

The Museum of Modern Art

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MOMA EXPANDS VIDEO PROGRAM

A grant from the Rockefeller Foundation to enable The Museum of Modern Art to extend the scope of its developing video program and define the program's structure, needs, and responsibilities for the future was announced today.

The study will be made by Barbara London, Curatorial Assistant in the Department of Prints and Illustrated Books, who has been selecting the video programs at the Museum since 1974. She will experiment with the exhibition of video works and explore video's relation to the other arts.

The study will be developed in cooperation with Ted Perry, Director of the Museum's Department of Film, and with the committee of representatives from all the curatorial departments that is responsible for PROJECTS, the continuing series of small exhibitions, including video, which reports on contemporary developments in the visual arts.

The exhibition of video at The Museum of Modern Art was initiated in the late sixties. Video was presented first in 1968 in the exhibition "The Machine as Seen at the End of the Mechanical Age" and subsequently in 1970 in the "Information" exhibition, which included video works by European, Latin American, and United States artists. In January 1974, the Museum presented Open Circuits, the first international video conference attended by Museum educators and curators, cable and educational television producers, artists, and critics from many parts of the world. The proceedings will be published this year by MIT Press.

Aided by a grant from the National Endowment for the Arts, the Museum inaugurated regular daily showings of videotapes in September 1974 as part of its PROJECTS program. In this series more than eighty video works by artists from the United States, Canada, Germany, Great Britain,

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Switzerland, Austria, Italy, New Zealand, Japan, and Korea have been presented. Narrative, documentary, performance, and conceptual video, as well as computer-generated and synthesized works, have been examined. In 1975 a collection of videotapes was also started through the generosity of Mrs. Barbara Pine.

Barbara London received her M.A. at the Institute of Fine Arts, New York University, in 1972 after graduation from Hiram College in Ohio in 1968. She joined the Museum staff in 1970 as a program assistant for the International Program. In that capacity she assisted Jennifer Licht, Associate Curator of Painting and Sculpture, on the exhibition "Some Recent American Art" organized for travel in Australia and New Zealand that included a video section.

As Curatorial Assistant Ms. London has directed eleven video exhibition programs, including the work of Gilbert & George, Joseph Beuys, Rebecca Horn, Joan Jonas, Vito Acconci, Richard Serra, TTV, Downtown Community Television, General Idea, Telethon, Peter Campus, and Nam June Paik. She has also directed PROJECTS exhibitions of the work of the California sculptor Loren Madsen and the work of Peter Campus. Most recently she directed "Bookworks," an exhibition of mass-produced books by artists.

Ms. London has written and served on panel discussions on video in various parts of the country and is a member of the Advisory Board of The Kitchen in New York City.