

LONDON VIDEO ARTS

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

The Factory
52 Acre Lane
Brixton
London SW2

Dear *Woody + Stevia Vasulka*

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

The organisation is now establishing a video library, which will be a source for art tape hire, a venue for regular shows of video art and related events and ultimately a workshop for the production of such work.

There are at present a number of institutions, organisations and galleries 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 EIAJ/CCIR European standard high density (reel to reel) and $\frac{3}{4}$ inch Sony U-matic cassette PAL/NTSC.

Pieces may be submitted individually or in the form of compilation tapes.

The information which we shall need by November 21st for the catalogue is: name of artist; title of tape; format/standard; running time; brief biographical information; artist's statement and/or description of tapes; photographs; any additional information which the artist may wish L.V.A. to keep on file.

For installations we need:

name of artist; title of installation; equipment required; minimum exhibition space; any special requirements; description of installation; photographs and diagrams.

Although L.V.A. will make every attempt to reproduce information in full we must reserve the right to edit both texts and photographs should this prove necessary.

Tapes should be sent as soon as possible after November 21st.

Tape hire charges will be:

	1 day	1 week	2 weeks	4 weeks	life of the tape
tapes up to 30 mins.	£9	£21	£39	£51	£120
tapes up to 1 hour.	£12	£30	£51	£75	£195

Special rates may be negotiated for exhibitions hiring large numbers of tapes subject to each artist's approval. These rates include outgoing mail charges within the U.K. however orders from abroad will be subject to additional charges. L.V.A. will retain $33\frac{1}{3}\%$ from these hire charges to cover handling, correspondence insurance and administration costs. The remainder will be sent on to the artist on a quarterly basis. In the case of installations L.V.A. will pass on information and the artist's address to interested parties. For exhibitions organised by L.V.A. we will negotiate fees with artists and exhibition organisers. In the latter case L.V.A. will negotiate a commission with the gallery rather than with the artist.

The ownership of the hire copies, and copyright of them, will of course remain with the artist.

We look forward to hearing from you,

Stuart Marshall
for L.V.A.

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