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The Museum of Modern Art

For Immediate Release
September 1987

PRESS SCREENING ANNOUNCEMENT

FOURTH ANNUAL SCREENING OF AWARD-WINNING BRITISH FILM AND TV COMMERCIALS AT MoMA OCTOBER 1-5

Ridley Scott, Marek Kaniévka, and Paul Weiland are among the feature film directors whose British commercials will be presented at The Museum of Modern Art for five consecutive days, beginning Thursday, October 1. This 35mm program features ninety of the best advertising films, both witty and startling, made for British cinema and television during 1986.

The director of Blade Runner (1982) and Alien (1979), Mr. Scott won Silver and Bronze Awards for the commercials "Queue," "Interview," and "Videoteller" for Barclays Bank. Mr. Kaniévka, who directed Another Country in 1984, won a Gold Award for "Double Indemnity" for Pirelli Tires and a Bronze Award for "Michael" for Renault. Both directors have American features scheduled for release later this year: Mr. Scott's Someone to Watch over Me; and Mr. Kaniévka's Less than Zero, his first in this country. The American film Leonard: Part VI, with Bill Cosby, is the first feature by Director Weiland, who won a Gold Award for "Points of View" for The Guardian. The British advertising industry has long been the source of talent, including such feature filmmakers as Richard Lester, Alan Parker, and Tony Scott.

Following the screenings at the Museum, the films will be presented at Landmark Theaters in San Francisco and Los Angeles; the Walker Art Center,

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Minneapolis; The Film Center of the Art Institute of Chicago; and the Museum of Fine Arts, Houston. The precise dates of the screenings will be announced.

In order to accommodate those in the advertising community, this program will be screened on Thursday, October 1, at 12:30, 2:30, 5:00, and 7:00 p.m.; Friday, October 2, at 12:30, 2:00, 4:15, and 6:30 p.m.; Saturday, October 3, and Sunday, October 4, at 2:00 and 5:30 p.m.; and Monday, October 5, at 12:30 p.m. All programs take place in the Museum's Roy and Niuta Titus Theater 2.

The British Television Advertising Awards have been organized and sponsored since 1976 by the British Advertising Broadcast Awards Limited (B.A.B.A.), London. Representing advertising agencies, production companies, and television contractors, B.A.B.A. is owned and operated by the British television and cinema advertising industry. The chairman of B.A.B.A. is Tony Solomon; the administrator, Peter Bigg.

The BRITISH ADVERTISING BROADCAST AWARDS exhibition has been organized in New York by Laurence Kardish, curator in the Museum's Department of Film, in association with Barry Day, vice chairman, McCann-Erickson Worldwide.

A videocassette of the program (1/2" or 3/4") is available by contacting Susan Rutkowski, McCann-Erickson Worldwide, 485 Lexington Avenue, New York, NY 10017; telephone 212/984-3291.

PRESS SCREENINGS

The 70-minute program will be screened for the press on Wednesday, September 23, at 4:30 and 6:00 p.m., in the Museum's Warner Screening Room, fifth floor.

R.S.V.P.: 212/708-9750

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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.