

January 22, 2009

Brains and Beauty

Talent agency owner creates tribute to human hood ornaments

CAMP HILL - Margery Krevsky will sign copies of her book "Sirens of Chrome" the evening of Friday, Jan. 30 at the Barnes & Noble bookstore in Camp Hill Shopping Center, 58 S. 32nd St., Harrisburg.

The Lock Haven native has created a first-of-its-kind book tracing a legacy of beautiful and brainy talent. Through archival photos and engaging text, "Sirens of Chrome: The Enduring Allure of Auto Show Models" highlights the history of models in car shows and automobile advertising.

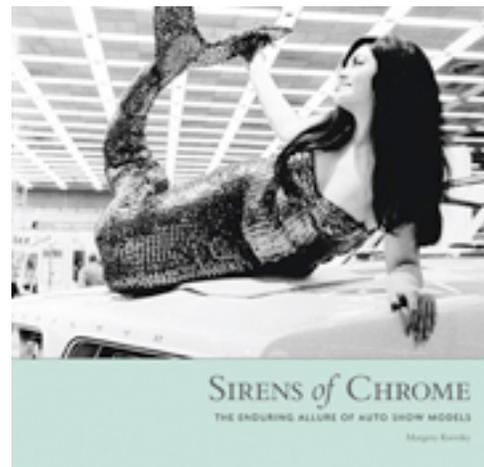
Krevsky, owner and CEO of Productions Plus Talent Management Agency with offices in Detroit, Chicago and Los Angeles, is responsible for changing the way "the talent" present themselves at auto shows throughout the world.

She respects and acknowledges the origins of these specialized sirens and her book documents how the models, at her insistence, morphed from "plaster to poster to person" and became product specialists of both sexes who could entice customers with facts and vehicle comparisons, not just good looks.

"The models really had to become the ambassadors of their brand," said Krevsky. "The talent at auto shows throughout the past century have actually gone through as much of an evolution as the cars themselves."

Instead of bending to the prevailing demand for women in ball gowns or short shorts, Krevsky took bold steps and outfitted models in sophisticated business attire for Pontiac, then Nissan and Toyota. Other automakers soon sought out her skills and Productions Plus is now one of the major players in selecting, outfitting and training talent for auto shows across America.

The agency provides trained people for trade shows, conventions, automotive marketing, ride and drives, dealership meetings, promotions and product demonstrations. Its database of more than 10,000 identifies the right people



Margery Krevsky will be signing copies of her book, "Sirens of Chrome," at Barnes & Nobles in Harrisburg.

and the skills of actors, product specialists, narrators, models, costume characters, hostesses, crowd gatherers, greeters, celebrity impersonators and more.

The international company includes a wardrobe department with an in-house fashion design staff that creates original looks for clients' marketing events, auto shows, trade shows - from high-end leather pieces to individual, out-of-the ordinary costumes, as well as jewelry and make-up.

Krevsky, who co-founded the company and actually began working out of her kitchen, often brings a collection of vintage auto show clothes to display during her speaking engagements and other personal appearances.

"I found people loved car-star stories," she said, "And the photos were fascinating - each with its own saga and place in the automotive business."

Krevsky's knowledge of the fashion and talent industries, along with behind-the-scenes insights and personal anecdotes, make "Sirens of Chrome" attractive to car buffs, fashionistas and book collectors alike.

Readers will appreciate page after page of rare photographs, programs and posters culled from private collections, corporate files and auto enthusiast portfolios. The book, published by Momentum Books, a division of Hour Media LLC, captures decades of "hot vehicles and even hotter models," one review states.

All who open its pages will "enjoy the ride" as they discover whose body inspired the Rolls-Royce hood ornament, see 1930s silver-screen goddess Joan Blondell in a rumble seat, gawk at the over-the-top opulence of the Somali leopard pelt-upholstered 1950 Cadillac Debutante, recall Dinah Shore singing "See the U.S.A. in Your Chevrolet" or shake their heads in wonder at the fur bikini-clad model atop a Soviet-built Lada.

A "Sirens of Chrome" exhibition is now on view through April 30 at the Detroit Public Library's Rose and Robert Skillman Branch in Detroit. Dozens of photographs of "human hood ornaments," from turn-of-the-century goddesses and 1950s sex symbols to the sleek sophistication of today's highly trained product specialists, join photos of fast cars throughout the years in the exhibit, just as they do in the book.

"Sirens of Chrome," named a Barnes & Noble 2009 "Most Notable Book," is available through select Barnes & Noble and Borders bookstores, as well as online at Amazon.com and MomentumBooks.com.

Krevsky's Camp Hill book-signing begins at 7 p.m., and she plans another signing session in Philadelphia the following day.

On the Net: www productions-plus.com www.momentumbooks.com