

The Museum of Modern Art Department of Film

11 West 53 Street, New York, N.Y. 10019 Tel: 212-708-9400 Cable: MODERNART Telex: 62370 MODART

#26

FOR IMMEDIATE RELEASE

BEST OF BRITISH ADVERTISING ON VIEW AT MoMA IN SEPTEMBER

A young boy turns to iron from drinking too much soda pop; Big Brother shatters under the impact of Apple computers; John Wayne and George Raft step out of their old films to discuss the merits of a beer; a computerized John Cleese praises Sony's products. These are moments from winners of the BRITISH ADVERTISING BROADCAST AWARDS 1984, which will be on view in the Museum's Roy and Niuta Titus Theater 2 on September 11 and 13.

Each year since 1976, the British Advertising Broadcast Awards Limited (BABA), an organization of industry professionals, has selected the finest British advertising films in various categories. Imaginative, sophisticated, sometimes taking a slice-of-life approach, sometimes flying off into surrealistic humor, these are among the best-made and wittiest advertising films and videotapes being made today. Indeed, a number of feature film directors working in the United Kingdom and the U.S. began by making commercials in Britain, and several continue to do so.

The Department of Film will present the 1984 BABA winners in 35mm format through the kind co-operation of Tony Solomon and Peter Bigg (chairman and administrator of BABA) and of Barry Day of McCann-Erickson Worldwide in New York. The program will subsequently tour to the Hirshhorn Museum in Washington, D.C., the UCLA Film Archives in Los Angeles, the Pacific Film Archive in Berkeley, and the Film Center of the Art Institute of Chicago. This exhibition is co-ordinated by Larry Kardish, Curator of Film Exhibitions, The Museum of Modern Art.

For further information, the public may call (212) 708-9500.

August 1984

SCHEDULE

Tuesday, September 11: 1:00 p.m.

Thursday, September 13: noon, 1:30, 3:00, 4:30, 6:00, 7:00.

The program runs approximately 45 minutes.

PRESS PREVIEW: September 6, 11:00 a.m. R.S.V.P.: 708-9752.

For further PRESS information, please contact Stuart Klawans, Film Press Representative,
The Museum of Modern Art, 11 West 53 Street, New York, NY 10019 (212) 708-9752.
