

# The Museum of Modern Art

For Immediate Release  
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## THE ART AND TECHNIQUE OF THE AMERICAN TELEVISION COMMERCIAL

June 4 - 9, 1992

The inaugural presentation of an annual exhibition of commercials made for national and regional television is on view at The Museum of Modern Art from June 4 through 9, 1992. On Thursday, June 4, at 2:00 p.m., Ridley Scott, the distinguished director of *Blade Runner* (1982) and *Thelma and Louise* (1991), will discuss the production of advertising films and screen a reel of his own commercials.

Presented in conjunction with the Association of Independent Commercial Producers, **THE ART AND TECHNIQUE OF THE AMERICAN TELEVISION COMMERCIAL** comprises the four best 1991 commercial spots by American production companies in each of twenty craft categories. The selections are made by juries in the nine regional chapters of the AICP, which includes advertising and craft personnel and media critics.

The resulting selection of approximately ninety spots is screened ten times. The schedule is as follows: Friday, June 5, at 12:30, 2:30, and 4:30 p.m.; Saturday, June 6, at 4:00 and 5:30 p.m.; Sunday, June 7, at 5:00 p.m.; Monday, June 8, at 3:00 p.m.; and Tuesday, June 9, at 12:30, 2:30, and 6:00 p.m.

**THE ART AND TECHNIQUE OF THE AMERICAN TELEVISION COMMERCIAL** was organized for The Museum of Modern Art by Laurence Kardish, curator, and John Johnson, senior cataloguer, Department of Film, and for the AICP by Jordan Kalfus (Harmony Pictures/NY), chairman, The AICP Show.

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For exhibition information, contact Barbara Marshall, film press representative, Department of Public Information, The Museum of Modern Art 212/708-9752.

For information regarding the AICP, contact Jessica Josell, Josell Communications Inc., 212/877-5560.

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