

**TAGA
HONORS AWARD 2001
to
IRVING POBBORAVSKY**



for his 39 year career in the graphic arts all but two years of which were spent in the Graphic Arts Research Center at RIT and the RIT Research Corporation doing research on color reproduction; for the two years he spent in printing in the US Army; for his work with research pioneers in the heyday of color reproduction research at RIT, LTF/GATF and Eastman Kodak; for his 12 technical papers at TAGA Technical Conferences from 1959 to 1989, three technical papers for IARIGAI Conferences and six papers for other technical conferences and for his world famous daguerreotypes, TAGA honors Irving Pobboravsky.

Irving Pobboravsky entered the Rochester Institute of Technology (RIT) in 1952 and spent the rest of this working life there except for two years he spent in graphic arts in the US Army. He obtained his B.S. and M.S. degrees in Imaging Science and was very fortunate to be at RIT in the heyday of color reproduction research and have the opportunity to work with some of its most brilliant minds. These included Warren (Dusty) Rhodes (TAGA Honors 1987), H. Brent Archer (TAGA Honors 1989), Milton L. Pearson (TAGA Honors 1992), John A.C. Yule (TAGA Honors 1976), J.A. Steve Viggiano, Burt Sanders and Jeffrey Wang.

At the start of Irving's career color reproduction was a manual craft. It took weeks to go from color transparencies to printed pages and involved extensive hand retouching which required expensive skills, so its use was very limited. Most pictures were printed in black and white. Color reproduction was much too slow and expensive for newspapers and many magazines. The aim of Irving's work was to make color reproduction faster, cheaper and better by moving it from a craft to a technology by understanding the basic principles of process color printing. Long before today's computer revolution early digital computers using punch cards were used to develop mathematical models to calculate the colorant amounts to match colors in an original. These laid the groundwork for today's desktop computers that use similar ideas to produce color reproductions that are cheaper, faster and better.

Aside from his work, for over 30 years Irving has practiced the oldest of photographic processes, the daguerreotype as a means of personal expression. In 1989, during the celebration of the 150th anniversary of photography the Carnavalet Museum in Paris commissioned him and a colleague to document the modern architecture of Paris with daguerreotypes. These were included in their exhibit, Paris et le Daguerreotype, and are now in their permanent collection. Pobboravsky's daguerreotypes are in collection of the George Eastman House, Hallmark Cards, and many private ones. They have also been reproduced in magazines and books. For his research, his 21 technical papers (12 in TAGA Proceedings) and his daguerreotypes TAGA distinguishes Irving Pobboravsky with the 2001 TAGA Honors Award