

LETTER CIRCULATED TO ARTISTS.

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LONDON VIDEO ARTS

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

temp address:
17, Dawson Place
London W2.

L.V.A. is a non-profit making organisation recently initiated by us in order to further the promotion of video art in Great Britain.

The organisation plans to establish a video library which will be a source for art tape hire; to create a venue for regular shows of video art and related events; and ultimately to establish a workshop for the production of such work.

There are at present a number of institutions, organisations and galleries throughout Britain which have a potential interest in showing artists' tapes. Until now there has been no viable source in Britain from which to hire these works. Therefore the first stage of our activity is to provide a library facility backed up by a catalogue of relevant information for the guidance of hirers.

If you are interested in copies of your work being included in the library we would be pleased to hear from you and receive your tapes. However when doing so please bear in mind the following:

To reduce complications we think it best to handle tapes only on the following two formats: $\frac{1}{2}$ inch EALJ/CCIR European standard High Density (reel to reel) and $\frac{3}{4}$ inch Sony U-matic cassette PAL/NTSC.

Because we can only accept liability for tapes to raw stock value all work should be copies and not master material.

We shall need information about the tapes for the catalogue: title, date, format, artist's statement/description and fee required per single showing (ie for each separate reel or cassette). L.V.A. will retain 15% or £1.00 from this, whichever is the greater, to cover handling, registered post, correspondence etc. The remainder will be sent on to the artist on a quarterly basis.

If you wish to state a sale price on your work this will also be included. The ownership of the hire copies, and copyright of them, will of course remain with the artist.

We look forward to hearing from you,

LONDON VIDEO ARTS

Pete Livingstone, David Critchley, David Hall, Stuart Marshall, Steve Partridge, Jonnie Turpie, Roger Barnard, Clive Richardson.