

LONDON VIDEO ARTS

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

temp address:
17, Dawson Place
London W2.

Rodney Wilson Esq.
Art Film Officer
Arts Council of Great Britain
105 Piccadilly
London W1.

4 December 1976

Dear Rodney Wilson,

We would be pleased if you would pass the following information to your Committee for consideration.

We are a group of artists who are primarily working with the medium of video. We have recently formed ourselves into a collective under the title of London Video Arts. To our knowledge we are the only organisation in Britain concerned for the execution, promotion and distribution of video works essentially of an independent experimental/aesthetic nature (as is the case for film at the London Film-makers Cooperative).

We believe that the time has arrived when, after a number of important tape and installation shows have already occurred in this country, it is clearly apparent that an organisation such as we have initiated will perform an invaluable function in providing a nucleus for the correlation of these activities. It would be a source for art tape hire (which will include tapes from abroad, as yet virtually unobtainable here), a venue for regular shows of video art and related events, and ultimately a workshop for the production of such works.

Although we are aware of consistent attempts by other parties to obtain financial assistance for video activity from such bodies as yourselves, we believe that their objectives are quite different in that they are invariably engaged either specifically in 'social/community' work, or that their claims appear to be so

disparate as to provide no specific operational or ideological premise by which to qualify their intentions.

This is not to suggest that we do not support other deserving independent claims for assistance, but is simply to identify our position in relation to those others. London Video Arts, as stated above, is primarily dedicated to video art and its attendant needs, and in this context we believe it is most relevant to approach yourselves for financial support.

Below are some pointers to our intentions and requirements.

1. London Video Arts has been initiated, and will be administered by, practising video artists.

It will operate as a strictly non-profit making organisation. It will attempt to promote the fast emerging video artists and ~~there~~ work in this country.

It will attempt to expose Britain to video art from abroad. (The title London Video Arts in no way is intended to imply exclusive coverage of London based artists, it is merely to identify the geographical locale).

2. Tape Library. Artists are being invited to submit tapes on loan (ie copies). These will be catalogued indicating the artist's fee per single showing. LVA will retain only a minimum percentage (probably 10-15%) for handling and postage. Tapes will be insured on arrival at LVA. Formats suggested are both: open reel $\frac{1}{2}$ inch EAIJ/CCIR European standard High Density and Sony U-matic $\frac{3}{4}$ inch cassette (PAL and NTSC). Tapes on other formats could be transferred by arrangement with the artist.

* Funding required for library administration time, insurance, and one VTR of both formats plus a monitor for check-out of material etc. See below.

3. Exhibition Venue. It is proposed that a warehouse-type space be acquired for playback of tapes and the showing of installations and performances.

* Funding required for the running costs of the space, advertising and etc. If equipment were acquired for check-out of library material this could be employed for showings. However it

would require suppling with at least one other VTR and extra monitors. See below.

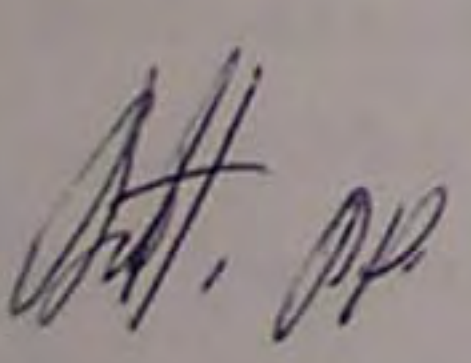
4. Workshop. The Exhibition Venue would be extended to include the making of tapes and experimentation with environmental works and performances.

*Funding required for this would entail at least small scale studio facilities, initially three small studio cameras, tripods and lighting, VTRs already possibly acquired for the Library and showing, plus edit machines (preferably U-matics), special effects/camera mixers, preview monitors and sound recorders. Portable VTRs and cameras would equally be essential. Fees for artists or others involved in ^uequipment care and maintenance would also be needed together with a subsidy for fittings and internal construction.

FUNDING

London Video Arts recognises that the finances required as broadly indicated in 2,3 and 4 above rise to a considerable amount and it would not necessarily expect the Committee to be in a position to meet these requirements in their entirety at this first application. However, we have set out on the attached sheet our budget divided into the three distinct sections - Library, Exhibition Venue and Workshop. The first two could be so closely linked in terms of equipment requirements that they may perhaps be considered as one at this initial stage? The Workshop would of course require considerably more but nevertheless it has been entered for your subsequent attention.

Yours sincerely


Organising Committee LONDON VIDEO ARTS

David Hall, Steve Partridge, David Critchley, Pete Livingstone,
Roger Barnard, Tamara Krikorian, Jon Turpie.

LONDON VIDEO ARTS

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

4 December 1976

temp address:
17, Dawson Place
London W2.

ESTIMATION OF BUDGET REQUIREMENT

1. TAPE LIBRARY/DISTRIBUTION

a. Capital Equipment (for monitoring tapes)

The following prices are the current retail figures.

*Suppliers have warned of an approximate 20% increase on all goods at the 1st January 1977.

