

THE BIG PICTURE



Fred Hutcherson III/The Register Star

Photographer Douglas Busch tightens the lens on his camera, which is so large it needs two tripods for support.

Television focuses on giant camera

ABC show puts local photographer, work in spotlight

By JILL BOBA
The Register Star

A new national TV show will take a look at the big picture today through the eyes of a local photographer.

Preview Magazine: The best of the new, a new ABC television series, will film large-scale photographer Douglas Busch as he captures a historical Chicago landmark on film with his new camera. Busch said he will be shooting the Water Tower on Michigan and Chicago avenues with the largest portable camera in the world.

Tomorrow, the television crew will follow Busch to his new Rockford studio, bought especially for the 125-pound, 18-foot-long camera. There, Busch will be filmed as he develops the 40-inch by 60-inch print.

"We had to build a 1,600-square-foot darkroom to handle the paper, and then we had to build a walk-in freezer to house the film. Finally we bought a 12,000-square-foot building for the camera," Busch said.

Busch spent more than a year designing and building the large-scale camera, but it was not his first. One of his previous inventions weighed only 60 pounds with prints measuring 20 by 24 inches. But with both cameras, Busch can produce full-size prints without enlargement.

"I want to get the purest detail, the best tonality, with no grain," he said.

Busch got his first taste of national



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Douglas Busch changes the lens on his giant camera. The camera is 18 feet long, weighs 125 pounds and produces a 40- by 60-inch print.

exposure after ABC's crews, at Chicago affiliate WLS, spotted him in Chicago trying out the camera for the first time two weeks ago. The next day, *Good Morning America* aired a short clip from the news story.

Preview Magazine, syndicated on more than 85 stations nationwide, will air the segment some time after the debut on Sept. 17, Busch said.

Busch said his work has received national exposure through photography magazines, but this is the first time he will

reach a national general audience. He said he hopes the exposure will spread his name and help him gain sponsors for his current project, which documents Chicago on large-scale film.

"I don't know what it will do for my business. It will just get my name out more so it can be well-known like Ansel Adams, who people have heard of," Busch said.

"I've had a few people come in and buy my prints now because they speculate that they'll be worth more later. But I couldn't even begin to guess what would happen."