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The Museum of Modern Art

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BRITISH AWARD-WINNING COMMERCIALS - BABA 1988

September 22 - 24, 1988

British commercials made for television and the cinema are distinguished by their technical skill and clever understatement. The fifth annual presentation of BRITISH AWARD WINNING COMMERCIALS--BABA 1988 takes place at The Museum of Modern Art in an eighty-minute 35mm program on September 22, 23, and 24, 1988. The messages, which may be sponsored by private industry, public agencies or charitable organizations, are both original and unsentimental in approach.

Eighty-five commercials were selected to receive gold, bronze, silver, diploma, and special category awards from all British advertising for film and television made in 1987. The selections were made by a fifteen-member jury, composed of representatives from advertising agencies, the press, film companies and manufacturers.

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.

Representing BABA in America, Barry Day, vice-president of McCann Erickson Worldwide, states, "The thread that runs through the best British advertising--regardless of category--is an attitude. There's the wit and irreverance and, even more important, a sense of context. What it says may be serious but it rarely makes the mistake of taking itself too seriously."

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BRITISH AWARD-WINNING COMMERCIALS will be screened at the Museum on Thursday, September 22, at 12:30 and 6:30 p.m.; Friday, September 23, at 12:30 and 6:00 p.m.; and Saturday, September 24, at 3:00 p.m. The exhibition was organized in London by Tony Solomon, BABA chairman, and Peter Bigg , administrator, and in New York by Laurence Kardish, curator, Department of Film, The Museum of Modern Art.

Following the screenings at the Museum, the advertising films will be presented by the Director's Guild of America and the Los Angeles County Museum of Art, Los Angeles; The Museum of Fine Arts, Houston; The Museum of Fine Arts, Boston; the Pacific Film Archive, San Francisco; and the Walker Arts Center, Minneapolis.

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For further information, VHS tapes, or photographs, please contact Sarah Eaton, film press representative, Department of Public Information, 212/708-9752.