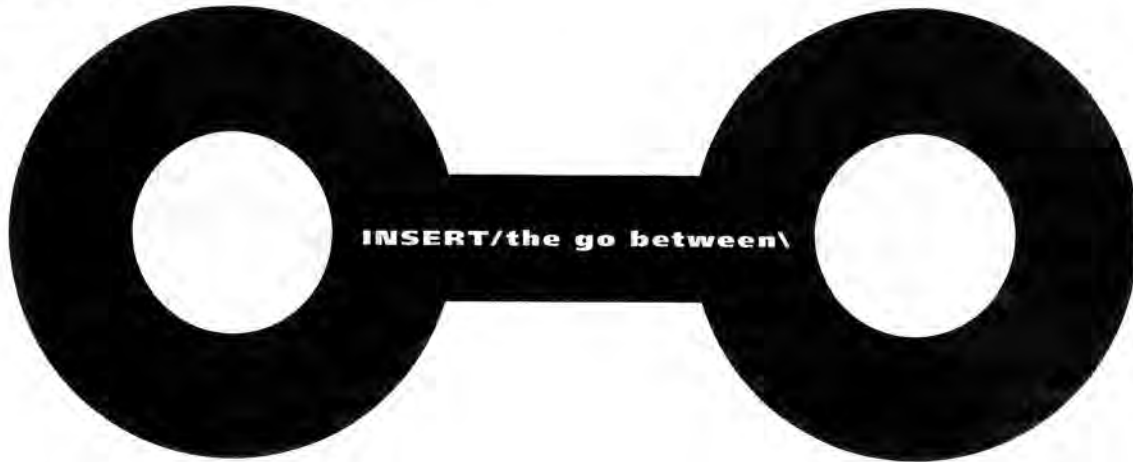


videomagazine



Film & Video Umbrella
2 Rugby Street
London WC 1N3QZ
Mike Jorns

Amsterdam, 12th of July 1994

Dear Mike Jorns,

As promised some information about our videomagazine.

INTRODUCTION

The incentive to start a magazine on video tape devotes to short films and video art arose after I had written a couple of scripts for the former. I wondered: 'Where could I show them?' In a gallery? No. On television? No. In the cinema? No again. There simply is no suitable platform. So why not create one myself?

Of the ample supply of outstanding short films/video art the public is only allowed a glimpse: during festivals and every now and then, haphazardly, on TV. This is absurd. The genre deserves much more attention than it is getting now. If Moses will not come to the mountain, the mountain will come to Moses. **INSERT/the go between**, a magazine on video tape, will bring top quality short films/video art right to your home, and the emphasis will be on European work.

While commercial cinema's are trying to minimize their losses and recreational reading is supplanted by 'TV watching', film houses are thriving as never before. Film enthusiasts are fed up with insipid fast-food from America. They want more quality and depth. They are interested in new films, and European film makers are moving towards centre stage. Surely people are acquiring a taste for 'owning' classics & quality pictures. **INSERT/the go between** agrees with this trend.

Video is the very thing. The recorder allows one to watch TV at a convenient time. Before long this machine will be found in more than 50% of the European households. The house is packed, the show can begin.

Ignored by television, cinema's and galleries, the short film/video art needs an extra vehicle badly indeed. The magazine could also profit organizations by acquainting the public with the genre. This in turn might lead to (even) more people flocking to programmes, exhibitions and festivals.

A lot of outstanding work is now sitting on shelves gathering dust. After the show it seems to vanish from the earth. The magazine offers the possibility to keep a part of it within easy



reach.

The tape will be kept as 'clean' as possible. Firm logo repetition is a no-no and so the postpopular data flashes for credit lists too. Styling will not meet the eye. The tape will be 'film' from beginning to the end. It's packaging will also contain a booklet with detailed information and translations of spoken text so, the buyer to be can find information about the tape's content the way he or she is used to: on paper.

The first issue will come out the last week of September 1994 (a novelty during the Dutch Filmdays in Utrecht) and the second on the 1st of December 1994. Distribution in Holland only. Number 3 and 4 will be available throughout Belgium and Holland. The 5th issue will be available in England, Germany, Belgium, France and Spain. The 9th issue all over Western Europe.

INSERT/**the go between**\ will appear 4 times a year and will be available at book stores. The tape will contain at least 1 and 1/2 hour of footage and costs f 29,90.

The more promoting text:

THE magazine on video tape
for short films/video art
collected from and
distributed
all over Europe

Compile your very own collection of short films/video art. By subscribing to this fabulous magazine of by buying it in bookshops or videotheques. Collect material you'll never see on tv or in the cinema. Enjoy it in the privacy of your home!

Content

If the material is recent, less recent or not recent at all is beside the point. Only quality and length matters.

Introduction	Presentation of Mr. Insert (leader)
Main item	A longer short film (max. 20 min.)
Items	Short films
	Video art
	Masters of the short film
	Animation
	Commercials
	Documentaries
	Top graduation films
	Cult-sexfilms
	Loops/bits & pieces/found footage
	Inserts made by different artists
Go between	Mr. Insert says good-bye (bumper)
Colophon	

How and when
INSERT/**the go between**\
will be released.



The first issue will come out the last week of September 1994 in fully cooperation with the Nederlands Filmfestival, Utrecht Holland. An introduction campagne will be organized during the festival (a press showing, festive presentation of the first issue, a promotion campagne and the possibility for sale on the premises). By a Dutch artist a 2-person, dismantable cinema will be created, as a selling point during the festivals and in chic department stores.

The second issue will come out on the 1st of December 1994. Distribution number 1, 2, 3 and 4 in Holland/Belgium only. The first issue will contain only Dutch short films/video art, for the second we are looking for European material.

I'll take advantage of the time between Sept. '94 - July '95 to organize the European team of editors, the European distribution network and promotion campagne. September 1995 the European issues will be launched.

appears edition	4 times a year 3,000 first 4 issues (Holland/Belgium) 1994/95, 15,000 (England, Germany, Holland, Belgium, France and Spain) 1995/1996 25,000 issues distribution all over Western-Europe 1996/1997
price	f 29,90, subscription f 115,- (very cheap because art is communication and not elitair)
first issue distributor	presentation during the Nederlands Filmfestival, Utrecht Movies Select Video/Betapress
design	Klaas Huizenga en Paul Kooiker
head editor	Leonie Greefkens
marketing	Aurelius, Diana Wind

INSERT/**the go between**\ is not
a cerebral theoretical magazine,
but is PURELY VISUAL

Why INSERT/**the go between**\

INSERT/**the go between**\ a magazine on video tape, aims at making short films/video art accessible to a large audience.

INSERT/**the go between**\ will actively promote and collaborate with European artists and organizations.

INSERT/**the go between**\ is not only for the film house and festival incrowd, but strives to reach a much broader public: people who, in the privacy of their homes, want to keep in touch with developments in the short films/video art.

A new magazine that is not ABOUT films/video art,
but COINCIDES WITH IT.

INSERT/**the go between**\ stimulates distribution of short films/video art in Europe.

INSERT/**the go between**\ will further the supply of short films/video art, because it gives makers the opportunity to show their work without delay.



INSERT/**the go between**\ will make a distinct contribution to European film life, which is still too often dominated by pictures from America.

INSERT/**the go between**\ will purchase material from all over Europe and distribute it on same scale.

INSERT/**the go between**\ offers the possibility to keep a part of outstanding work within easy reach. Work that is now sitting on shelves gathering dust, vanishing from earth after the show.

We hope you found it interesting and you never know what future will bring.

friendly greeting

Leonie Greefkens
Diana Wind