

LONDON VIDEO ARTS

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

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

The Factory
52, Acre Lane,
Brixton,
London SW2.
June 13th 1977

Dear Rodney Wilson,

Further to our discussion on Friday 20th of May, please find enclosed the following additional information as requested; Catalogue introduction, details of library and exhibition space. This, together with our letter to you of 26th January, constitutes our application for funding. (Please note that prices of capital items were correct as of January 1977 but may now need adjustment).

We have now formed a Steering Committee namely Stuart Marshall, Tamara Krikorian, Pete Livingstone, David Hall, and Jonnie Turpie with three executive officers namely Roger Barnard (Chairman), David Critchley (Secretary), Steve Partridge (Treasurer).

The steering committee pursues a policy of open accessibility to the catalogue/library, and use of capital equipment and inclusion in the catalogue is open.

Yours Sincerely

R. Barnard (Chairman)

S. Partridge (Treasurer)

for LONDON VIDEO ARTS

LONDON VIDEO ARTS

London Video Arts is a non-profit making organisation initiated and administered by a number of artists working in the United Kingdom concerned for the execution, promotion and distribution of video works essentially of an experimental/aesthetic nature.

In recent years several important tape and installation shows have occurred in this country, and it is clearly apparent that an organisation such as LVA will perform an invaluable function as a nucleus for the correlation of these activities.

It is a source for art tape hire, which will include tapes from abroad (hitherto unobtainable here); provides venues for regular shows of video works and related events; and ultimately will provide a workshop for the production of such works.

THE TAPE LIBRARY

Anyone working experimentally with the medium, and anyone documenting artwork in the medium, is eligible for inclusion - the emphasis being towards artists' tapes and/or video as art.

LIBRARY ACCESS

The catalogue is available to anyone interested in viewing/showing tapes. As well as individuals, this includes educational institutions, arts centres, industries and other organisations. Any tape from the catalogue may be viewed during normal working hours in the library, but a small maintenance charge must be charged.

LVA seeks to enable the artist/tape maker to reach as wide an audience as possible, and to encourage and stimulate enthusiasm of those individuals, institutions, arts centres, industries etc, having little or no acquaintance with viewing artists' video.

An important aspect of LVA's operation is the inclusion of tapes from abroad (the title London Video Arts is in no way intended to imply exclusive coverage of London based artists, it is merely to identify geographical locale).

LVA also holds regular shows of tapes from the library, new acquisitions, installations, performances, and related events, at its exhibition space.

The rate
program

RATES OF HIRE

The rates of hire set out below relate to the hire of video tape programmes for specific purposes and specific periods of time. Please note that LVA does not offer the programmes for sale, these remain the property of the artist who retains copyright in them.

maximum length of time tape may be hired	Tapes up to 30 minutes	Tapes between 30 and 60 minutes
For the life of the tape	£120	£195
four weeks	£52	£75
One week	£21	£30
One day	£9	£12

NOTE: Periods above indicate the times when tapes are in the hirer's possession .

The hiring of a large number of tapes may be negotiated at lower rates by special arrangement.

The rates above include outgoing mail charges within the UK, however orders from abroad will be subject to additional charges. Contact LVA for details.

CONDITIONS OF HIREOrdering and return of tapes

1. Tapes are to be returned at the hirer's expense.
2. Tapes must be despatched to LVA on the day immediately following the last day of the rental period.
3. Cancellation of orders must be made in writing to arrive at LVA at least 5 days before the date of commencement of the hire, If no cancellation is made or is received later than 5 days before the commencement of hire a compensation fee will be payable at a rate fixed by LVA.

4. Payment should be sent with orders (see footnote)
5. Tapes must be returned in the same condition in which they were received by the hirer.
6. The hirer is responsible for the loss and damage to tapes on receipt, through the hire period, to arrival back at LVA.

Use of Tapes

- Tapes (i) may not be reproduced or copied in whole or in part;
- (ii) must be shown in their entirety and excerpts must not be shown;
 - (iii) must not be hired, loaned, or transferred by the hirer to any other institution or individual;
 - (iv) must not be broadcast or cablecast without the prior written consent of LVA.

FOOTNOTE: Anyone wishing to acquire works under different terms to cover special situations or institutional procedures should write to LVA with details of their requirements.

Please order at least 21 days in advance.

CATALOGUE TAPE CODING/ TECHNICAL INFORMATION

All tapes listed in this catalogue are either one of the following two formats:

1. U-Matic $\frac{3}{4}$ inch cassette (PAL or NTSC) European or North American.
2. Reel to Reel $\frac{1}{2}$ inch high density BIAJ/CCIR - European standard.

COST CODE: Tapes up to 30 minutes are coded A
 Tapes between 30 and 60 minutes B

This is then followed by the format code:

U-matic cassettes

Works on cassette are coded: UM (U-matic) / C (colour) or BW (black and white) / PAL (European standard) or NTSC (North American standard).

Hence, for example, a 30 minute U-Matic cassette made in colour from the USA will be coded A/UM/C/NTSC; or a 60 minute cassette made in black and white from the UK will be coded B/UM/BW/PAL.

Important technical note; U-matic cassettes made in the Pal system will play on most U-matic machines available in Britain. However, cassettes made in the NTSC system must be played on a) Sony U-matic machines which are Pal/NTSC switchable, and are b) coupled with either the special Sony

Trinitron, or another monitor capable of NTSC reception.

Reel to reel $\frac{1}{2}$ inch High density EIAJ/CCIR

Works on this format are coded RR/HD.

All works will be black and white, therefore the only variations will be the prefix cost code A or B (see above).

Important technical note: These tapes should always be played on Sony AV series, or other manufactures' equivalent machines, specially designed for high density EIAJ European standard operation.

INSTALLATIONS / LIVE PERFORMANCES

A number of artists working with closed circuit installations and/or live video performances are included at the rear of this catalogue. Anyone wishing to stage one or more of these works, or requiring further details should contact LVA.

DETAILS OF LIBRARY AND EXHIBITION SPACE

LVA has recently obtained premises at The Factory, 52, Acre Lane, Brixton, London SW2. This building is administered by the Acme Housing Association and provides working space and other amenities for over 25 artists, sculptors, painters, a musicians collective, and London Video Arts.

THE ACCOMMODATION

1. Library/Office

This is a ground floor room measuring 13 feet by 12 feet with a ceiling of 8 feet, and is adjacent to proposed sound studios and the exhibition area. The room requires general decoration and the addition of shelves, telephone and office equipment, as well as the video equipment - U-Matic cassette player, Sony AV series VTR, and Trinitron Monitor - necessary for the functioning of the library and tape distribution.

LVA is administered from this office manned on a rota system by the Steering Committee and other volunteers.

Library tapes may be viewed here by prospective hirers at a nominal charge. The playback facility itself is open to anyone wishing to view other tapes.

2. Exhibition Area

This is on the ground floor and measures 37 feet by 22 feet with a ceiling of 12 feet. Access to this space from outside is afforded by a double door.

This is an exhibition area for the tenants of the Factory. A gallery committee drawn from these people will administer this space, fitting it out, and deciding the allocation of dates for shows. Preliminary discussions are taking place and it is expected that shows will start in the autumn. Funds are available from Acme to prepare the room for Exhibition purposes.

LVA is proposing to put on monthly shows. These will include screenings of new additions to the library, tapes already in the library, installations and related events. A nominal charge will be made at the door, and all members of the public will be welcome.