

October 16, 1987

ARTS VIDEO CENTRE - SOUTHEND

The Centre has now been open for 4 months (June 8 - October 8) and has been used 86 times. The number of films seen so far numbers 71, of which the following have proved most popular:-

Schiele in Prison  
Francis Bacon Paintings  
Landscape from a dream  
Turner  
Painting Chicago  
Tao, the way and the power

We are planning a major publicity drive which will be launched shortly to coincide with the publication of the second edition of the catalogue. Our clientele at the moment are for the most part art teachers, lecturers and students, which are the groups the initial publicity was aimed at.

I am confident that there will be a steady market not only for the Arts Council videos, which make up the initial collection, but for the work of commercial and independent film makers in the Arts field. The response from our users has been enthusiastic, though many of them have expressed a desire for a home loan service (in VHS format).

Accessibility is the key issue and although we have jointly made the first step in providing both the collection and the viewing facilities. It is important, if the concept is to develop, that we look at the 3 areas for progress previously mentioned - namely improved marketing, a wider number of video sources and lending facilities. While the first two will be dealt with "in-house", the last one requires a response from the Arts Council.

MARK THRES  
SENIOR LIBRARIAN - ARTS

*one  
am/afternoon (after 18/11)  
Meeting in Southend  
- Art Dept -  
Will/Elizabeth McGregor / MT*