

The Museum of Modern Art

West 53 Street, New York, N.Y. 10019 Tel. 956-6100 Cable: Modernart

NO. 38

FOR IMMEDIATE RELEASE

SPONSORED FILMS AND TV COMMERCIALS TO BE SHOWN AT MUSEUM

A 50-minute program of sponsored films and television commercials will be presented at The Museum of Modern Art Wednesday, May 16, at noon and Thursday, May 17, at 2:00, in the Museum's weekly series of short films.

"The sponsored film has been a fertile source of talent in the development of the medium as an art," notes Margareta Akermark, Associate Director of the Department of Film. "One is apt to forget that the now classic documentaries including Flaherty's 'Nanook of the North' and 'Louisiana Story,' Lorentz's 'The River,' Van Dyke's and Steiner's 'The City' were in fact sponsored by industry or government." Other film artists who have made sponsored films of note are Francis Thompson, John Grierson, Len Lye and Alberto Cavalcanti.

The seven films on the Museum program utilize the full range of the cinematic vocabulary: Flashcutting, long lens photography, abstraction and computer-generated images. The subjects of the films are equally wide-ranging -- from "Redesigning Paradise," a study of the field of graphic design including interviews with noted designers, to the Busby Berkeley-inspired 60-second TV commercial for Contac, "Cold Diggers of 1969."

Also to be shown are "Sit Down-- Sit Danish," a 14-minute production which intercuts shots of Danish seating in dozens of contexts to create a kaleidoscopic view of Danish life; "Person to Person," a 3-minute film collage which depicts the depersonalization of our technological society; "I'd Like to See the World," in which dancing, playing and celebrating offer a counterpoint to the images in "Person to Person"; two short WCBS-TV station spots; and "Honeymoon Hotel," a deadpan 4-minute documentary about a resort designed especially for newlyweds complete with heart-shaped bathtubs and round beds.

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The program of sponsored films and TV commercials follows:

REDESIGNING PARADISE, 1970. Produced by Weyerhaeuser Company for design professionals. By Laszlo Pal. 23 minutes.

WCBS TV "Celebrates New York" and "Welcome," 1972. By Linda Allen. 40 seconds.

HONEYMOON HOTEL, 1971. Produced for NET's "The Great American Dream Machine" by Tony Ganz and Rhoden Streeter, Tunbridge Films, Inc. 4 minutes.

SIT DOWN -- SIT DANISH, 1972. Produced by Ib Dam Film for the Danish Furniture Manufacturers' Association. Directed and edited by Sune Lund-Sørensen. Photographed by Claus Loof. Courtesy Danish Information Office. 14 minutes.

COLD DIGGERS OF 1969. TV commercial produced for Contac by Laurence L. Dubin, Sokolskyfilm. 60 seconds.

PERSON TO PERSON, 1972. Produced for Eastern Airlines by Lee R. Bobker of Vision Associates. Directed by Jon Fauer. 3 minutes.

I'D LIKE TO SEE THE WORLD, 1973. Produced for Coca Cola by Mel London, Vision Associates. Directed by Mel London. Assistant Director: Jon Fauer. Photographed by Joe Longo, Michael Livesey, and Herbert Raditschnig. Edited by Ted Kantor and Nick Massey. 5 minutes.

Additional information available from Lillian Gerard, Special Projects Coordinator, and Mark Segal, Assistant, Department of Public Information, The Museum of Modern Art, 11 West 53 Street, New York, New York 10019. Phone: [212] 956-7296, -7295.

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