

The Museum of Modern Art Department of Film

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

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for immediate release

September 7, 1982

NEW ROCK MUSIC VIDEOTAPE PREMIERES IN MoMA VIDEO EXHIBIT

CAPTAIN BEEFHEART'S "ICE CREAM FOR CROW"

A brand-new rock videotape and a pioneering rock tape from 1971, both featuring the idiosyncratic rock music veteran Captain Beefheart, will be added to the MoMA Video Program's popular current exhibition, PERFORMANCE VIDEO. PERFORMANCE VIDEO, which opened on August 12 and runs through September 21, is a survey of works created from the early '70s through the past year in which artists designed performances specifically for the video medium.

Some of the later tapes in the show are rock videos, produced to be shown in music clubs and on cable TV. Captain Beefheart, a.k.a. Don Van Vliet, whose 1980 album "Doc At the Radar Station" was chosen as one of the year's 10 Best by Robert Palmer of The New York Times, has directed a tape of his "Magic Band" performing the title song from his forthcoming album, "Ice Cream for Crow." MoMA's exhibition marks its first public showing; the tape will be seen in October on cable and in rock clubs.

In addition, MoMA will show Van Vliet's 1971 television commercial for his album "Lick My Decals Off, Baby." Because of the one-minute, black-and-white ad's startlingly surreal content (and the record's provocative title) it was never seen on commercial television. Like Captain Beefheart's music, this rarely-seen tape has influenced later practitioners of rock and video, particularly the new wave musicians of the past few years.

Shot in the Southwestern desert where Van Vliet lives, "Ice Cream for Crow" stands in interesting thematic contrast to the other, studio-produced rock music videotapes shown in PERFORMANCE VIDEO. When the tape became available, along with one of the few copies of the early "Lick My Decals..." ad, they were added to the MoMA show to further illustrate the evolution of the performance video form. They also serve as a brief look at the visual experiments of one of the most original and influential artists of the rock music era.

PERFORMANCE VIDEO is comprised of nineteen tapes by seventeen

artists, divided into six programs 40 to 60 minutes in length. The two Captain Beefheart videotapes will be added to Program 5, which screens Sundays during the month of September through the 21st. The programs play continuously during Museum hours, from 11:00 A.M. to 6:00 P.M.

The Video Program is directed by Barbara London, Assistant Curator in The Department of Film. It is made possible with funding from the National Endowment for the Arts and the New York State Council on the Arts. This exhibition also received support from Peter Kirby, Video Transitions, Warner Bros. Records, and, for the Captain Beefheart material, Gary Lucas.

For information on PERFORMANCE VIDEO, the PUBLIC may call: 708-9500.
The Museum entrance is now located at 18 West 54th Street.

PROGRAM V of PERFORMANCE VIDEO: (Sundays in September)

- David Byrne, Once In A Lifetime. 1982. 4 mins. Produced by David Byrne. Directed by David Byrne and Toni Basil. Choreography by David Byrne. Edited by David Byrne, Joshua Alper and Peter Kirby.
- Toni Basil, Mickey. 1980. 4 mins. Directed and choreographed by Toni Basil. Edited by Toni Basil, Joshua Alper, and Paul Challacombe. Executive Producer: Simon Lait. Camera: Steve Hirsch.
- Laurie Anderson, O Superman. 1981. 8 mins. Produced by Laurie Anderson. Directed by Josh White. Warner Bros. Records, Inc.
- Shirley Clarke, Tongues. 1982. 20 mins. Written by Sam Shepard and Joseph Chaiken. Produced by The Other Theater. Administration by Performing Arts Services. Executive Producer: Women's Interart Center.
- Max Almy, Deadline. 1981. 4 mins.
- Don Van Vliet (Captain Beefheart), Ice Cream for Crow. 1982. 5 mins. Captain Beefheart and the Magic Band. Directed by Don Van Vliet. Produced by Ken Schreiber. Camera: Daniel Pearl. Virgin Records.
- Don Van Vliet (Captain Beefheart), Lick My Decals Off, Baby. Produced and directed by Don Van Vliet. 1971. 1 min. Reprise Records.

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For further information, the press may contact Alicia Springer, Film Press Representative, (212) 708-9752.
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