

# 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 ENTRANCE AT 18 W. 54

release #22

FOR IMMEDIATE RELEASE

## MoMA PRESENTS A SALUTE TO BRITISH ADVERTISING

The British like their television and cinema commercials to be gentle, surprising, informative, and entertaining--in short, to be worth seeing for their own sake. In a series of four separate lunchtime programs, The Museum of Modern Art will present compilations of recent commercials that are both persuasive in getting across their messages and also contribute to the art of filmmaking. The programs, compiled by the Creative Directors of four major advertising agencies, include works by Hugh Hudson, Nicholas Roeg, Ridley Scott and Tony Scott.

All screenings will be held in The Museum of Modern Art's Roy and Niuta Titus Theater 2, 18 West 54 Street, at 12:30 p.m. Each program is about 55 minutes long.

A SALUTE TO BRITISH ADVERTISING is organized by Peter Whitelam, Creative Director, Parkson Advertising, New York, and is sponsored by The British Advertising Broadcast Awards with the cooperation of Illustra Films, London. A SALUTE TO BRITISH ADVERTISING is a BRITAIN SALUTES NEW YORK 1983 Festival presentation.

### SCHEDULE

Program 1: May 9, 14, 20  
Program 2: May 10, 15, 19  
Program 3: May 12, 17, 21  
Program 4: May 13, 16, 22

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For further PRESS information, please contact Stuart Klawans, Film Press Representative, (212) 708-9752, The Museum of Modern Art, 11 West 53 Street, New York, NY 10019. MoMA ENTRANCE is at 18 West 54 Street.

For information the PUBLIC may call (212) 708-9400. For a recorded message of daily film schedules: (212) 708-9490.

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