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INTRODUCTION

This is a new scheme designed to encourage the showing of artist's video and to offset some of the costs that are incurred in the successful presentation of video.

The Artists' Film and Video Committee was formed in 1972 expressly to give financial support to avant-garde, experimental film and video making. Besides funding the production of film and video, the Committee also supports the distribution and exhibition of work. As part of the over-all strategy a scheme called "Film-makers on Tour" was launched at the beginning of 1977 to enable film-makers to present, in person, programmes of their work and expanded cinema shows. Video-Artists on Tour extends the scheme to video, taking into account the specific requirements of this developing medium.

The idea of the scheme is that video artists should personally introduce a programme of their work and be available to discuss it or answer questions afterwards. Informing the scheme is the belief that a personal presentation by the Artist helps make the work accessible, opening up a dialogue between the artist and the audience. This is particularly important with video-art as the medium is new and the range of ideas and the ways in which they are presented vary considerably and require particular forms of presentation. The newness of the medium and its radical difference from broadcast television can make the work appear difficult and even alien. The presence of the artist will, it is hoped, contribute to understanding and enjoyment.

The present scheme involves the video-artists included in this publication, but is not exclusive to them. If you wish to have a presentation by a video-artist whose work is eligible for support from the Artists' Film and Video Committee, and they agree to the terms of the scheme, it can be extended to them. Please ask the video-artist to contact the Film Office to discuss eligibility and the implementation of the scheme.

Further information about these and other video-artists can be had from the Film Office or from London Video Arts, the independent organisation for the promotion of video art, at 13 Little Newport Street, London WC1.

How it works

1 A fee of £32.50 (£37.50 for distances in excess of 125 miles each way) plus expenses has been agreed with the participants. The host organisation booking a programme will only have to contribute £15 towards this amount, payable to the Arts Council, and the Arts Council will provide the fee and the travelling expenses. The Arts Council will invoice the organisation for its contribution. If an admission charge is made the organisation must agree to pay the video-artist the full appropriate tape hire fees, but is no longer required to pay the £15 contribution to the Arts Council. A similar adjustment is made to the video-artist's fee.

2 An important part of video-art is video installation work, and it is hoped the scheme will encourage small-scale installations. Payment rates for installations should be discussed with the film office before final arrangements are made between artist and host organisation.

3 Participants are issued with claim forms setting out the terms in detail and these must be completed by the artist and the participating institution at the time of the presentation.

4 If you wish to book a programme you should contact the video-artist directly, to discuss the details of the programme and the venue. The video-artist will then deal with the Arts Council concerning the subsidy of the presentation.

5 There is no restriction on the number of programmes or video artists that can be booked. In fact, it is hoped that seasons of visits may be arranged.

Equipment and travel

Probably the biggest inhibiting factor in the showing of video art is the scarcity of equipment. There are also a number of incompatible standards in the video field, although distribution is becoming standardised on Sony U-Matic cassettes. Included in the Video-Artists on Tour scheme is the free use of a Sony U-Matic and colour monitor owned by the Arts Council, a second U-Matic being housed at London Video Arts. The venue should work out details of requirements with the video-artists who will make the loan arrangements. In the event of overlapping dates, equipment availability will be on a first come, first served basis.

The artist's travel expenses and the transportation of equipment are expected to be covered by the second-class rail fare or 10p per mile motor allowance. Other transport costs can only be accepted if agreed with the Film Office in advance.

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