

The Museum of Modern Art

50th Anniversary



WENDY CLARKE'S "LOVE TAPES" TO BE EXHIBITED AT MUSEUM OF MODERN ART

The Museum of Modern Art's Video Program will present a series of "Love Tapes" by Wendy Clarke from March 24 through May 5. The tapes were designed as a participatory project, in which the artist records members of the public talking about their feelings towards love.

Working with the public's general familiarity with video technology, and taking advantage of the medium's inherent immediacy and intimate scale, Wendy Clarke's project grew from her sensitivity to the public's need to communicate very personal feelings. For those who get involved, the project becomes a revelation through a shared experience. Wendy Clarke describes Love Tapes:

"In 1977 as part of my ongoing video journal I made a videotape entitled Chapter One, in which I was alone in a room and discussed my feelings about love. I showed this tape to students at U.C.L.A. and to small groups of people who came to see the exhibition 'Interactive Video' at the LAICA Gallery in Los Angeles. After seeing my Chapter One tape, the audience was invited to make their own Love Tapes.

"I set up a camera and monitor in a small room. Each person sat alone and was asked to talk about his/her own feelings about love for three minutes, while being videotaped. Each was asked to start talking when the music started, and to stop when the music ended. Each was asked to remain seated until I or my assistant came back into the room and the image had faded out on the monitor screen in front of them. After the individual tapes were made, the people assembled as a group; I showed them the tapes made by other visitors to the exhibition and then their own."

What Wendy Clarke began in Los Angeles in 1977 has turned into a four-year project that has extended to 5 states, and has grown to include 800 tapes made with many different age and societal groups. Love Tapes have been produced and shown in museums and galleries, public spaces such as the lobby of the World Trade Center in lower Manhattan, and on Public and cable television.

page two

A series of Love Tapes will be produced at The Museum of Modern Art on April 7; the public is invited to come to the Video Gallery to make their own tapes from 11:30 A.M. through 5:00 P.M.

The presentation of Love Tapes is organized and coordinated by Barbara London, director of the Video Program of The Museum of Modern Art.

For a complete schedule of the Love Tapes, please see the accompanying sheet.

#

* * * * *

For further information, please contact Alicia Springer, Film Press Representative, 956-7289.

* * * * *

LOVE TAPES RETROSPECTIVE: AN INTERACTIVE VIDEO ART PROCESS

Conceived and produced by WENDY CLARKE

March 24 - 31/Penthouse Restaurant

SERIES 16: Special Valentine Edition of Love Tapes: made in the artist's studio and in the lobby of the World Trade Center. 1981. 25 min. color.

April 2 - May 5/Video Gallery

SERIES 17: A Five-Part Edition of Love Tapes:

PART 1. THE FIRST YEAR, COAST-TO-COAST - April 2-6. 60 min. black and white.

L.A. Love Tapes: The first Love Tapes; UCLA graduate students and visitors to the Los Angeles Institute for Contemporary Art. Los Angeles, 1977 - 78.

Latin Love Tapes: Tapes in Spanish with English subtitles by Latin Americans at Young Filmmakers/Video Arts. New York, 1978.

Ester's Love Tapes: A group of friends at Ester's, East Harlem. New York, 1978.

MAKING MoMA TAPES, April 7: the public is invited to make their own Love Tapes in the Video Gallery, 11:30 - 5:00.

PART 2. MORE DIVERSE GROUPS - April 9 - 14. 60 min. Black and white.

Teen Love Tapes: A selection of tapes made by friends from Staten Island. New York. 1978.

Older Adults: Students at the New School for Social Research. New York. 1978.

Disabled In Action: A selection of two tapes made by physically disabled members of Disabled In Action. New York. 1979.

Battered Women: A tape made at Womanspace, a shelter for battered women, Trenton, New Jersey. 1979.

A Woman: A tape made during a workshop at the Rice Media Center, Houston. 1979.

Prison Inmates: A selection of tapes made by inmates at the Metropolitan Correction Center. New York. 1979.

PART 3. TWO MUSEUMS - April 16 - 21. 60 min. black and white.

The Hartford Love Tapes: Visitors to the Wadsworth Atheneum. Hartford, Conn. 1979.

MoMA Love Tapes: Visitors to The Museum of Modern Art. New York. 1981.
(see April 7, Making MoMA Love Tapes)

PART 4. LOVE TAPES IN NEW YORK - April 23 - 28. 60 min. black and white.

World Trade Center Tapes: Made by the New York City public, at the Video Booth installed for 2 weeks in Lobby 2 at the World Trade Center. 1980.

PART 5. A SPECIAL SELECTION - April 30 - May 5. 60 min. black and white.

A special selection of Love Tapes made from all the different groups in PARTS 1 - 4. 1977 - 1981.

#