

The Museum of Modern Art Department of Film

11 West 53 Street, New York, N.Y. 10019 Tel: 212-708-9400 Cable: MODERNART Telex: 62370 MODART

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THE MUSEUM OF MODERN ART ANNOUNCES MAJOR DONATION FROM SONY CORPORATION OF AMERICA

Richard E. Oldenburg, Director of The Museum of Modern Art, has announced a major donation of Sony equipment for the Museum's video facilities. With this gift, made through Kenji Tamiya, President of Sony Corporation of America, Mr. Oldenburg said that the Museum will be able to establish the foremost center in the world for the study of video. The donation has been made through the Museum's Business Committee.

"Sony Corporation of America is pleased to join with The Museum of Modern Art in establishing this state-of-the-art video center," Mr. Tamiya remarks. "The video center will offer us a splendid array of visual experiences, but more importantly, it will allow us to communicate our vision of what video can become in the future. Video can be far more than the world's great listening ear and watching eye. It can also be an expression of our many visions of the world. Together, we can build upon what video is already doing to help us know ourselves and our world better."

According to Mary Lea Bandy, Director of the Museum's Department of Film, "The Museum of Modern Art shows video not in isolation but in the context of the other disciplines of 20th-century art. Video at the Museum therefore reaches a wide and critical audience and gains legitimacy as an art form. And Sony, as the leader in the electronics industry, receives recognition not only for the technical achievements of its equipment but for the artistry in its product design."

Barbara London, who curates the Museum's Video Program, points to Sony's introduction of portable video cameras as a watershed in the development of video art. Although artists had experimented with video before then, the availability of lightweight, self-contained cameras was a technological contribution without which the sudden growth of the video movement would have been impossible. Sony's portable camera went on the market in 1965; it was only three years later that the Museum first included video in an exhibition.

The equipment donated to the Museum--including monitors, playback decks,

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video projection equipment, amplifiers, and speakers--will provide state-of-the-art technology to serve three constituencies: the public (in the exhibition areas), researchers, and Museum staff (in the Video Study Center, Circulating Video Library, and screening rooms). The Study Center maintains a permanent collection of video art that now numbers over 450 tapes, as well as an unparalleled archive of documentary materials. Thanks to Sony Corporation's donation, the Video Program will now be able to expand these services and make its resources available with the most advanced technology now on the market.

April 1985

 For further information, please contact Stuart Klawans, Film Press Representative,
 The Museum of Modern Art, 11 West 53 Street, New York, NY 10019 (212) 708-9752.
