

AU art professor in the news, again

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Joseph Scheer, professor of expanded media in the School of Art & Design at Alfred University, found himself featured in two prominent national publications last week - although one reference probably wasn't anticipated. Scheer participated in a conference, "Inspired by Nature: The Art of the Natural History Book" at the Rhode Island School of Design earlier this month. New York Times science reporter Carl Zimmer covered the conference, and wrote about it in the Nov. 23 issue of the paper. (See <http://www.nytimes.com/20...>) While the premise may be that artists and scientists are philosophically at odds with each other, Scheer's work proves that blending art and science does work, according to Zimmer. Scheer's large-sized, highly detailed digital prints of moths prove "This is art, inseparable from science," Zimmer wrote. And then there's the mention - although not quite so explicit - in the December issue of National Geographic magazine. The reference is to a tattoo artist who uses National Geographic articles as references when his clients request wildlife designs. When they want moths, the artist leafs back to the May 2002 article on Joe Scheer creating his moth prints. The artist lists his favorite articles as inspiration, and Scheer's is number seven on the list. "The natural coloration and the shadow effects of the moths are far superior to those of butterflies, and the article's digital images of moths provide excellent details for the tattoo artist," according to National Geographic.