

For Further Information Phone (804) 257-6592 Between The
Hours of 8:30 to 11:30 a.m. Eastern Time, Mondays.



COMMONWEALTH of VIRGINIA

*Virginia Museum of Fine Arts
Boulevard and Grove Avenue*

CHARLES L. REED, JR.
PRESIDENT

RICHMOND, VIRGINIA 23221
(804) 257-0896

TO : MEDIA ARTS CENTERS
FROM : STAN WOODWARD / ART AND THE MOVING IMAGE PROJECT
SUBJECT : WE NEED YOUR HELP ...
DATE : JUNE 6, 1983

.....

Greetings !

I have been nosing grindstone here for a year, and what looks like a most timely and exciting Media Arts project, called

"ILLUSION : ART AND THE MOVING IMAGE"

is just about ready to launch into time and space in communities throughout Virginia. January is our launch date, and I want you and your staff to know about this project and to

HELP US FILL TWO CRUCIAL JOBS

which are absolutely strategic to the success and to the realization of the potential of this project to change the way people see film and video art, and the way they are conditioned to see by television and instant-information technologies which are spinning information at them at ever-increasing rates. The positions we have created and need to fill are

VIDEO ARTIST-IN-RESIDENCE and CURATOR

Both positions are described on attached sheets. The CURATOR position job announcement is attached and may be posted. The VIDEO ARTIST-IN-RESIDENCE job opening announcement will be mailed to you at the end of this month.

Please help us match up with the artist who best fits the combination of qualifications which I have described, as well as the ideal person to team up with the artist in the role of Curator. These two people will literally launch into space, for they will be on the road with our Artmobile for ten months, spending three week residencies in each community. It's truly a "road job", but the programs that will be designed around them are absolutely the most exciting and challenging for the right artist and the right Media Arts educator that they will find in our times. We've designed an incredible spaceship ... now we have to find the right crew who can deal with the rigors of space travel and this ideological mission.

The Virginia Museum is the nation's first statewide arts system. Extension services include programs for a network of affiliate arts associations, arts centers and museums; a full-developed resource-lending system offering more than 90 art exhibitions and 500 audio-visual programs, an Artmobile program presenting self-contained exhibitions throughout Virginia.

Illusions: Art and the Moving Image, an innovative educational program, has been developed to extend the successful Artmobile programming into the realm of media arts - television and film. This program, comprised of the mobile gallery/tv studio and nine community outreach components, will sharpen the public's awareness of the seeing process as it relates to television and to art.

The Artmobile Curator will travel with the mobile gallery/tv studio and remain with the "Illusions" Artmobile for each three-week community location (An Artmobile driver moves the Artmobile and completes the set-up at each new location).

POSITION OPEN: ARTMOBILE CURATOR, Programs Division

SALARY: \$10,656-\$14,556, with State Benefits Package

QUALIFICATIONS: Undergraduate or graduate degree in Art History, Art Education, or Studio Art preferred, with special emphasis on courses in television and film art. Knowledge/experience in the arts of video art and filmmaking is highly desirable. A personal car is required (Traveling expenses are reimbursed).

RESPONSIBILITIES: The curator operates the Illusion Artmobile as a museum for each three (five-day) week visit in a Virginia community (The five-day schedule may include an occasional Saturday, Sunday, or evening substituted for a week day in which case a week day will be a day off).

The curator is responsible for:

- Opening and closing of the Artmobile trailer for exhibition open hours and previews.
- Securing and maintaining the exhibition.
- Conducting group tours of the Illusion Artmobile exhibition; Discussing the Illusions program with school groups, club groups and the general public.
- Presenting slide lectures as scheduled in the community.

State applications must be received by July 15 at 5:00 p.m. by the Virginia Museum Personnel Department, Boulevard and Grove Avenue, Richmond, Virginia 23221.

VIRGINIA MUSEUM OF FINE ARTS

ILLUSION: ART AND THE MOVING IMAGE

Project Description

PROJECT: "Illusion: Art and the Moving Image" is an artmobile installation and community outreach program projected for production and circulation throughout the State of Virginia from Fall 1983 through Spring 1986.

