

# The Museum of Modern Art Department of Film

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## MUSIC VIDEO PROGRAM AT MoMA EXTENDED UNTIL OCTOBER 14 WITH ADDED THEATER SCREENINGS

MUSIC VIDEO: THE INDUSTRY AND ITS FRINGES has been extended for two weeks until October 14 in response to popular demand. This 170 minute selection of 35 promotional videotapes for the music industry will run in both the Museum's ground floor Video Gallery and The Roy and Niuta Titus Theater 2 from September 30 to October 14.

The exhibition, which runs chronologically beginning with two Beatles tapes from 1967, consists of both popular and experimental works that were influenced by independent video artists of the sixties.

MUSIC VIDEO: THE INDUSTRY AND ITS FRINGES has been organized by Barbara London, assistant curator of video in the Department of Film, with the assistance of Keith Johnson, assistant in the video program. The exhibition is part of the fiftieth anniversary celebration of the Department of Film.

The complete schedule for the program is as follows:

Titus Theater 2 at 11:15 a.m. and Video Gallery beginning at 2:30 p.m.:

Monday, September 30  
Thursday, October 3 (Museum open until 9:00 p.m.)  
Friday, October 4  
Monday, October 7  
Thursday, October 10 (Museum open until 9:00 p.m.)  
Friday, October 11  
Monday, October 14

Video Gallery beginning at 12:00 noon:

Through Sunday, September 29  
Tuesday-Wednesday, October 1-2  
Saturday-Sunday, October 5-6  
Tuesday-Wednesday, October 8-9  
Saturday-Sunday, October 12-13

The Museum's video program is made possible with support from The New York State Council on the Arts, The National Endowment for the Arts, and the Sony Corporation. This exhibition was sponsored in part by J. Walter Thompson Advertising.

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For additional information or photographic materials contact Howard Feinstein, film press representative, The Museum of Modern Art 212/708-9752.