

8-7-80

Dear Woody & Stevia,
Paul and I enjoyed
the visit with you on
Tuesday. Thanks again
for the books. We
have enclosed a sample
of our flyers. We hope
we can get together
again soon.

Stephanie

Stephanie Marsello

VIDEO DECO

VIDEO DECO
P.O. Box 12707
Albuquerque, New Mexico
87195
505 821-2763

Video Deco is to the 1980's and beyond what Art Deco was to the 1930's. New, bold, innovative--Video Deco art is not for everyone: only those persons with vision and foresight.

Like other original art forms, each piece of Video Deco art is limited edition, signed and numbered by the artist. Unlike paintings which just "hang on a wall" or most sculptures which are motionless, Video Deco's art is dynamic and ever-changing.

As VCR owners, you have already discovered time shift and editing to cut through the unpleasantness of commercial television. Now you can start a video art collection to further utilize your video component system. You will want to display your video art much as you display your other fine art.

Captured on sixty minute name-brand video cassette tapes are seven titles with more to follow. Techniques are varied, including color or black and white computer generated video art, static camera video "still lifes" and panoramas, and time base corrected dissolved "stills." Titles currently available are: Aspens, Cities, Crystal, Geometrics, Glitter, Kaleidoscope, and Lava. Video Deco art is a must for big-screen TV!

We offer our video art tapes in the following formats: VHS-SP or Beta 2 for \$50.00 each; Beta 1 or U-Matic for \$80.00 each. Also enclose an additional \$2.00 per cassette for shipping and handling. Be sure to specify title of video cassette wanted as well as its format. Send your order with payment enclosed to VIDEO DECO, P.O. Box 12707, Albuquerque, New Mexico, 87195.

Inquire about our one-of-a-kind, custom-made video art; also, our new consultant service for video/audio media centers utilizing the latest in microcomputer technology and the newest ideas in interior design.

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IN-SIGHT: VIDEO DECO

VIDEO DECO is a new art form of the 1980's. Using "state of the art" technology, VIDEO DECO is a bridge between the past and future. Linking a product of the 40's (TV) with products of the 70's (VCRs and computers), VIDEO DECO is the only company at present dealing solely in video art on a national scale.

VIDEO DECO derives its name from Art Deco which was an art form born in the 1920's whose impact stretched into the 1940's. It developed from industrial methods and put the then new technology into practice in art. It permeated all forms of art including, but not limited to, architecture, furniture and fashions. Art Deco was typified by an intense use of geometry and geometric forms. Repetitive and bold visual themes also incorporated innovative color combinations.

VIDEO DECO is a new and exciting use for television, but it is not a mass-market item. We offer a unique product that is very inexpensive, especially considering the technology involved. Each sixty minute video art cassette, like other original art forms, is limited edition. Each piece of VIDEO DECO art is numbered, authenticated and registered. It is available in the popular formats VHS-SP and Beta 2 as well as the "obsolete" U-Matic and Beta 1 formats. Techniques are varied, including color or black and white computer generated video art, static camera video and panoramas, and dissolved "stills."

VIDEO DECO understands that current estimates place over 1,000,000 VCRs in personal use in the United States today. However, because production of any one title is limited to 500 videocassettes, less than 0.05% of VCR owners could possess a copy of any one title. Because of its great investment potential, the purchase of art can be a hedge against inflation. Our video art is a forerunner in this history-changing medium, and as such is somewhat akin to the now priceless creations which occurred during the humble beginnings of music, painting, sculpture, still-photography and motion picture photography.

VIDEO DECO art uses are myriad. It can be used as a backdrop or focal point, enjoyed by one or many. It means different things to different people. With the proper video equipment, VIDEO DECO art may be shown almost constantly so that it is as omnipresent as a conventional sculpture or painting. VIDEO DECO may easily become the name synonymous with all video art.