

# The Museum of Modern Art

For Immediate Release  
September 1996

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## BABA '96—AWARD-WINNING BRITISH COMMERCIALS

*The Top 100 Commercials of 1995  
as Chosen by British Advertising Industry Professionals,  
Plus a Compilation of the Best British Commercials from the Past 20 Years*

**October 25, 26, and 28, 1996**

For the thirteenth year, The Department of Film and Video presents Britain's top 100 commercials as chosen by British advertising industry professionals. **BABA '96—AWARD-WINNING BRITISH COMMERCIALS** features the best work made in 1995 for television and cinema. It screens October 25, 26, and 28.

Also included in the program is a new 18-minute anthology by Peter Bigg, Administrator of the British Advertising Broadcast Awards (BABA) Organization in London, titled *A Twenty-Year Compilation of Award-Winning Commercials for Television and the Cinema* (1996).

This is one of two annual exhibitions of the art of the commercial shown at The Museum of Modern Art. The other, held in June for the past five years, features award-winning commercials chosen by the Association of Independent Commercial Producers (AICP), an American organization.

**BABA '96—AWARD-WINNING BRITISH COMMERCIALS** is organized by Peter Bigg and by Laurence Kardish, Curator and Coordinator of Film Exhibitions, Department of Film and Video, The Museum of Modern Art.

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No. 44.1