

The Museum of Modern Art

For Immediate Release
August 1989

BRITISH ADVERTISING FILMS--BABA 1989

September 15 - 18, 1989

Advertising films and videotapes are among Britain's wittiest and most persuasive entertainments. The advertisements in The Museum of Modern Art's sixth annual presentation of BRITISH ADVERTISING FILMS--BABA 1989 demonstrate technical skill and clever understatement. The program is on view from September 15 through 18, 1989. The messages, which may be sponsored by private industry, public agencies, or charitable organizations, are both original and unsentimental in approach and are communicated with force and pleasure.

Ninety works, ranging in length from several seconds to a couple of minutes, have been selected to receive gold, silver, bronze, diploma, and special category awards. The award-winning ads were chosen from all British advertising for films and television made during 1988. 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.

Laurence Kardish, curator, Department of Film, The Museum of Modern Art, states, "Relationships between the British and American advertising communities are becoming increasingly intertwined. It is not unlikely that there will be

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somewhat more of a British inflection to American commercials. This program presents us with an engaging idea of just what this accent might be."

BRITISH ADVERTISING FILMS--BABA 1989 was organized in London by Tony Solomon, BABA chairman, and Peter Bigg, administrator, and in New York by Mr. Kardish and Barry Day, vice-chairman, Lintas International.

The films will be screened at the Museum on Friday, September 15, at 12:30, 3:00, and 6:00 p.m.; Saturday, September 16, at 2:00 and 5:00 p.m.; Sunday, September 17, at 2:00 and 5:00 p.m.; and Monday, September 18, at 12:30 p.m.

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For further information or film stills, contact Sarah Eaton, film press representative, Department of Public Information, 212/708-9750.