

The Museum of Modern Art

50th Anniversary



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MoMA RECEIVES GRANT TO EXPAND VIDEO PROGRAM

A grant from the Rockefeller Foundation to enable The Museum of Modern Art to extend the scope of its Video Program was announced today.

Expansion of the exhibition and collection of video work will be carried out by Barbara London, Assistant Curator in the Department of Film, who has been directing the Video Program at MoMA since 1974.

Video was first presented at The Museum of Modern Art in 1968 in the exhibition "The Machine as Seen at the End of the Mechanical Age," when two tapes by Nam June Paik were presented on a unique tape loop device constructed by the artist. In 1970 video works by artists from Latin America, Europe and the United States were presented in "Information," a mixed-media show that dealt with communication.

Aided by a grant from the National Endowment for the Arts, The Museum inaugurated regular daily showings of videotapes in September 1974 as part of its continuous PROJECTS exhibition. Through the PROJECTS: VIDEO series, eight video installations specially designed for the Museum Galleries, and over 300 videotapes by 230 artists from 15 countries have been presented. Narrative, documentary, performance and conceptual video, as well as image-processed works have been surveyed. A collection of videotapes, which was started in 1975 through the generosity of Barbara Pine, now includes over 50 tapes. In the next year the Museum plans to expand the collection to include major sculptural and installation projects, in addition to videotapes.

Initiated in 1978, the "Video Viewpoints" lecture series continues to provide a forum for artists and critics to discuss new works, techniques and theories about video art. There have been 31 speakers to date. The Museum intends to publish edited transcripts of the "Video Viewpoints" lectures, which will serve as primary source material for scholars in the field.

Barbara London joined the Museum staff in 1970 as a program assistant in the International Program. With the help of an earlier Rockefeller Foundation study grant, she broadened MoMA's Video Program

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and also initiated a circulation program. During the last two years, two exhibitions, Video From Tokyo to Fukui and Kyoto and Video: New York, Seattle and Los Angeles, toured museums in this country as well as in Canada, Japan, Holland, France and Switzerland, under the auspices of The Museum's Exhibitions and International Program. A third exhibition, Love Tapes Retrospective by Wendy Clarke, was recently made available for distribution. Video circulation will also be developed through the new Rockefeller Foundation grant.

Some of the exhibitions directed by Ms. London as Assistant Curator include one-person shows with Nam June Paik, Joan Jonas, Terry Fox, Shigeko Kubota, Peter Campus, Bill Viola, Alan Scarritt, Laurie Anderson, and others. Ms. London has written and served on panel discussions on video in various parts of the country and abroad. She is a member of the Advisory Board of The Kitchen in New York City, and teaches at New York University.

In addition to the Expansion Grant from the Rockefeller Foundation, The Museum of Modern Art's Video Program is made possible by funding from the National Endowment for the Arts and the New York State Council on the Arts.

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For further information, please call Alicia Springer, Film Press Representative, 956-7289.
