



Mississauga Bert Hoferichter, one of the 1976 Olympics' official photographers, will exhibit his work at City Hall during May. (Staff photo by Fred Lock)

Photographer Bert Hoferichter

Capturing Olympic spirit

By SUSAN de STEIN

If he can't do something well, he stays away from it. In the realm of photography, there isn't much Bert Hoferichter doesn't do well.

He has claimed in the past not to be a sports photographer.

Yet the 37-year-old Mississauga resident has, under his belt, an assignment as official sports photographer at the 1976 Montreal summer Olympics.

And the results refute his claim that he isn't a sports photographer.

Hired from some 500 applicants, Bert was one of several sports photographers hired by COJO, the organizing committee of the Montreal games. In 16 days, he covered 25 events in 12 locations — shooting a total of 12,000 color transparencies.

He's put together an exhibit of his work from the Olympics. Approximately 30 enlargements will be hanging in Mississauga City Hall foyer for the month of May.

"A lot of it is simply feelings. Because people were so deeply involved, the exhibit reflects more interpretation than photography," he explains.

He's tried to avoid the "cliche" shots and instead capture the action and movement. "The people's names are incidental". The strength of his photography lies in his ability to capture and communicate movement, feeling.

"Movement is what the Olympics are all about."

He has depicted the glories of victory, competition, and strength; captured the emotional responses of the

participants, the danger and speed of the sports he photographed.

Before his Olympic assignment, sports photography had been merely a recreational activity. He had originally applied to COJO as an official social function photographer. Following an interview with COJO and the RCMP, he received notice he had been accepted as a sports photographer. It came, he adds, "as a bit of a surprise".

Despite the three day rehearsal for photographers, staged two weeks before opening day, Bert recalls it took him "a day or two" to adjust his timing.

Volleyball events provided him with his first official assignment. An "unbelievably fast sport", Bert concedes it's probably one of the most difficult to photograph well.

His exhibit at Mississauga City Hall represents three months work and \$2,000 in supplies, film, and frames. He estimates that 90 per cent of the color prints were done in his own studio-shop. It's been a family affair, with brother Claus doing most of the printing.

Bert Hoferichter Photography Ltd., located on Lakeshore Rd., specializes in portrait, commercial, and industrial photography.

But, he adds, he doesn't limit himself. "There are so many photographers around who specialize too much. . . they're all starving.

"I know how to use a camera. And I make a living".

Nobody, he says, ever gets rich in the business. But his business is both a job and a hobby.