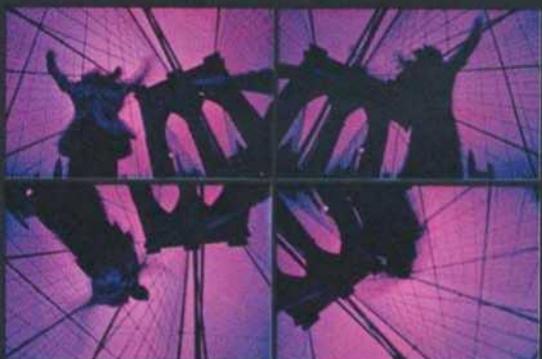
Harvey Lloyd and his staff travelled 35,000 miles across the United States and Europe to photograph 1,000 rolls of still film in such locations as the Valley of Fire, Nevada, Superstition Mountains, Arizona, San Francisco, Los Angeles, California, Dakota Sioux Indian Reservation, Oklahoma, London, Rome, New York, etc. Elaborate recreations of scenes from the movies were staged in Lloyd Associates' New York studio. Each of the 25-minute segments contains a complete version of all film segments edited to relate across the multiple screens when run in synchronization. 75 minutes of animation, a feature film in length, was produced under Lloyd Associates. Over 5,000 stills and numerous live film segments were intercut in the complicated animation. The entire project was created for Cinemacenter Films.

The multi-screen, multi-media project has been shown on three screens in Los Angeles, a five-screen version to 1,800 theatre owners in San Francisco, and on four screens in New York. All material will be re-edited onto one 35-mm reel for national and international screenings to exhibitors and theatre audiences.

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Harvey Lloyd is quoted as saying:

'The motion picture film in America is going to revolutionize the industry: New York and Hollywood are the new centres of film creativity in the world. The vast new young audiences for film are visually sophisticated and eager for every new exploration of motion picture form. In this production for CBS Cinemacenter Films, we have explored some of the techniques soon to be seen on screens everywhere.'

Harvey Lloyd Productions Inc. was founded in 1967 and has created films for Air France—a 16-mm 22-minute film from stills, and Kayser Roth—5-screen multi-media show, as well as for CBS Cinemacenter Films.

Harvey Lloyd's still photography has appeared in many major magazines and advertising campaigns as well as in films. Publications in which his work has appeared include *Look*, *Saturday Evening Post*, *Eye*, *Venture*, *Horizon*, *New York Magazine*, *Camera*, and the *Times*, *Observer* and *Telegraph* magazines. His advertising clients include Geigy Chemicals, Braniff Airlines, Eastern Airlines, Air France, Portuguese Airlines, Swissair, Union Carbide, Grey Advertising, Doyle, Dane & Bernbach, Jack Tinker, and Young & Rubicam.

His assistant in the CBS Cinemacenter multi-screen mixed media film was Bohuslav Vasulka.

Cover: MAN CALLED HORSE  
Richard Harris  
Cinemacenter Film  
South Dakota

15: STALKING MOON  
Gregory Peck – Eva Marie Saint  
National General Film  
Nevada

16: 1. TWISTED NERVE  
Hayley Mills  
National General Film  
London  
2. DREAM OF KINGS  
Anthony Quinn  
National General Film  
Chicago  
3. FINE PAIR  
Rock Hudson – Claudia Cardinale  
National General Cinemacenter  
Rome  
4. DREAM OF KINGS  
Chicago  
5. FINE PAIR  
Rome  
6. TWISTED NERVE  
London  
7. DREAM OF KINGS  
Chicago  
8. TWISTED NERVE  
London

17: 1. FINE PAIR  
Rome  
2. DREAM OF KINGS  
Chicago  
3. ME NATALIE  
Patty Duke – Salome Jens  
Cinemacenter Film  
Brooklyn Bridge  
4. ME NATALIE  
Brooklyn Bridge  
5. DREAM OF KINGS  
Chicago  
6. ME NATALIE  
Brooklyn Bridge  
7. ME NATALIE  
Brooklyn Bridge  
8. ME NATALIE  
Brooklyn Bridge

18: DREAM OF KINGS  
Anthony Quinn  
Chicago  
ALL NEAT IN BLACK  
Susan George  
National General Film  
London  
THE REIVERS  
Steve McQueen  
Lloyd Studios

19: CHARRO  
Elvis Presley  
National General Film  
Lloyd Studios  
ROYAL HUNT OF THE SUN  
Christopher Plummer – Robert Shaw  
Cinemacenter  
Lloyd Studios

20: TWISTED NERVE  
Hayley Mills  
National General Film  
Lloyd Studios