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S.A. Considers \$5 Fee For Slope Day Concert

By LAUREN KRAMER
Sun Contributor

Student Assembly members are considering a proposal to institute admission prices for future Slope Day events. The plan was introduced at last week's S.A. meeting.

How might \$5 ticket prices curtail the over-consumption of hard alcohol on Slope Day? "If students want to listen to the music, they seem to curb their consumption just a little bit," said Dean of Students Kent Hubbell.

Funds collected during the benefit

concert would most likely be contributed to the band's chosen charitable organization. Though the idea of charging admission has only been recently discussed and exists very primitively in the minds of organizers, the goal is to significantly alter the culture of Slope Day at Cornell.

"An overwhelming number of students said they felt they had to drink on Slope Day to have a good time," said C.J. Slicklen '09, S.A. vice president for public relations. Steering

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Rebecca Thomas / Sun Senior Editor

Get your game on. The Game performs before a massive crowd of Cornell students during Slope Day 2005.

New Green Street Theater to Show Independent Films

By ALEX LEBOWITZ
Sun Staff Writer

Last Thursday night the Ithaca Common Council voted 7 to 3 to sublease the deserted Green Street garage to the Cayuga Green LLC on the condition that the 7th Art Corporation be the tenant in the area formerly used for the Dollar Store.

7th Art Corporation, the operator of

Cinemapolis and Fall Creek Pictures, plans to open a five-screen stadium-seating movie theater with 500 to 600 seats.

The movie theater project is part of a larger construction plan to entirely redo that small section of the city. In addition to the 12,000 square foot movie theater, the developer plans to build a five-story building that will house 68 apartments.

The newly-built garage will be better protected from the rough elements of an

Ithaca winter. All cars will enter from the left side of Green Street and progress through the garage under covering instead of open to the air, as is the case currently.

"The movie theater will focus mainly on independent and art films, unlike the Pyramid Mall Theater, but all the movies will be first-run, unlike the Cornell Cinema," said Community Development Director Nels Bohn. "The push for this

project really began in 2001, but now finally with public approval, we are hopeful that everything will be completed by spring 2008."

But the decision to build the new movie theater has not been without controversy. Tsvi Bokaer, owner of the Fall Creek Pictures building, has gone on the record as saying that he intends to con-

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Prof Discusses 'Mindless Eating' Habits

By HEATHER KLEIN
Sun Staff Writer

If you were in Trillium last month, you may have seen the crew from ABC's *20/20* aiming their camera lenses at the "Garden Fresh Vegetable Chili" and "Grandma's Rich Beef Chili." Although these fancy-named chilies got their share of publicity, the real star was Prof. Brian Wansink, applied economics and management, director of the Cornell Food and Brand Lab,

whose book *Mindless Eating: Why We Eat More Than We Think* is generating plenty of buzz.

Wansink discussed his book at Mann Library yesterday afternoon.

Termed the 'Freakonomics' of food by some reviewers, *Mindless Eating* explores the hidden environmental and psychological factors that influence con-

sumption choices and eating behavior.

At the talk Wansink discussed

several findings included in the book, starting with the relationship between glass size and how much is poured. He

found that seasoned bartenders pour less alcohol into tall, narrow glasses than short, wide ones. He also discussed his "refillable soup bowl" study, which demonstrated that people continue eating as long as there is food left in their dishes. Additionally, Wansink showed graphs from his "McSubway" study that compared estimated to actual calorie consumption. Whereas McDonald's patrons accurately estimated how many calories they had eaten, he found that Subway's "health halo" caused people to underestimate how many calories they consumed there — in some measure because they rewarded their "healthy" sandwich choice with a soda, bag of chips or cookie.

"It takes a lot of ingenuity to design the experiments to answer the questions he wants answered."

Virginia Utermohlen



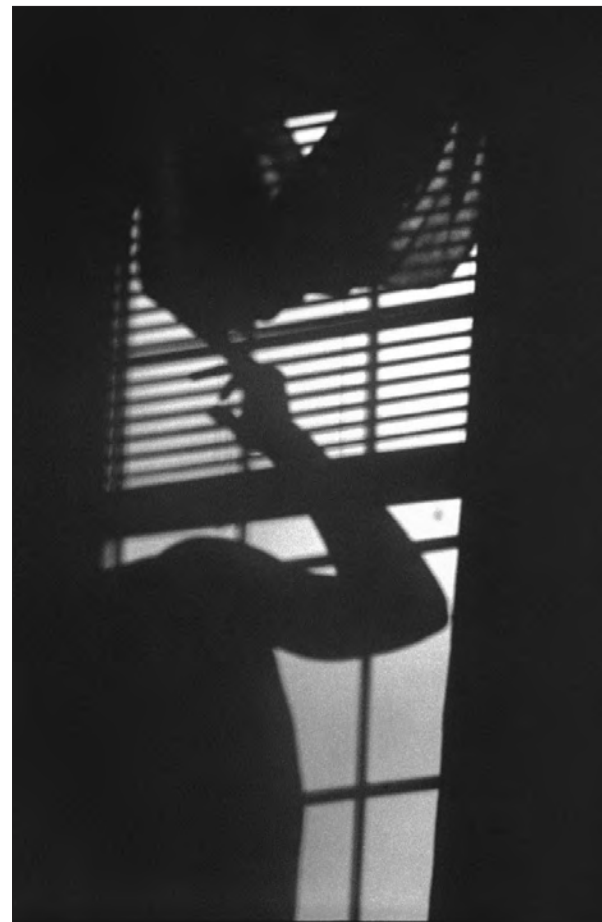
Matt Hinsa / Sun Staff

Eat up. Prof. Brian Wansink, applied economics and management, speaks about the social tendency to over-consume food without thought.

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Photographer of the Year FINALIST #2

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Konstantin Shishkin is the second of ten finalists for the Photographer of the Year Competition, sponsored by The Sun and The Cornellian. Vote for your favorite photo during the last week of classes online at www.cornellsun.com.