

LONDON VIDEO ARTS

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

reg. no. 2162776

12/13, Little Newport St.
London WC2H 7JJ

phone: 01 734 7410

our ref: DC/ICA.

your ref:

date: 5 March 1981

ICA VIDEO LIBRARY/CINEMATHEQUE.

Dear LVA Member,

The ICA is opening a videotheque which is described in the enclosed ICA circular. They wish to have a copy of every tape in the LVA library, with your permission as copyright holder, for inclusion in their library. After discussion with the LVA steering committee the ICA has produced a contract, a copy of which is enclosed for your information. The ICA has asked LVA to contact our members on their behalf in order that we can attempt to answer some of the possible questions that you may have about their proposal.

1. The basis of the ICA library will not compete with LVA as a distribution outlet for your work. It could be seen more as a showcase for work, or as a viewing theatre for prospective hirers of the LVA copy of your tape.
2. With regard to royalties, £1.00 per hour, 50% of which is payable to you may seem little in relation to the LVA rate, but it should be remembered that this is £1.00 per personer hour, and that the tapes will be available every day. This is an untried method of payment, and only time will tell how it works in practice.
3. The ICA have suggested, where possible, that artists should make compilations to last as close to multiples of half an hour as is possible. Each half hour will be charged at 50p to a viewer, and it seems that tapes will be paid for by the ICA to the nearest half hour. Again it remains to be seen how this will work in practice. You can withdraw your work under the terms of item 2 on the ICA contract if you're not happy about the way things go.
4. The ICA have suggested that artists could have their royalties processed via LVA, as is the case with the London Film makers Co-op agreement. This would mean that LVA would take 33&1/3% of the 50% of the box office takings at the ICA. This it was suggested, would be an altruistic gesture of support for LVA by the artists involved. However, this is not LVA's own suggestion and it will be assumed that you wish to recieve royalties in full direct from the ICA unless you indicate otherwise.

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5. The ICA would like to make copies direct from your masters but if this is not possible, do you agree to a copy being made from the tape in the LVA library?
6. The ICA's catalogue will contain LVA's address next to every tape which is available for hire through LVA, plus full information of procedure for hiring through LVA. This should be good promotion for further hirings of your work.
7. Putting a tape in the ICA library should not adversely affect future hiring of your work through LVA. As tapes cannot be shown outside the ICA, it would be impractical and costly for college parties to substitute trips to the ICA for hiring from LVA, though small groups may go, and then wish to hire from LVA for wider viewing at a provincial college or gallery.
8. No fees will be recieved by anyone for initial inclusion in the ICA library.

These points cover the main questions asked by the LVA steering committee of Alex Graham and Archie Tate who are organising the videotheque. The final decision whether or not to include tapes remains with you, and there will be an open meeting at the ICA on the 23rd of March at 7.30pm where you can ask further questions and air your views on the project. However LVA will keep you informed of any other issues which might arise, and will remain your British agent for tape distribution.

If you wish to include your tapes in the ICA videotheque, please contact LVA or Alex Graham at the ICA. If you cannot make it to the open meeting but have any further queries, please contact LVA.

Look forward to hearing from you,

Best wishes,

David Critchley,
for LVA.

PS. If you have not already sent in information and tapes for the new LVA catalogue, please do so by March 31st or you will miss the copy date. DC.