PHILOSOPHY: Television is an acknowledged major presence in the lives of people in our culture. The influence of television on how we see and what we see is of major concern to a museum which houses, preserves and interprets works of art. The Virginia Museum is creating a program which will sharpen the public's awareness of the seeing process as it relates to television, with special emphasis on visual artists working in the media of film and video.

PROGRAM: The "Illusion" program is comprised of multiple components, centered around the actual artmobile exhibition. Components of the program include:

The Artmobile: An environmentally controlled mobile art gallery, placed in the community for a three-week residence. Usually centrally located at or near a school. The "Illusion" exhibition is comprised of a three-part installation covering (a) the history of illusion in the plastic arts, using works of art drawn from the Museum's permanent collection; (b) early illusionistic devices such as zoetropes and mutascopes; and (c) a compact working video studio designed specifically for a visual artist, with complete editing, image manipulation and special effects facilities.

Video Artist: In residence in community during the artmobile visit. Will conduct workshops in schools and with community groups. Will be responsible for the production of videotapes during residency ("Video Traces" of the local community). Will be responsible for the production of an annual composite work, of broadcast quality, which will be made available to the Virginia Department of Telecommunications.

Curator: An art-trained educator who accompanies the Artmobile. Acts as gallery director for the exhibition, conducts tours of the on-board exhibition, conducts lectures in schools and community groups.

Community Exhibitions: Conducted by the curator and video artist. (a) "Art of the Independent Film," (b) "American Video Art" and (c) "The Young Illusionists: 8mm Works by Young Virginians." Film and video works drawn from the Museum's permanent collection.

Community Seminar: A forum in the community led by a humanities scholar; panel made up of local educators, TV representatives, artists, etc.; discussion of "The Role of Television in Our Lives."

Media Sandwich: A soft sculpture containing an interactive videodisc program designed to raise a student's consciousness of himself as a TV consumer. To be placed in a school or central area of community. Contains four different programs designed to "talk" to students.

Educator's Kit: A package of educational materials to be used by teachers in pre- and post-visit activities. Will contain such items as annotated slide sets, idea/activity booklets, slide-tape programs and hands-on materials for students.

Follow-Up Curriculum Units: Museum-developed 2-week curriculum units (developed in conjunction with the Virginia Department of Education) designed as follow-up to the Artmobile visit. Will be designed to be used by art teachers and teachers of other disciplines. Will be focused on creating a clearer understanding of the role of the moving image in art and daily life.

Conference/Seminar: A large national conference on "Art and the Moving Image" in Fall, 1983 will be held at the Virginia Museum to initiate the project. The conference will bring together art historians, artists (both static and moving image), network television program directors, writers, museum professionals and educators.

IMPACT:

Through attendance at the artmobile exhibition, direct contact with related community programs and local TV programming, "Illusions" is expected to impact 500-800,000 Virginians annually. The figure expands to over a million people with a statewide television broadcast made in cooperation with the Virginia Department of Telecommunications.

FUNDING:

Project funding is expected to come from a combination of sources, through the orchestration of grants, corporation donations and private contributions.

CONTACT:

