



The Underwater World of Bruce Mozert
A Traveling Exhibition
Curated by Gary Monroe
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Overview

At a spry 93 years young, Bruce Mozert still works at his studio just west of the Silver Springs attraction where he spent his career promoting “Nature’s Theme Park” at its heyday during the mid twentieth century. Silver Springs, Florida’s original tourist attraction - before the Mouse descended on Central Florida - owes much of its success to the promotional images and underwater film footage that Mozert produced during the 1940s through the early 1970s.

Mozert utilized his creative and inventive genius to promote the crystal clear waters of the springs, staging lovely ladies in daily life activities underwater. Some call Mozert the “grandfather of underwater photography” because he built his own underwater camera housings and used an aqualung to breathe. These zany, retro images instill nostalgia for the post-war era as well as remind us of a time when the environment was less tarnished by humankind.

- Forty (40) “wall-ready” framed photographs measuring 16 x 20 in. / 20 x 16 in.
- Up to five (5) “wall ready” 16 x 20in. / 20 x 16 in. frames of Silver Spring ephemera
- Curator’s statement, text panel copy, and label copy supplied electronically for venue production
- Linear Feet: 150-200’ (estimated)
- Venue Period: 8 week (additional weeks available on a pro-rated basis)
- Rental Fee: \$5000.00
- Shipping cost: responsibility of borrowing venue
- Insurance: responsibility of borrowing venue (must submit proof of insurance coverage)

Programming Opportunities

Venues should contact each programming opportunity individually to coordinate events

- Gary Monroe (h: 386-738-7058 or c: 386-801-0844) Exhibition Curator and Author; lecture and book signing
- Bruce Mozert and Models Ginger Stanley Hallowell/Betty Frazee Haskins (contact Evelyn Yorlano at Mozert Studio 352-236-2792)
- Robert Knight, Ph.D. (386-462-1003) Environmental Scientists & Director of the Florida Springs Institute; lecture on environmental issues related to Silver Springs
- Film series of movies made at Silver Springs

Related Products

Books:

- *Silver Springs: The Underwater World of Bruce Mozert* by Gary Monroe
- *Glass Bottom Boats & Mermaid Tails: Florida's Tourist Springs* by Tim Hollis
- *Selling the Sunshine State: A Celebration of Florida Tourism Advertising* by Tim Hollis
- *Roadside Paradise: The Golden Age of Florida's Tourist Attraction: 1929-1971* by Ken Breslauer
- *Roadside Florida: The Definitive Guide to the Kingdom of Kitsch* by Peter Genovese

Other Materials:

- Bruce Mozert's photographs are available for purchase – contact Mozert Studios (352-236-2792)
- Silver Springs promotional materials can be acquired from the park

