

# 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.

August 1984

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For further press information, please contact Stuart Klawans, Film Press Representative  
The Museum of Modern Art, 11 West 53 Street, New York, New York 10019 (212) 708-9752.

## MoMA'S VIDEO PROGRAMMA RICEVE IL PRIMO PREMIO INTERNAZIONALE AL FESTIVAL DI LOCARNO

Il Laser d'Or è stato conferito al video programma del 'Museum of Modern Art' al quinto Internazional Video Festival di Video Arte a Locarno, Svizzera. Partecipando al premio quest'anno erano Michelangelo Antonioni e Woody e Steina Vasulka. Precedenti vinciatori del Laser d'Or sono Nam June Paik, Francis Ford Coppola, Laurie Anderson e la stazione televisiva RTBF (Radio Télévision Belge de la Communauté Francaise).

Una giuria di 13 rappresentanti dell'AIVAC (Association Internationale pour la Vidéo dans les Arts et la Culture) è responsabile per conferire il premio. Membri della giuria di quest'anno erano fra altri Wulf Herzogenrath (Kölnischer Kunstverein), Dany Bloch (ARC, Musée d'art Moderne, Paris), Enrico Fulchignoni (UNESCO), e gli scrittori Renée Berger e Vittorio Fagone. In una presentazione seperata, RTFB ha citato Barbara London, direttore del MoMA Video Programma, per la sua superiorità e diversità della sua programma della scelta americana per il festival.

Il Festival Internazionale di Video Arte è stato fondato ed è diretto e organizzato da Rinaldo e Lorenzo Bianda. Il festival di quest'anno, tenuto dal 4-10 agosto si concentrava su discussioni delle produzioni di immagine ellettroni e sulla presentazione di nuovi, indipendenti prodotti videotapes di circa 10 paesi. Avvenimenti collaterali comprendavano un laboratorio di produzione dei Vasulkas e la proiezione di produzioni recenti di Jean-Luc Godard, RAI, e partecipanti nella conferenza Siggraph '84 di computer graphica a Minneapolis.

Agosto 1984

# The Museum of Modern Art

August 24, 1982

Department of Film

Rinaldo Bianda  
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P.O. Box 434  
CH6600 Locarno  
Switzerland

Dear Rinaldo,

Being back in New York is a bit of a shock - mountains of mail and upcoming shows to complete in a short amount of time. So now I escape in my mind to your beautiful part of the world, where I spent such lovely days.

Thank you for inviting me to participate in the video festival. It provided a good opportunity to talk with other people involved in the field, and to see new work. I will work on sending you the bibliography by the end of September.

In the meantime, I wanted to give you to have the addresses of the artists whose work was shown, so that they can be paid the \$50. These are listed on the enclosed page. When you have a chance, please send back Edin Velez's videotape to the Museum.

Edin was delighted with his award. He is working on a new project, and was "in the dumps" this week. So this recognition came at the right moment to cheer him and to boost his morale.

Before I close I wanted to say that you and your family all did a wonderful job, handling so many people and so much information. Your spirit, kindness, and enthusiasm is unique in this world today.

With best wishes,



Barbara J. London