

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

#56

FOR IMMEDIATE RELEASE

A SALUTE TO BRITISH ADVERTISING RETURNS TO MoMA

Last May, The Museum of Modern Art presented a series of four compilations of recent British television and cinema commercials as a BRITAIN SALUTES NEW YORK 1983 Festival presentation. Public reaction to the programs was so enthusiastic that the Museum is now pleased to offer the series again, from October 24 through October 28, 1983. All screenings will be held in the Museum's Roy and Niuta Titus Theater 2 at 18 West 54 Street.

Gentle, surprising, informative, entertaining, British commercials at their best are both persuasive in getting across their messages and also contribute to the art of filmmaking. The programs in A SALUTE TO BRITISH ADVERTISING will include works by such well-known feature film directors as Hugh Hudson, Adrian Lyne, Ridley Scott, and Tony Scott.

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. Program 1 was compiled by Norman Berry, Executive Creative Director, Ogilvy and Mather. Program 2 was compiled by Barry Day, Vice Chairman, McCann Erickson International. Program 3 was compiled by Len Sugarman, Executive Creative Director, Foote Cone & Belding. Program 4 was compiled by Peter Whitelam. Each program is approximately 45 minutes long.

For further information, the public may call (212) 708-9500.

SCHEDULE IS ATTACHED

September 1983

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

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A SALUTE TO BRITISH ADVERTISING

Monday 10/24	1:00	Program 1 (Norman Berry, Ogilvy and Mather)
	2:30	Program 1
Tuesday 10/25	1:00	Program 2 (Barry Day, McCann Erickson International)
	2:30	Program 2
Thursday 10/27	1:00	Program 3 (Len Sugarman, Foote Cone & Belding)
	2:30	Program 3
	6:00	Program 4 (Peter Whitelam, Parkson Advertising)
		Program 2
Friday 10/28	1:00	Program 4
	2:30	Program 4
	6:00	Program 3
		Program 1

Each program is approximately 45 minutes long. All screenings are held in The Museum of Modern Art's Roy and Niuta Titus Theater 2, 18 West 54 Street.

Tickets to the Museum's films are free with Museum admission; admission is \$3 for adults, \$2 for students, \$1 for children under 16 and senior citizens. On Tuesdays, visitors may pay what they wish. Tickets to the films are given out on a first-come, first-served basis starting at 11:00 a.m. on the day of the screening. Reservations are possible only for members of the Museum.

For further information, the public may call (212) 708-9500.

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New York, New York 10019