

F I L M A N D V I D E O U M B R E L L A L T D
7 Denmark Street
London WC2H 8LS

Tel: 821 7586

Arts Council of Great Britain,
105 Piccadilly,
London W1V 0AU

22nd June 1988

Dear Dave,

I'm replying as far as is possible at this point in time to your letter dated 4th May. I would also like to give you some idea of the plans for tours, research and joint-ventures at present. Some of these are in the fluid stage of planning and we are awaiting confirmations etc, so things might change in the next few months. I have also attached a detailed budget for the year, plus a cash flow statement as requested by your accounts people in a letter dated 16th June.

First, your letter and the issues it raises. We are now legally a company and have received the Incorporation Certificate, but still waiting for the Articles of Association and the Memorandum, which should be sent to us within the next week or so. A copy of the Certificate has been sent to your accounts and our bank.

Feasibility Study We are already receiving the replies to our questionnaire, and these are being analysed by Jez at present. Contact has been made with a number of galleries and meetings are being arranged with curators from major galleries to discuss various issues around programming, technical and creative assistance etc. In terms of costs, these are estimated as follows:

Fees to Jez Welsh for six month period:	£6,000
Questionnaire production costs	100
Travel Expenses	500

You raised three issues under the heading "Video for Galleries" on page 2 of your letter. I assume that from your meeting with Jez and Sarah about these issues that there is at present no firm policy as to the relationship between galleries and ourselves in terms of financing. However, we are using the following guidelines as principles of operation. Of course, the results of the questionnaire will provide a clearer picture, we hope, of the possible financial arrangements between the Umbrella and the galleries:

1. Where the project is entirely generated by the Umbrella then we would expect a gallery to pay a rental and transport to cover the costs of touring. These would be largely tours-on-offer type projects.

2. For joint ventures between the Umbrella and a gallery, we would expect the gallery to share costs to a significant degree.
3. We would also aim to act as curators for Galleries, where there would be no costs to the Umbrella and in fact, a commissioning fee for programming advice.

In relation to your heading "Cinema Programming Tour", as you know in the past five years the Umbrella has toured about 3 programmes per year plus organisation of other tours e.g. Prizewinners' Tour. We are planning to raise this to five tours per year, plus an overseas guest visit with short tour e.g. Guardian Lecture for Stan Brakhage in January 1989. Five major tours per year with an estimated 15 venues each tour would mean 75 venues per year (each showing three programmes which would mean 225 individual screenings per year). Of course, this year would be very much taken up in the early months with setting up office, sorting legal aspects and doing research and feasibility studies. We would also like to explore the gallery situation with reference to the film tours.

We are also exploring the possibilities of sponsorship of tours where all costs met by sponsor. Extension of BFI Regional Film Theatre tours to galleries is also planned for present year.

Moving to your "General" paragraph. We are negotiating a rise in programme price from £40 to £45 which could mean at a maximum an increase in revenue of £1125 p.a. There is also planned a tour of "materialist" film, mainly British, plus a touring programme of recent British video art. We would hope that this would help to raise the profile of British work.

Our provisional plan for the year as far as tours are concerned is as follows:

Maya Deren Tour: September 1988 to August 1989

George Kuchar Tour: September 1988 to August 1989

Materialist Film Tour: January 1989 to August 1989

The Dada Effect Tour: September 1988 to August 1989

Bill Viola (under negotiation with Riverside Gallery) October 1988 - tour length still not confirmed.

Recent British Video Tour: October 1988 - possibly two-year duration including venues abroad.

Stan Brakhage Guardian Lecture Tour; January 1989.

Curatorial Involvement: Edge 88, London, September 1988
London Film Festival, November 1988
International Video, Tate Gallery
1989
International Media Festival, Osnabruck
September 1988
MOMA, Oxford (under negotiation)

At present we are sorting out the financial arrangements with our bank, the Arts Council and our accountants. We will most likely be employing an assistant in the first week of July.

I hope this information is useful, if there are any other issues
please let us know.

Yours sincerely

Michael O'Pray