1 x 1 Sony U-matic record/playback $\frac{3}{4}$ " tape cassette VTR type V01810 (this would be used also for tape transfer where applicable, and is capable of playing both PAL/European and NTSC/American tapes) £ 995.00

AV3620 1 x 1 Sony open reel record/playback $\frac{1}{2}$ " tape VTR type AV3620 (B/W EAIJ/CCIR - European High Density) £ 495.00

1 x 1 Sony Trinitron 18" colour monitor type CVM 1810 (capable of PAL and NTSC playback) £ 550.00

Test tapes, head cleaner, extra cables etc. £ 150.00

sub total £ 2190.00

* If equipment is purchased after 1st January 1977 this will add 20% price increase 438.00

sub total £ 2628.00

Note. During the first year equipment will be covered by manufacturers warranty. In the subsequent years it is suggested that a servicing contract be arranged at approximately 12% of capital value recurring annually.

b. Administration. All the following items will recur annually.

Artists' wages for time engaged in catalogue preparation, correspondence, handling, equipment care, organisation of promotion and publicity, etc. £ 3000.00

(TAPE LIBRARY/DISTRIBUTION Admin - continued)

Catalogue printing. Cover plus inserts	£ 300.00
Publicity material, news sheets, postage, stationary etc	£ 200.00
Insurances on above equipment and tapes	£ 200.00
Miscellaneous. Telephone bills, spare tape etc	£ 150.00
	<hr/>
Annual recurring Admin costs sub total	£ 3850.00
	<hr/>
Tape Library/Distribution total in first year	£ 6478.00
	<hr/>

Note. This total does not include costs incurred in housing of equipment and tape - see below.

2. EXHIBITION VENUE

a. Equipment

The following will be supplementary to the basic equipment required for tape distribution. However it will not provide for tape making etc., only for the exhibition of existing work and the showing of installations and performances where additional equipment (cameras etc) are provided by the artist concerned. (See 3 below for full Workshop budget).

1 x 1 Sony open reel record/playback 1/2" tape VTR type AV3620	£ 495.00
4 x 1 ITC 20" monitors type PM201TS @ £248 each	£ 992.00
2 x 1 Extension speakers @ £70 each	£ 140.00
1 x 1 Amplifier (audio)	£ 60.00
Cables etc.	£ 150.00
	<hr/>
Ex/Ven equipment sub total	£ 1837.00
	<hr/>
Plus 20% increase at 1st January 1977	£ 367.00
	<hr/>
Ex/Ven sub total	£ 2204.00
	<hr/>

(continued...)

(EXHIBITION VENUE - continued)

b. Housing (including Tape Library)

Annually recurring costs:

Approximation of rent and rates of estimated 1500-2000 sq.ft. space in Central London	£ 3000.00
Lighting and heating	£ 400.00
Telephone bills (additional to tape library use)	£ 100.00
General maintenance	£ 300.00

Housing annually recurring sub total £ 3800.00

c. Housing (including Tape Library)

Capital Expenses:

Basic improvements and additional internal structure for library material and equipment	£ 1500.00
Second hand furniture (viewing chairs etc)	£ 250.00
Telephone installation	£ 60.00

Housing capital expenses sub total £ 1810.00

Exhibition Venue total in first year £ 7814.00

Grand total for Tape Library/Distribution and Exhibition
Venue (in first year)

£14,292.00

Subsequent recurring annual costs amount to
£7650 as above, not including servicing contract.

3. WORKSHOP

The exhibition space (above) would be improved by
the addition of items below to provide for the
making of works on the premises.

Additional studio equipment

3 x 1 National Studio cameras type WV341 with viewfinder (B/W) @ £335 each	£ 1005.00
---	-----------

(continued...)

(WORKSHOP - continued)

3 x 1 Samson TV camera tripods type D3 @ £205 each	£ 615.00
1 x 1 National mixer/gen lock/luminance key type WJ546N	£ 645.00
1 x 1 National colour/BW 1/2" tape edit VTR	£ 995.00
2 x 1 Sony U-matic edit VTRs type V02850 @ £2995 each	£ 5990.00
1 x 1 Sony Edit Control Unit (to match edit U-matics) type RM 400 (This unit is under review since there are better versions now appearing on the market)	£ 565.00
3 x 1 ITC 5" Preview monitors at £103 each	£ 309.00
1 x 1 ITC 9" Preview monitor	£ 109.00
1 x 1 Sony 11" Monitor/receiver type CVM110	£ 140.00
2 x 1 Complete Sony Portapak units (Camera/ VTR and Charger for 1/2" High Density tape) @ £950 each	£ 1900.00
Accessories, cables and etc	£ 1000.00
Capital Workshop equipment sub total (add 20% after 1st January 1977)	<u>£ 13273.00</u>
b. <u>Workshop organisation /care of equipment & etc</u> Annually recurring costs:	
Artists'/technical assistance	£ 3000.00
Equipment insurance	£ 1000.00
Replacements and other recurring technical needs	£ 2000.00
Annually recurring costs sub tot.	<u>£ 6000.00</u>
Workshop expenses in first year total	<u>£ 19273.00</u>
GRAND TOTAL OUTLAY first year	<u><u>£ 33,565.00</u></u>