

Arnolfini: Video Library file.

Red Stoneman
Arnolfini
Narrow Quay
Bristol

4 September 1981

Dear Red Stoneman,

Thank you for your letter and offer to purchase two of my videotapes. Whilst I am pleased to be asked I have a number of reservations in considering the terms as no doubt other artists have.

As you may know I was a founder of LVA and instrumental in devising its terms. I am only peripherally involved now and have not discussed your offer with them but I imagine their reaction will be somewhat similar to mine. There was a decided logic in devising those terms which it was hoped would act as a guide for the future.

Though I very much appreciate economic pressures I still feel some reconsideration and compromise could take place after noting my observations below:

- 1) Whilst initially the proposed £5 per minute appears reasonable for a full 30 minute piece (totalling £150 compared to LVA's £125). A piece say 5 minutes long would price at £25 where via LVA it would remain at the full 30 minute rate. LVA's reasoning there included the consideration that purchase was of an 'idea', a work, not quantity 'by the yard'.
- 2) Equally important financial considerations took place at LVA which eliminated the problem that would arise with your five minute purchase: The £25 offer would be totally consumed in costs before the artist received anything, ie the required 'professional' transfer, time-base correction and cost of cassette would total in this case at least £21 inc VAT (more of course for longer works). The remaining £4 would not be enough to pay LVA their normal 30% commission.
- 3) The two works you wish to purchase from me would normally total at least £250. Out of your offered £95 I would spend £21 transferring with TBC and cassette on This is a Television Receiver, and £27.50 for TV Fighter (which is 11 minutes and in the 20 minute cassette transfer category). This totals £48.50. LVA's commission would be approx £28.50. Leaving a nett to me of £18, ie £9 each - the hire cost of each for a day.
- 4) May I suggest the following:
 - a) That no work is purchased for less than the 15 minute rate, ie a 5, 10, 12 minute piece receives £75.
 - b) Also that the cost of professional TB corrected transfers plus cassettes are paid (on production of a bill) separately and in addition to the purchase price by the Arnolfini, whatever length.This appears to me to represent the only viable means of transaction which serves in the interest (albeit still minimal) of the artist.

Yours sincerely,

David Hall

cc Rodney Wilson, Arts Council
Tamara Krikorian