

7/9/82

Lva

London video arts

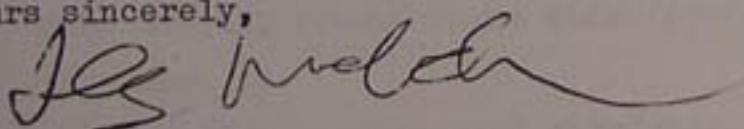
79 WARDOUR STREET LONDON W1 TEL: 01-734 7410

VAT No. 340 7349 65

Dear Rodney,

thanks for your recent letter advising us to submit an application for the remainder of this year's loss guarantee for LVA shows. Before proceeding to facts and figures, I'd like to make a couple of points: Firstly, because our original application for £2,800 was split exactly in two, representing two six month periods, while at the same time, the majority of shows happen during the second six months, we are not able to submit accounts representing the full amount of the first half year's guarantee, i.e. £1,400. However, as we shall anticipate losing more than £1,400 during the second six months, our accounts at the end of the year will correspond to the original figure of £2,800. Secondly, as we now have a permanent exhibition space in the AIR Gallery, we are aiming to augment our existing programme of weekly events with other talks, seminars, performances and installation shows. Fuller details of these proposals are included with this application, and until we have a clearer idea about the costs involved in running a permanent gallery, we can not adequately make provision within our existing application, for this expansion of activities. However, in the short term we will be beginning, in coming months, to promote supplementary events intended to broaden the scope of our regular thursday shows, and this will inevitably result in a loss greater than that predicted for our basic programme of thirty six shows per year. You will also be interested to know that in January next year, in direct collaboration with the AIR Gallery, we shall be mounting a three week video installation exhibition occupying the entire three floors of the gallery. Finally, I hope that the information given with this application will be sufficient to allow for a loss guarantee to be extended for the next six months, and that the panel will be able to consider our proposals for the running of the AIR Basement as a permanent video gallery & workshop.

yours sincerely,



Jez Welsh.

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To the Arts Council Film and Video sub committee.

LVA at AIR: the opening of the AIR Gallery basement as a permanent gallery and workshop space for London Video Arts.

It has recently been agreed by the management council of the AIR Gallery to make the gallery basement available on a permanent basis to LVA, with AIR retaining limited usage of the space by arrangement between the two parties. This means, in effect, that LVA is now in the position to institute a full exhibition programme, establishing the only gallery in London at present to devote itself entirely to the promotion of video. It also means that we shall be in the position to offer our members limited usage of the space as a production studio, and that we will be able to realise our aim of setting up training courses in video production.

All of this, of course, will demand a substantial input of finance from various quarters, the precise nature of which will be determined once a concrete policy for the running of the space has been worked out. However, it is apparent that whatever the details of our use of the space eventually turn out to be, and however time is divided between exhibition and studio use, the extra costs of running the gallery are readily apparent. The areas in which gallery funding will be required include Space costs (rent, heat, light etc.); Staffing (one full time gallery supervisor who will also be responsible for the administration of exhibitions, publicity of events, co-ordination of gallery use) Publicity (which will be shared between LVA and AIR) Exhibition costs and payment to artists.

The purpose of this document is to inform the panel of our intentions, and to request that they be prepared to consider an application from LVA for funding for the gallery. We shall be starting to expand our use of the space during the coming shows season and we shall aim to have more comprehensive information available by the time the panel meets again. In the meantime, any advice would be most welcome.

Jez Welsh. LVA

LVA shows programme for the period April-July 1982.

April:

- 15: Robert Randall & Frank Bendinelli; visiting australaian video artists.
Audience; 31
- 22: Basix T.V. 'The Billy Basic Show'; live t.v. 'quiz show' (performance)
Audience; 48
- 29; Mark Fischer & tony Ousier; visiting U.S. artists. Selection of tapes and
introductory talk. Audience; 30

May:

- 6: Mick Hartney; a selection of vintage tapes from the 1960's, with an
introductory talk. Audience; 20
- 13; 'Woman Live' video tapes, tape/slide & performance by women artists, organised
by Marion Urch and Zoe Redman. Audience; 40.
- 20; Tapes from 'MonteVideo, Amsterdam, selected by co-ordinator Rene Coelho; tapes
by Ulises Carrion & Moniek Toebosch. Audience 28.
- 27: 'Women Live' the second part of a mixed show.
Audience: 38

June:

- 3: Fast Forward; visiting U.S. artist; video, music & performance.
Audience; 56.
- 10: Carla Liss; visiting U.S. artist; video tape, slides & talk.
Audience; 36
- 17: John Scarlett-Davis & Graham Young; two London artists showing recent works
included in the LVA library. Audience; 40
- 24; Two Canadian artists; Jorge Lozano (Toronto) and Sur Rodney Sur (currently work-
ing in London); recent video tapes. Audience; 21

July:

- 1: Recent tapes from the LVA library; Chris Andrews; Dion & Poloni; Tom Hickmore;
Fern Friedman & David Behrman; tapes from U.S., Canada, London & Brighton.
Audience; 20.
- 5-9: Events Week; five nights of student shows in video, performance, tape/slide;
Audience for week; 175.
- 15; Mike Stubbs, recent work; video/performance.
Audience; 12.
- 22: Peter Hatton; independent film/video maker from Wakefield, West Yorks & tapes
from LVA library by Servaas (Holland) Audience; 10

N.B. this programme differs from the proposed one originally submitted due to a few
unavoidable cancellations which have been passed over to the next series.

