



An Interview with Margery Krevsky

AUTHOR OF *SIRENS OF CHROME*

Q. What changes are you seeing in the 2008-09 auto show circuit?

A. Changes in scope will affect everyone associated with the auto business. So far there will be product specialists for all the accounts we represent, but changes are on the horizon. Some manufacturers are making cuts in their programs. In contrast, during the Depression the big automakers beefed up the shows with fan dancers, human hood ornaments, musicals, and full-scale orchestras.

Q. Are the staffing changes affecting your overall business?

A. Productions Plus continues to do well by diversifying its talent in a number of business sectors. These are far more than pretty faces. Live models distribute point-of-sale merchandise and provide cost and product comparisons, whether they are representing auto manufacturers at shows or conducting product demonstrations in shopping malls or convention halls.

Q. What is the hottest trend in model wardrobes for 2009?

A. You'll see lots of color, classic cut jackets, and flat boots. Look for daytime use of silver and gold. These times call for more glitz and glamour to brighten our outlook.

Q. What began your fascination with auto shows?

A. I started out producing fashion shows at shopping malls in the early 1980s, but I became fascinated by the spectacle of auto shows – the glamour, the shows, the cars themselves. It was a natural transition of our business model. At least 24 million people attend more than 80 auto shows a year in America, producing some of the best revenue for convention halls.

Q. Where did you get all the amazing historical photos and sketches in your book?

A. It was way fun to find pictures of women in leopard-skin tights, chinchilla wraps, and couture gowns from a treasure trove of corporate and public archives. I took some photos myself at shows in Paris and Frankfurt. The hardest job was selecting a few images that showcased the major stories about our ever-changing car culture over the decades.

Q. Do models need anything more than a pretty face?

A. More than just being attractive, this position requires stamina and congeniality to keep a smile and an improvisational speech going under bright lights, high heels, and constant questions from show patrons. These individuals are true professionals who look good and exude approachability under all show conditions. I'm very proud of our team.

Q. How do men and women get a place on the well-lit turntable revolving around the auto show?

A. Our team auditions talent in many major cities. Those selected start as narrators and work up to product specialists. Top candidates travel all around the United States. Please check out our website, www.productions-plus.com for specifications.

Q. What do you hope to accomplish most out of writing this book?

A. The evolving tale of "allure," if you will, is little known outside of trade magazines or the occasional feature article. *Sirens of Chrome* honors the people who have helped grow and sustain the automobile aura and its impact on society. Besides, it is sexy and fun to learn more about the models and tell their stories to the gearheads, fashion mavens, and families who savor their annual outing to an auto show.

Q. How strange does it get on the show floor?

A. Some attendees act like the models are invisible. They step into the back seat of cars and change diapers or engage in steamy behavior with a lover. Some pester the models and try their patience. The talent team is smart enough to know when to laugh at the foibles of human nature and when to call a security guard.

Q. What is the coolest part of the experience?

A. Our firm provides an opportunity for creative people to make a living AND to work with some of the smartest minds in the automotive business. I've been to hundreds of auto shows and never found a dull day. It is like participating in a pilgrimage.