

# The Museum of Modern Art

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For Immediate Release  
September 1991

## **BRITISH AWARD-WINNING COMMERCIALS--BABA 1991**

September 20 - 23, 1991

British commercials made for television and the cinema are distinguished by their technical skill and clever understatement. The eighth annual presentation of **BRITISH AWARD-WINNING COMMERCIALS--BABA 1991** takes place at The Museum of Modern Art in a ninety-minute video program opening on September 20, 1991. The messages, which may be sponsored by private industry, public agencies, or charitable organizations, are both original and unsentimental in approach.

Nearly 100 commercials, ranging in length from several seconds to two minutes, were selected to receive awards from all the British advertisements made in 1990 for film and television. The selections were made by an eighteen-member jury, composed of representatives from advertising agencies, the press, film companies, and manufacturers.

The British Advertising Awards have been organized and sponsored since 1976 by the British Advertising Broadcast Awards Limited (BABA), London. Representing advertising agencies, production companies, and television contractors, BABA is owned and operated by the British television and cinema advertising industry.

**BRITISH AWARD-WINNING COMMERCIALS** are screened at the Museum on Friday, September 20, at 12:30, 3:00, and 6:00 p.m.; Saturday, September 21, and Sunday, September 22, at 2:30 and 5:30 p.m.; and Monday, September 23, at

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12:30, 3:00, and 6:00 p.m. Tickets are available on the day of the screening and are included with the price of Museum admission.

**BRITISH AWARD-WINNING COMMERCIALS** was organized by Laurence Kardish, curator, Department of Film, The Museum of Modern Art; with the cooperation of Tony Solomon, chairman, and Peter Bigg, administrator, the British Advertising Broadcast Awards Limited in London; and Barry Day, vice-chairman and director of international advertising development, Lintas Worldwide.

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For further information or film stills, contact Barbara Marshall, Film Press Representative, Department of Public Information, 212/708-9752.