Equally striking in sound and image, music video is the subject of the exhibition MUSIC VIDEO: THE INDUSTRY AND ITS FRINGES, opening at The Museum of Modern Art on September 6. Including more than thirty videotapes, the 90-minute program runs chronologically from 1967 to the present. The survey includes such early tapes as Penny Lane and Strawberry Fields Forever by The Beatles and such recent works as Road to Nowhere, directed by David Byrne and Stephen Johnson with music by The Talking Heads, and Decoy, directed by Annabel Jankel and Rocky Morton with music by Miles Davis.

Promotional tools of the music industry, music videos have brought to public attention some of the experimental image process techniques, such as kaleidoscopic and analog video synthesizer effects, developed by independent artists in the sixties, such as Woody and Steina Vasulka, Nam June Paik, and Ed Emshwiller. The music video artists have polished the techniques, shaping them into a cohesive medium that is a major force in popular culture.

Popular tapes such as Beat It (1983), directed by Bob Giraldi with music by Michael Jackson, will be shown in the exhibition with more experimental works such as Sharkey's Day (1984), with music and direction by Laurie Anderson, and the rarely seen Frankie Teardrop (1978), produced by Paul Dougherty, Walter Robinson, and Edit de Ak with music by Suicide. The program also includes such strongly self-reflexive works as ?(Modern Industry) (1985), directed by David Hogan, produced by Steve Buck with music by Fishbone,
and Lick My Decals Off, Baby (1970), directed by Don Van Vliet with music by Captain Beefheart. A highlight of the exhibition is the surrealist work One Minute Movies (1980) by Graeme Whifler, with music by The Residents.

MUSIC VIDEO: THE INDUSTRY AND ITS FRINGES has been organized by Barbara London, assistant curator of video in the Department of Film, with the assistance of Keith Johnson, assistant in the video program. The program is part of the fiftieth anniversary celebration of the Department of Film. The tapes will be shown in the Video Gallery on the first floor.

For further information, the public may call 212/708-9500. A list of titles in the program is attached.

* * *

PRESS SCREENING: Monday, August 26, 1985, 10:00 a.m. - 12:00 p.m. The Museum of Modern Art, Roy and Niuta Titus Theater 2

For additional information or photographic materials contact Howard Feinstein, film press representative, Department of Public Information, 212/708-9752.

The Museum's video program is made possible with support from The New York State Council on the Arts, The National Endowment for the Arts, and the Sony Corporation. This exhibition was sponsored in part by J. Walter Thompson Advertising.
MUSIC VIDEO: THE INDUSTRY AND ITS FRINGES

Checklist


- more -


- more -


