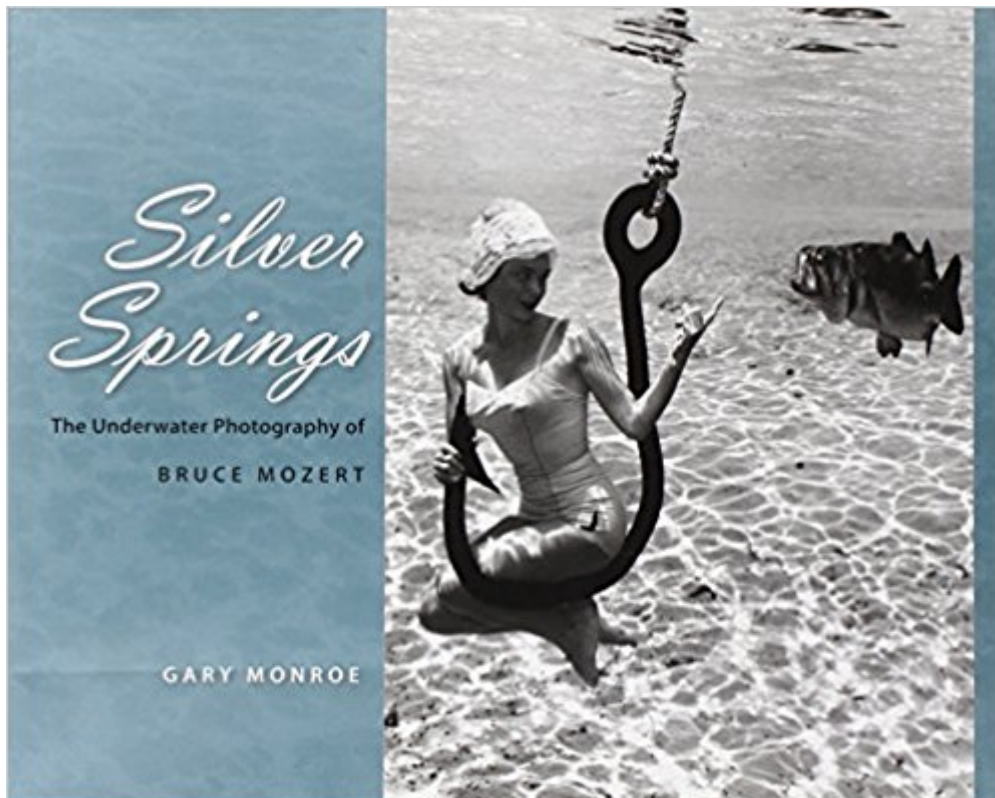




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Silver Springs: The Underwater Photography Of Bruce Mozert



Synopsis

During the heyday of Florida theme parks, Bruce Mozert created some of the most memorable kitsch photography of the era. His underwater shots of beautiful models in crystal-clear waters were sent out on wire services and helped establish Silver Springs as Florida's premier tourist attraction. In the 1950s, his work helped lure the postwar generation to a land of fantastic, tropical, and mass-produced amusement. Silver Springs's popularity never depended upon parrots, monkeys, alligators, airboats, water-ski shows, or models dressed as mermaids. Instead, its appeal was primarily beneath the surface of the water, with cruises on glass bottom boats the major attraction. Mozert was Silver Springs's official photographer for nearly forty-five years, and his images were designed to sell the park. No one came up with ideas as zany or as memorable as he. A model cooks at a stove, wooden spoon at her mouth to taste, while condensed milk rises from a hidden can (to look like smoke); another bathes in a tub, scrubbing her toes; yet another relaxes on a chaise lounge while a nearby air conditioner hums away.

Book Information

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Customer Reviews

An undiscovered trove of underwater photographs from the Golden Age of Florida roadside attractions "This account of the state's iconic pre-Disney attraction will appeal to those who visited Silver Springs and to those who have a strong interest in Florida pop culture."--Jim Miller, photographer and archaeologist "Lightheartedly fun, this book is a quick, pleasant read that invites nostalgia for a perceived innocence of an earlier time in Florida."--Leslie Hammond, chief

curator, Appleton Museum of Art. During the heyday of Florida theme parks, Bruce Mozert created some of the most memorable kitsch photography of the era. His underwater shots of beautiful models in crystal-clear waters were sent out on wire services and helped establish Silver Springs as Florida's premier tourist attraction. In the 1950s, his work helped lure the postwar generation to a land of fantastic, tropical, and mass-produced amusement. Silver Springs's popularity never depended upon parrots, monkeys, alligators, airboats, water-ski shows, or models dressed as mermaids. Instead, its appeal was primarily beneath the surface of the water, with cruises on glass bottom boats the major attraction. Mozert was Silver Springs's official photographer for nearly forty-five years, and his images were designed to sell the park. No one came up with ideas as zany or as memorable as he. A model cooks at a stove, wooden spoon at her mouth to taste, while condensed milk rises from a hidden can (to look like smoke); another bathes in a tub, scrubbing her toes; yet another relaxes on a chaise lounge while a nearby air conditioner hums away.

Gary Monroe, professor of fine arts and photography at Daytona State College, is the author of the best-selling books *The Highwaymen: Florida's African American Landscape Painters* and *Harold Newton: The Original Highwayman*, among others.

This is not your typical underwater photography coffee table book!! It is a quirky collection of carefully-posed photographs taken for crowd-pleasing effect, made for publicity pictures and postcards at Silver Springs. The effects are variously surreal, amusing, risqué and kitsch. The photographer Bruce Mozert spent an entire career thinking of wacky scenes to shoot, and some of the ideas are brilliant. It's also a testament to the photographer's professionalism and achievement in making the best of the practical constraints (shallow fresh water, breath-holding models, buoyancy). The photographer and the models obviously had a lot of fun doing it. It's great fun to read. There are no stunning world-class masterpieces of technique or artistry here, but there's a style that grows on you. And to my surprise, there are a couple of hidden gems about underwater photography technique. Most of all - you're supposed to enjoy it.

still keep it as a coffee table book. Did come as an old library book; had multiple stickers and markings on it.

This was for my sister and she loved it.

Excellent book detailing the both the history of Silver Springs and Bruce mozert who was the chief photograpner for over 40 year

Quality photographs and history of the uniquely awesome Silver Springs Florida in its heyday. Great memories for everyone who visited the Springs.

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