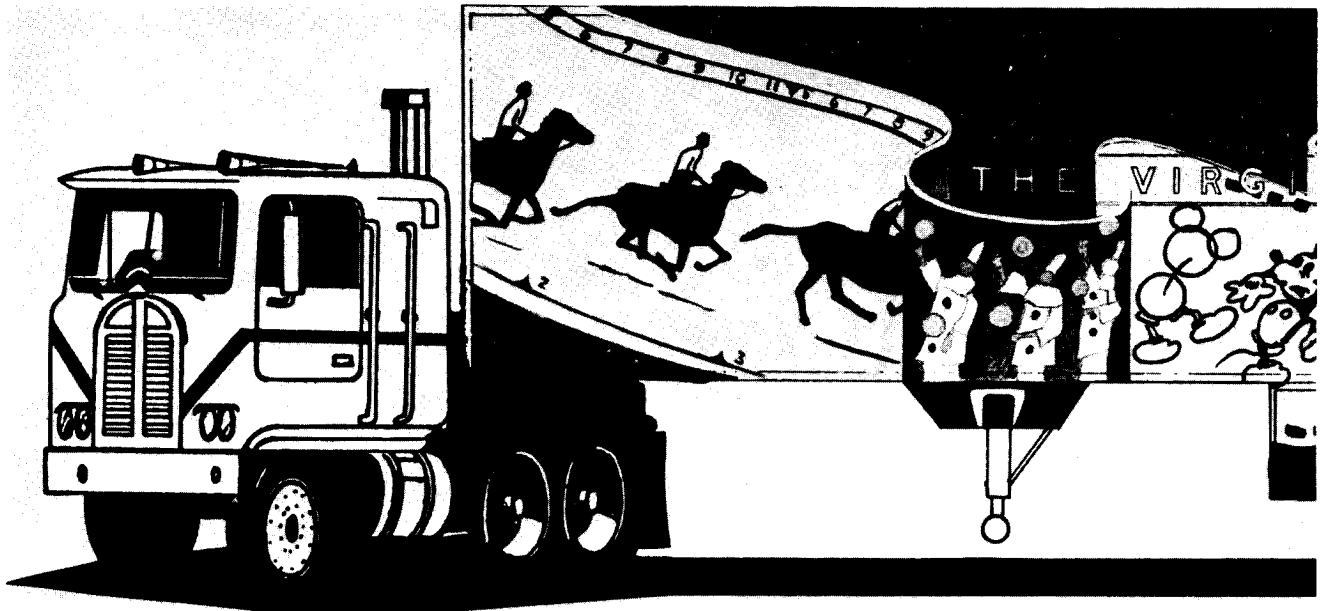
R. Stanley Woodward, Project Director, (804) 257-6592
David M. Bradley, Associate Director of Development, (804) 257-0805

Virginia Museum of Fine Arts

Boulevard and Grove Avenue, Richmond, VA 23221

Artmobile and Community Outreach Program

Illusion: Art and the Moving Image



Artmobile Exterior, *Illusion: Art and the Moving Image*, design by Paul Whitehead.

Illusion: Art and the Moving Image is an Artmobile installation and community outreach program that will sharpen the public's awareness of the seeing process as it relates to television and new moving image technologies, with special emphasis on visual artists working in film and video.

The three-week program, projected for circulation from January 1984 through Spring 1986, is comprised of multiple components to be used throughout the community.

Components of the program include:

The Artmobile

Exhibition: a) Paintings and drawings illustrating the history of illusion.
 b) A collection of early illusionistic moving image devices such as zoetropes, nickelodeons, and mutascopes.

Video Studio: A compact working artist studio with complete video editing, image manipulation, and special-effects facilities.

Video Artist

In residence in community to conduct video demonstrations on Artmobile studio, conduct workshops in schools and with community groups, produce video tapes in the local community.

Curator

Art-trained educator/Artmobile curator to conduct Artmobile exhibition tours, conduct lectures in schools and community groups.

Community Exhibitions

Art of the Independent Film and *American Video Art*, to be scheduled in the community, conducted by curator and video artist.

Community Seminar

A forum in the community led by a humanities scholar, panel made up of local educators, TV representatives, artists, etc., discussion of "The Role of Television in our Lives."

Educators' Kit

Educational materials to be used by teachers in pre- and post-visit activities.

For further information, please contact David Pittman, Artmobile Supervisor, at 804/257-0885.

VIDEO ARTIST STUDIO

The Video Artist will operate a specially-designed state-of-the-art editing and image-manipulation studio located on board the Artmobile. The studio will be equipped with an EAB VIDEOLAB and 601 Chromakey special effects unit specifically designed for the artist's use in synthesizing and manipulating both 1/2" and 3/4" tape-sources, Apple computer-graphics source (with digitized and ditherized imagery), and live camera sources.

