

LONDON VIDEO ARTS

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

C/O 61 Fairmount Rd
London SW2

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

8th March 1978

Dear Rodney,

London Video Arts Catalogue 1978

As we discussed on the telephone, the London Video Arts Catalogue is ready for printing. It will comprise of tapes for rental and sale and descriptions of installations and performances. There will be more than 250 works listed from 80 artists.

We have found that due to the tremendous response for inclusion - resulting in more material than we visualised, and the increase in printing costs, the £300 that we had originally estimated for its production is now insufficient.

Therefore we have set out below, for consideration by your Committee, a recently revised estimate based on quotes from two printers (Goodwin Press and Expression Printers) which we believe to be reasonable and both printers being experienced in dealing with such work.

You will also receive a 'dummy' copy of the catalogue - most of which is still in the original typewritten form. However this will give you a clear idea of the content.

Catalogue in an edition of 1000

Size: A4

Cover: Astrolux card with printed image on front

Paper: 90 GSM

Binding: Loose leaf slide

40 pages (printed both sides) of type, line drawings and $\frac{1}{2}$ tone photographs printed off-set litho comprising:

Introduction, conditions and rates of hire
Videotapes with artists' statements and biographies
Installations/Performances

Printers quote	£750
Typesetting	£ 50
	<u>£800</u>
Funding previously received	£300
Total required	<u>£500</u>

Yours sincerely,

David Hall
S. Marshall

For LVA Steering Committee