

# The Museum of Modern Art

For Immediate Release  
October 1990

## BRITISH AWARD-WINNING COMMERCIALS--BABA 1990

October 26 - 29, 1990

British commercials made for television and the cinema are distinguished by their technical skill and clever understatement. The seventh annual presentation of BRITISH AWARD-WINNING COMMERCIALS--BABA 1990 takes place at The Museum of Modern Art in a ninety-minute video program opening on October 26, 1990. The messages, which may be sponsored by private industry, public agencies, or charitable organizations, are both original and unsentimental in approach. The program is introduced by Tony Solomon, chairman, British Advertising Broadcast Awards, on Friday, October 26, at 6:00 p.m.

Nearly 100 commercials, ranging in length from several seconds to two minutes, were selected to receive awards from all the British advertisements made in 1989 for film and television. The selections were made by an eighteen-member jury, composed of representatives from advertising agencies, the press, film companies, and manufacturers.

The British 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.

BRITISH AWARD-WINNING COMMERCIALS will be screened at the Museum on Friday, October 26, at 12:30, 3:00, and 6:00 p.m.; Saturday, October 27, and

Sunday, October 28, at 12:30, 3:00, and 5:00 p.m.; and Monday, October 29, at 12:30 p.m. Tickets are available on the day of the screening and are included with the cost of Museum admission.

BRITISH AWARD-WINNING COMMERCIALS was organized for the Museum by Laurence Kardish, curator, Department of Film, with the cooperation of Tony Solomon, chairman, and Peter Bigg, administrator, the British Advertising Broadcast Awards Limited in London and Barry Day, vice-chairman and director of international advertising development, Lintas:Worldwide.

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No. 103

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