

VIREO'S Goals:

To enhance knowledge, appreciation, and conservation of birds through photographs...

to preserve photographs of merit for future generations...

to make photographs available to science and the public through new technologies.



VIREO invites your participation — as a photographer, as a user, and as a supporter.

Charter contributors to VIREO include:

Helen and Allen Cruickshank
John S. Dunning
Crawford H. Greenewalt
Eric Hosking
M. Philip Kahl
Roger Tory Peterson
Eliot Porter

These world-renowned photographers recognize the need for VIREO as well as its exciting potential.

VIREO seeks new photographic contributors, especially those with series on particular groups of birds, on classes of behavior, or on other specialized ornithological themes such as birds of a region, habitats, or the history of ornithology. Any series, large or small, is of potential interest.

Photographic contributions may be based on any one of several arrangements between VIREO and the photographer, including direct or deferred transfer of rights, shared or donated income from commercial use, or other mutually acceptable allocation. Address inquiries regarding contributions to:

Director, VIREO
Academy of Natural Sciences
19th and the Parkway
Philadelphia, PA 19103
(215) 299-1181

Direct contributions to strengthen VIREO's endowment and to subsidize scientific and educational uses of VIREO are most welcome, and are tax-deductible.



VISUAL RESOURCES FOR ORNITHOLOGY

A library of
bird photographs
for science, art,
and education

THE
ACADEMY
OF NATURAL
SCIENCES

PHILADELPHIA

VIREO

Visual Resources for Ornithology

VIREO, the first scientifically-based library of bird photographs associated with a major research collection, is an unprecedented new resource for ornithological studies.

Launched with contributions of premier quality color slides taken by some of the world's leading bird photographers, VIREO is now growing rapidly with the addition of photographs from around the world — of birds, their habitats and behaviors, and of ornithologists at work.

By storing the originals and master duplicates in the most modern temperature- and humidity-controlled facilities, and by building the collection around computer indexing, VIREO will offer scientists, educators, publishers, and photographers a centralized archive superior to any now available.

VIREO is housed at the Academy of Natural Sciences of Philadelphia, where it complements and enhances the Academy's collection of over

160,000 bird specimens. The Academy, founded in 1812 and hence the oldest institution of its kind in the nation, holds in trust among the most complete and scientifically important biological collections in the United States. VIREO thus builds on an established tradition of more than 150 years of curatorial expertise.

In the last 100 years, bird photography has evolved from the experimental work of a few pioneers to an irreplaceable method in modern scientific research. Using photographic records as research tools, investigators observe and compare natural coloration, habitats, behaviors, and postures impossible to study by other means.

Since the origin of bird photography almost a century ago, literally millions of images have been recorded in black and white and in color, in stills and in motions. Many of the early photographs have already been lost. Others, even recent ones of high quality, lie inaccessible and unused because of poor care. In fact, a vast majority of bird photographs with potential scientific, artistic, and historic value are not only unavailable in

scattered collections of individual photographers, but they are actually degrading as chemical processes take their toll.

The Academy founded VIREO to be a centralized collection of bird photographs — to make them accessible for scientific and public use, to apply modern techniques in archival storage, and more, to develop new applications for photography within ornithology.

High-quality VIREO duplicates will be available for user review, leaving originals stored safely in temperature- and humidity-controlled vaults. A computerized archiving system will aid the user in identifying desired photographs, comparing image quality and content on video-disc, and placing orders.

VIREO calls upon an advisory board of experts in photography, ornithology, and curatorial techniques for critical technical decisions. The board, along with VIREO staff, will continue to work toward VIREO's primary goals of secure conservation and availability of its resources.

