

# The Museum of Modern Art

For Immediate Release  
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## THIRD ANNUAL SCREENING OF AWARD-WINNING BRITISH TV COMMERCIALS AT MoMA SEPTEMBER 25 AND 26

Witty, wry, and understated, British commercials are different from their less subtle American counterparts. The Museum of Modern Art will screen the winners of the 1986 British Television Advertising Awards in a fifty-three minute, 35mm program on Thursday, September 25, and Friday, September 26, in the Museum's Roy and Niuta Titus Theater 1. The advertisements to be presented include works by many new directors.

The British Television 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. This year fifteen judges from the industry, among them filmmakers and advertising executives, gave out bronze, silver, and gold awards after screening a record 950 entries.

"In the best of British advertising," stated Barry Day, vice chairman of McCann-Erickson Worldwide in an Adweek interview (October 14, 1985), "there's an underlying assumption that the viewer brings a great deal to the act of viewing-- that the mind is not a clean slate waiting to be inscribed with whatever the advertiser determines. Ironically, time and again, those references come from the Transatlantic Culture of the Hollywood movie."

Following the screenings at the Museum, the films will be presented at the Pacific Film Archive at the University Art Museum, Berkeley; the UCLA Film, Television, and Radio Archives, Los Angeles; the Film Center at the Art Institute of Chicago; and the Walker Art Center, Minneapolis.

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The BRITISH ADVERTISING BROADCAST AWARDS is organized in London by Tony Solomon and Peter Bigg, BABA's chairman and administrator, respectively, and in New York by Laurence Kardish, curator in the Museum's Department of Film.

In order to accommodate those in the advertising community, this program will be screened on Thursday, September 25, at 12:30, 2:00, 5:15, and 6:30 p.m., and Friday, September 26, at 12:30 and 2:00 p.m.

A videocassette of the program (1/2" or 3/4") is available by contacting Susan Rutkowski, McCann-Erickson Worldwide, 485 Lexington Avenue, New York, NY 10017; telephone 212/984-3291.

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For further press information and photographic materials, contact Howard Feinstein, film press representative, The Museum of Modern Art, 212/708-9752.