

# LONDON VIDEO ARTS

The organisation for the promotion, showing and distribution of independent work in video art.

RODNEY WILSON  
FILM & VIDEO OFFICER  
ARTS COUNCIL OF G.B.  
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LONDON WC2H 7LJ

Nov 28th 1978

## APPLICATION FOR FUNDING FOR EXHIBITION OF AVANT GARDE/EXPERIMENTAL VIDEO

Dear Rodney Wilson,

I would be grateful if you could pass on the details of this Application to the Artists' Film Committee, for consideration at their meeting on December 18th.

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LVA's Tape Showings at the AIR Gallery have been very successful; over 280 people came to the first three showings, which presented the work of twenty artists. There are to be two more shows in December (7th and 14th), after which the AIR Gallery closes down in Shaftesbury Avenue. However, The Acme Gallery have agreed to the use of their galleries for LVA's Shows until AIR re-opens. Acme have initially guaranteed showings from January through March 1979 on Thursday evenings.

LVA's shows are the only regular opportunity for the public to see artists' work in video. We would like to sustain the momentum generated by the AIR showings and extend the scope of the shows to include performances and small installations, and to develop the presentation and publicity.

We have determined to present 45 weekly shows in 1979. There will be performances, multi-channel pieces, talks by artists and open screenings as well as the Tape shows. Work will be selected from LVA's Catalogue and Library (which are open to any artist), and from other sources including artists visiting the UK, by members of the Steering Committee and its nominees. The selection will be broadly based and we will endeavour to be as comprehensive as possible. The shows so far have been attended by a broad spectrum of people including artists wishing to add their work to the Library.

The programmes for each show will be selected, for each month, six to four weeks in advance. Funds will be necessary to co-ordinate all aspects of the staging of these shows, (see attached budget). The shows have been done so far on a shoe-string budget with all the disadvantages that this entails. Door receipts have only covered the hire fees of the tapes.

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To present the Tape Showings 2 video playback units (consisting of a u-matic VCR and colour monitor) will be required. One of these units will be the unit shared by Acme, Whitchapel and AIR, the other will be rented. Extra equipment will also have to be rented for performances and installations.

LVA now has a regular space under the 'Independent Film' Listings in "Time Out" for publicity, and the 'Events Sheet' distributed by Acme, and the AIR Newsletter. Funds will be needed for posters for each month and for advertisements in Art Monthly or another similar publication.

The entrance fee will be 50p which will help to cover the cost of Tape Hire Fees. Free programmes will be available for each show along with other publications and material on video art, some of which will be for sale. Shows will start at 7.30pm and last for about one and-a-half hours. The first show is scheduled for January 4th.

When reading the budget it should be remembered that most of the work put in to make these shows a success is done on a voluntary basis without wages.

Yours Sincerely

R. Barnard.

Roger Barnard (Chairman: LVA Steering Committee)

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BUDGET FOR EXHIBITIONS

To cover 45 exhibitions	£	
TAPE HIRE FEES/PERFORMANCE & SEMINAR FEES		1890
averages £42 per night; tapes hired at LVA rates; ££30 for performance; £15 for seminar		
EQUIPMENT RENTAL		1575
hire of 1 playback unit per show £35 per show		
EXTRA EQUIPMENT RENTAL		400
for performances and installations		
SELECTION PANEL EXPENSES		180
6 members - 12 meetings @ £2.50 each		
TRANSPORT		225
£5 per week		
CO-ORDINATORS FEES + EXPENSES		
fees £5 per week		225
expenses		175
INVIGILATORS FEES + EXPENSES		
fees	<i>£5. per show</i>	225
expenses	<i>£3.86</i>	175
POSTAGE		500
POSTERS		
1 edition of 500 per month		
		600
PRESS ADVERTISEMENTS		164
eg. 6 issues of Art Monthly 1/6th page @ £24 plus art work £20		
PROGRAMME NOTES		135
100 copies @ £3 per show		

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TOTAL                    £ 6469

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(An average of £144 per show)