

# AIR GALLERY

6 & 8 Rosebery Avenue  
London EC1R 4TD  
01 278 7751

13th September, 1985

16 SEP 1985

Sarah Wason  
Arts Council of Great Britain  
105 Piccadilly  
London W1V 0AU

Dear Sarah,

AIR GALLERY / LONDON VIDEO ARTS - VIDEO WINDOW BOX

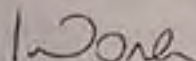
Thank you for spending time with Jez Welsh and myself the other day going through the project - it was very helpful.

Please find enclosed an amended budget; I'm afraid I made an error with regard to the cost of the editing facilities at LVA - they should have been costed at £1,080.00 and not £1,800.00 as I had stated. I have also enclosed an outline of the collaboration, our shortlist of artists, and a breakdown of commissioning costs. As you know I will also be away for two weeks from the 16th September. If any further information is required however, Jez Welsh will be available at LVA to fill in any gaps.

I hope however that the attached provides you with all the information that you need.

Have a good holiday!

With best wishes.



Iwona Blazwick  
Director

cc. Jez Welsh, London Video Arts

#### Air & Space

Art Services Grants Ltd  
Registered Charity  
No. 267021

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The Window Box provides an opportunity for video artists to address a new venue - the street. Six artists will be commissioned to tackle a demanding brief - to make a video, no longer than ten minutes, using images with no sound, aimed at the passenger on top of a moving bus, the browsing window shopper, the commuter steaming in a traffic jam, or the casual passer by. The irresistible lure of a TV rental shop-window has established television's 'ambient' seduction. This project offers video artists the challenge of exploiting it's power outside the traditional context of the sitting room, videotheque or gallery.

The Window Box will comprise nine monitors stacked 3 along and 3 high. The monitors will be programmed by 3 VCR tape decks thus allowing each artist to use as many as 3 different films at the same time. The programme will consist of three, seventy minute tapes synchronised to run simultaneously. The programme will be prefaced by a short introductory section compiled by London Video Arts, which will include a brief explanatory section, credits and acknowledgements. Each artist's work will be prefaced by its title and author, and the signature image/logo for the Window Box.

The artists for the Box will be selected by Jez Welsh of London Video Arts and Iwom Blazwick, Air Gallery. We will attempt to showcase a diverse selection from current video practice, highlighting a variety of skills and approaches which we feel could be particularly exciting in the context of the street. Our proposed short list of artists encompasses a range of approaches from scratch and collage to narrative drama; they range from those artists who explore the actual nature of television as a medium to those whose work addresses community, political or ideologically based issues.

The project has been designed as a touring show for venues with a 'shop front'; where a public gallery may not have a street facade, we hope they may collaborate with another venue, such as a sports or information centre, even a shopping mall to present the Box.

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In order to make the installation of equipment as economical and simple as possible, we are approaching high street TV rental shops such as DER, Granada or VisionHire to provide as sponsorship, the decks and monitors for each venue. All the technology will be VCR domestic format. The tour will physically comprise just three video tapes. Copy tapes will allow the project to be presented simultaneously in different parts of the country.

The Box will be accompanied by an A3 leaflet with text about the project, information about each contributor, and stills from each piece, available free of charge.

Each artist will have up to three weeks production time using LVA as their facilities base. They will be paid a flat fee of £250.00 in addition; this will cover the London screenings and the subsequent tour. We hope the project will be presented in different parts of Britain throughout 1986/87.

AIR

GALLERY  
BOOKSHOP  
BASEMENT

6 & 8 ROSEBERY AVENUE  
LONDON EC1R 4TD  
01278 7795

A I R G A L L E R Y / L O N D O N V I D E O A R T S  
V I D E O W I N D O W B O X

Proposed short list of artists:

Kevin Atherton  
Duvet Brothers  
John Scarlett Davis  
Kate Elwes  
Rose Finn Kelcey  
Gorilla Tapes  
Judith Godard  
Steve Littman  
Brett Turnbull  
Graham Young