

# The Museum of Modern Art Department of Film

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## EIGHT DECADES OF FRENCH ADVERTISING FILMS AT MoMA NOVEMBER 12 AND 14

The most comprehensive survey of French advertising films to be seen in the United States will be presented by the Department of Film of the Museum of Modern Art with screenings Tuesday, November 12 at 2:00, 3:15, and 4:15 p.m. in The Roy and Niuta Titus Theater 2 and at 6:30 p.m. in Titus Theater 1. The program will be repeated Thursday, November 14 at 12:30 p.m. in Titus Theater 2. PUBLICITE: FRENCH ADVERTISING FILMS, 1908-1985 consists of an hour-long program of sixty-seven 35mm commercials.

The exhibition is divided into three sections: commercials for the cinema, 1908-1960, including one with the actor Michel Simon; selections of the French Art Directors Club, 1970-1980; and choices of producers, 1980-1985. French feature film directors such as Claude Chabrol, Jean-Jacques Annaud, Jean-Jacques Beneix, Claude Miller, Georges Lautner, Jean Becker, Pascal Thomas, and William Klein created works in this program. International directors, including Sergio Leone, Hugh Hudson, Dino Risi, and Ridley Scott, made some of these commercials, which are often sixty or even thirty second microcosms of feature-length films. Stephen Harvey, assistant curator in the Department of Film, states "It's fascinating to watch the way so many of the best European directors have stamped their work in this field with their own distinctive imprints."

A sense of humor, irony, irreverence and self-satire characterizes many of the commercials. Laurence Kardish, curator in the Department of Film, states "The films are distinguished by a strong sense of decor and tend to be fashionable and visually lavish."

PUBLICITE: FRENCH ADVERTISING FILMS, 1908-1985 has been organized in Paris by the Ministère du Redéploiement Industriel et du Commerce Extérieur, the CNC-Ministère de la Culture, La Régie Française de Publicité, and Le Syndicat des Producteurs de Films Publicitaires. The exhibition is presented in New York through the French Film Office and has been arranged for the Museum by Laurence Kardish and Adrienne Mancina, curators, and Stephen Harvey, assistant curator, Department of Film.

A subtitled, 3/4" videocassette of the program is available from Sandra J. Albert, 212/475-7561.

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For additional press information and photographic materials contact Howard Feinstein, film press representative, The Museum of Modern Art 212/708-9752; for information and materials for advertising agencies and private individuals contact Sandra J. Albert or Colette Connor 212/475-7561.