

The Museum of Modern Art



Department of Film

November 12, 1984

Rinaldo and Lorenzo Bianda
P.O. Box 434
6600 Locarno
Switzerland

Dear Rinaldo and Lorenzo,

I hope this letter finds you well and enjoying the autumn. New York has experienced very mild fall weather, so in more than a sweater one feels overdressed.

Before more time passes, I want you both to know how honored the Museum was to receive the Laser d'Or prize. We distributed a Press Release, and received several nice letters and phone calls in return. I also want to say that you are doing a wonderful job for the field. Your support and enthusiasm means a lot to this emerging art form. And the forum that you provide for people to screen and discuss experimental video is important. With such diversity to the applications of video, the more focusing that can be done at such congenial locations like your festival, the better off we all are.

With very best wishes for the upcoming holiday season.

Cheers,


Barbara J. London

The Museum of Modern Art Department of Film

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FOR IMMEDIATE RELEASE

MoMA'S VIDEO PROGRAM RECEIVES MAJOR INTERNATIONAL AWARD AT LOCARNO FESTIVAL

The Laser d'Or (Golden Laser), the "Oscar" of video art, was awarded to the Video Program of The Museum of Modern Art at the Fifth International Festival of Video Art in Locarno, Switzerland. Sharing the award this year were Michelangelo Antonioni and Woody and Steina Vasulka. Previous winners of the Laser d'Or are Nam June Paik, Francis Ford Coppola, Laurie Anderson, and the Belgian television station RTBF (Radio Television Belge de la Communauté Française).

A 13-member jury representing AIVAC (Association Internationale pour la Vidéo dans les Arts et la Culture) is responsible for conferring the award. Members of the jury this year included Wulf Herzogenrath (Kölnischer Kunstverein), Dany Bloch (ARC, Musée d'Art Moderne, Paris), Enrico Fulchignoni (UNESCO), and writers René Berger and Vittorio Fagone. In a separate presentation, RTBF cited Barbara London, director of MoMA's Video Program, for the excellence and diversity of her programming of the American selection at the festival.

The International Festival of Video Art was founded and is organized and directed by Rinaldo and Lorenzo Bianda. This year's festival, held from August 4-10, focused on discussions of electronic image-making and on the presentation of new, independently produced videotapes from some ten countries. Collateral events included a production workshop by the Vasulkas and the screening of recent productions by Jean-Luc Godard, RAI, and participants in the Siggraph 84 computer graphics conference in Minneapolis.

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For further press information, please contact Stuart Klawans, Film Press Representative,
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