Shows season April - July 1982.

Breakdown of expenditure:

Fees paid to artists and guest selectors:	570.00
Events week (July 5 - 9)	
Artist's expenses, publicity, hire of extra equipment, internal transport and expenses:	354.00
Publicity costs for 14 shows:	203.00
direct overheads (inc. space costs)	215.00
Expenses, transport, administrative costs:	120.00
	TOTAL
	<u>1462.00</u>
Income from door receipts:	
14 shows	337.00
Events week	80.00
	TOTAL
	<u>417.00</u>
Loss for period April - July 1982:	<u>1045.00</u>

LVA Shows programme for autumn season 1982: (Dates not yet confirmed)

Kevin Atherton; tapes selected from LVA library & a new piece by the selector.

Tamara Krikorian; tapes selected from the LVA library.

Max Eastley; tapes selected from the LVA library.

Italian video; two shows of tapes to co-incide with the forthcoming exhibition of Italian art at the AIR Gallery.

Rodney Werden (Canada) recent video tapes.

Tom Castle (London) video & performance.

Arnaud Labelle Rojoux; french performance artist.

Sandra Elgear & Robyn Hutt (Toronto) performance artists, plus recent video tapes from Toronto.

Chris Rushton & Tony Mono; music/video collaborations.

Steven Woodrow, Julian Opie, Laurie Swarbrick; recent graduates from Goldsmiths College; video & performance.

Katherine Elwes; video tapes.

Zoe Redman; performance.

Stuart Marshall; a selection of tapes & introductory talk.

Denzill Everett (performance artists) a series of 'interval pieces' over a three or four week period.

Open submission show; an evening of tapes on an open access basis, solicited through press etc.

Fitzgerald and Sanborn; visiting U.S. artists show recent tapes.

Also, a short series of Tuesday events to complement the shows:

Dr. Mike Mair; researcher into non verbal communication and brain function, talking about his work and his use of video as an aid to his research.

The Basement Group; an a/v presentation including documentation of works by artists shown at the Basement, pieces by group members, and an illustrated talk about the Basement's policies and activities.

David Crowley/Albion Theatre Co. an evening of puppetry, video, theatre & music.

LVA workshop members' screening - an open screening of works produced through the production facilities of LVA.

JanuszSzczerek; a one day performance/installation.

NB: this list represents shows for the period September - December 1982. The second half of the year's loss guarantee will also cover the January - April period for which a programme has yet to be compiled.

LVA shows budget (projected) for Autumn/winter season 1982/3.

On the basis of our April 1982 application for a loss guarantee of £2,759.00 for the year, divided into two half year sums, we would now like to apply for the second half of this guarantee to be made available, and would also like to have it supplemented to allow for a number of extra events, as described in the proposed shows programme for the autumn season.

Please see attached copy of projected budget for original annual forecast.

Supplementary budget forecast:

For ten supplementary events between September 1982 and April 1983.

(These to include talks, seminars, screenings not ideally suited to our regular programme and other 'alternative' events.)

Fees for guest artists/speakers:	£425.00
Publicity costs:	£120.00
Fixed overheads:	£110.00
Transport, unspecified expenses:	£080.00

£ 735.00

Estimated income from door:	£225.00
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Projected shortfall:

£510.00

We would therefore request that this supplementary sum be considered alongside our outstanding application for £1,400, bringing the total application to £1,910 for the period September 1982 to March 1983.

London Video Arts:

Projected Shows Budget, 1982/83.

This estimated breakdown is based upon the balance sheet for the year ended 31st. March 1982, providing for an anticipated increase of 15% on direct overheads, publicity, and transport. Additional sums are included to allow for proposed expansion of the shows programme in the form of a one week open submission festival in July, and to pay a total of eight guest selectors over the year.

Payment to artists	1487.50
Direct overheads	430.10
Publicity	522.10
Transport/expenses	275.42
Administration Charges	100.00
Guest selectors @ £42.50 each	340.00
July open week (total budget for one week of events)	350.00
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+ tax estimated at 15 % (based upon previous year's <i>vat</i> <i>on door takings</i>)	3634.80
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Estimated income from Show admissions	875.00
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Projected loss for year 1982/83	2759.80
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