The editing system will consist of (2) Sony 5850 Editing VTR's, (1) Sony 5800, (1) Sony 1/2" Betamax 383 Editor tied together by an RM 440 edit-controller.

The field camera system will consist of either an Ikegami ITC-703 ENG camera or the new Sony M3 3-tube camera, along with a Sony 4800 portable deck.

The editing station will be supported by a Time Base Corrector (16 line window), synch generator, proc-amp, waveform monitor, vectorscope, and audio-video patch panel system.

Concept of the Studio:

Were we to be 100 years earlier with this project, we would provide a water-colorist or painter's studio on board our Artmobile, leaving behind watercolor sketches and paintings in the community, and invite the public to visit the artist's studio to see his/her tools, materials, and studio set-up. But our object is to provide an artist's studio of modern times, permitting the artist to produce video "sketches," video "portraits," and video "renderings" during three-week residencies, leaving them behind in the community in 1/2" and 3/4" formats to encourage wide dissemination among folks with home VTR's and among schools, colleges and local cable stations.

Video Artist In Residence

Period of Employment: One to Three Year Position;
Contract Renewable Upon Review Each Year

Salary: \$15,000 with State Benefits

General Description: The Video Artist will apply skills as a video artist (must include documentary production as well as abstract image manipulation production), and as artist-in-residence aboard the Virginia Museum's new Artmobile program designed to introduce and give quality definition and visibility to the moving image art forms of film and video made by individual artists.

Critical Qualifications: Must be experienced (and comfortable) in producing both straightforward documentary work and video synthesized image manipulation work. (Both of these types of productions will be utilized in the "video sketches." The artist will be working with the EAB VIDEOLAB and Chromakey unit as the principal image manipulation tool in the Artmobile Artist Studio. We will train him/her in the use of the VIDEOLAB).

Must be personable (good sense of humor helps), able to meet the public well, and serve as an "ambassador" for moving image art and artists, providing the first in-person definition of this art form and artist in communities throughout Virginia.

Must be a good "teacher," able to communicate well, enthusiastically, and willingly in sharing the importance of the creative process, imagination, and the video works themselves (with emphasis on demystifying the mass media and at the same time showing that the magic is in the imagination, not the technology!).

Must be able to move easily among age groups and types of groups, from civic club to elementary classroom to media arts graduate class in computer graphics.

Must be able to be quick, in mind and in production (slow and deliberate style would probably not mesh with this program concept). "Video Sketches" will be shot and manipulated and edited in three-week periods, and will be integrated with other specific program responsibilities listed below. (If anyone knows Dana Atchley from Colorado, his style of seeing/perceiving quickly and producing "on the run" is what I think we need).

Responsibilities: Produces "video sketches" of each community visited in 3/4" video format, which will be dubbed over to 3/4" and down to 1/2" VHS and Beta formats and left behind in the community to be borrowed by home users. Produce a composite 1/2 to 1 hour video tape at the end of the residency for airing throughout Virginia.

Conducts lecture/demonstrations both in schools and for community groups (especially local artists).

Is program presenter for two museum quality exhibitions of moving image art - "American Video Art" and "Independent American Film" - selected out of the Museum's collection and programmed jointly with executive producer of the project and museum staff.

Produces experimental television workshops with public school students, who will produce their own images and ideas using non-traditional television concepts and approaches.

Defines and demystifies the artist working with new electronic image manipulation tools, and demonstrates those tools to the public.

Educates new audiences to new levels of awareness and understanding of the difference between TV made by the individual artist, and television made by commercial networks and production houses to mass-entertain and mass-inform the public.

Produces, with the assistance of the Executive Producer of the "Illusion: Art and the Moving Image" Project, a final composite work which is made up of all of the images collected during the residencies.

Travels with the Artmobile, and uses it as a production studio in each three-week community residency.

Talks to the public about the sense of personal vision and personal responsibility experienced by the artist in selecting what is contained in a particular work. Compares this to what goes into the selection process in the production of mass entertainment and media.