

The Museum of Modern Art Department of Film

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For Immediate Release

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SECOND ANNUAL SCREENING OF AWARD-WINNING BRITISH COMMERCIALS AT MoMA

The Department of Film of The Museum of Modern Art will honor the winners of the 1985 British Television Advertising Awards in 45-minute, 35mm programs in the Museum's Roy and Niuta Titus Theater 1 on September 23, 24, and 26, 1985. Among the advertisements to be presented are works by feature film directors Ridley Scott and Tony Scott, among others.

The British Television Advertising Awards have been organized and sponsored since 1976 by the British Advertising Broadcast Awards Limited (BABA). Representing advertising agencies, production companies, and television contractors, BABA is owned and operated by the British television and cinema advertising industry. This year fifteen judges from the industry, among them filmmakers and advertising executives, gave out bronze, silver, and gold awards after screening a record 800 entries.

"Perhaps the wittiest show in town," states Laurence Kardish, curator in the Department of Film. "The films are humorous, gentle, and expertly crafted and, for the most part, persuade through surprise. Each film functions as an elegant mini-narrative, often a mystery with a suspenseful conclusion as the revelation of the message--quite the opposite of hard-sell and considerably more enjoyable."

Following the screenings at the Museum, the films will be presented at the Pacific Film Archive in Berkeley; the UCLA Film, Television, and Radio Archives in Los Angeles; the Film Center at the Art Institute of Chicago; and the Minnesota Film Center in Minneapolis.

The Department of Film is grateful to Tony Solomon and Peter Bigg, BABA's chairman and administrator, respectively, and Barry Day of McCann-Erickson Worldwide, New York, for helping to make this exhibition possible.

In order to accommodate those in the advertising community, this exhibition will be screened at the following times: Monday, September 23, 12:30 p.m.; Tuesday, September 24, 12:30 p.m.; Thursday, September 26, 12:30, 2:00, 6:00, and 7:30 p.m. (the 6:00 program will be introduced by Tony Solomon).

A videocassette of this program (1/2" or 3/4") is available by contacting Peter Bigg, BABA administrator, Awards Office, BABA, 37 Berwick Street, London W1, England; 011-44-1-734-6962.

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For further press information and photographic materials contact Howard Feinstein, film press representative, The Museum of Modern Art 212/708-9752.