

# The Museum of Modern Art

50th Anniversary



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## GERRY SCHUM VIDEOTAPES AT MoMA

In the late 60's, German producer Gerry Schum took on the challenge of placing original artworks on regular German television. At a time when many artists were moving away from traditional media towards producing more idea-oriented art works, Schum invited American and European artists to create new work expressly for broadcast television. First using film and later video, Schum prompted artists, who might otherwise have not considered television, to carry out broadcast projects. For some artists, Schum extended the technical possibilities of television imagery; for others, Schum helped carry out their broadcasting ideas with a sensitivity to the art, the artists, and the undertaking.

A complete retrospective of all of Schum's collaborations with artists, in both film and video, will be presented in the Video Gallery of The Museum of Modern Art from May 8 through June 23, 1981. The MoMA presentation marks the conclusion of a North American tour. The exhibition was directed by Dorine Mignot, Curator at the Stedelijk Museum, Amsterdam, where it was shown in 1980.

Many of Gerry Schum's productions were shown on German television: eight films were presented in Land Art through Sender Freies, Berlin, in 1969, the same year that Keith Arnatt's Self Burial and Jan Dibbet's TV As A Fireplace were broadcast by WDR III, Cologne; and in 1970 the twenty-person group show Identifications was aired by Südwestfunk, Baden-Baden. Schum possessed not only idealistic visions, but also intense positive energy, and the twenty-nine artists who produced works with him between 1968 and 1973 were considerably affected by the encounter. Schum was progressive, and in 1971 went so far as to establish the Videogalerie Schum, Düsseldorf, which was devoted to the production and sale of artists' videotapes. Just prior to his death in 1973, Schum had been consultant to the Museum Folkwang, Essen, which, on his recommendation, built a video gallery expressly for the purpose of producing, collecting and exhibiting artists' video. At the time, this was unique in Europe and in other parts of the world.

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The presentation of the Gerry Schum Retrospective is organized and coordinated by Barbara London, director of the Video Program at The Museum of Modern Art. MoMA's video exhibitions are made possible through the generous support of the New York State Council on the Arts and the National Endowment for the Arts. The Museum's exhibition program is partially funded through the New York State Council on the Arts.

A catalogue to the Gerry Schum exhibition is available for purchase in the MoMA bookstore for \$15.00.

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For further press information, please contact Alicia Springer, Film  
Press Representative, (212) 956-7289.  
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Gerry Schum: Video  
May 14 - June 23, 1981

May 14 - 19

- Thursday: Identifications. 1970. Black and white, 33 minutes.  
2:00 - 3 p.m. - Gilbert & George, Gordons make us drunk, Mario Merz, Lumaca, Klaus Rinke, Inhalation, Fetching water, bringing water, throwing water, Rainer Ruthenbeck, Papier, Laurence Weiner, Broken Off, Beached, Daniel Buren, Covering - effacing.
- Friday: Land Art. 1969. Black and white, 30 minutes.
- Saturday: Bienalle San Marino. 1967. Black and white, 30 minutes.
- Sunday: Konsumkunst. 1968. Black and white, 30 minutes.
- Monday: Franz Erhard Walther, Defining Proportions I & II. 1962-72. Black and white, 60 minutes.
- Tuesday: Wolf Knoebel, Projektion X. 1971. Black and white, 40 minutes.  
2:00 - 3 p.m. - Richard Serra, China Girl, Jan Dibbets, 4 Diagonals, Painting I & II, Gino de Dominicis, Attempt to fly, Looking for squares, Ulrich Ruckriem, Partitions, Circles, Diagonals.

May 21 - 26

- Thursday: Identifications. 1970. Black and white, 33 minutes.  
2:00 - 3 p.m. - See above, Thursday, May 14.
- Friday: Land Art. 1969. Black and white, 30 minutes.
- Saturday: Bienalle San Marino. 1967. Black and white, 30 minutes.
- Sunday: John Baldessari, Folding Hat. 1971. Black and white, 30 minutes.
- Monday: Gilbert & George, In the Bush. 1972. Black and white, 16 minutes. Portraits of the artists as young men. 1972. Black and white, 7 min.
- Tuesday: Gino de Dominicis, 3rd solution for immortality, De Dominicis is looking at you. 1972. Black and white, 28 minutes.  
2:00 - 3 p.m. - See above, Tuesday, May 19.

May 28 - June 2

- Thursday: F. E. Walther, Defining Proportions I & II. 1962-72. Black and white, 60 minutes.
- Friday: Wolf Knoebels, Projektion X. 1971. Black and white, 40 minutes.
- Saturday: Identifications. 1970. Black and white, 33 minutes.
- Sunday: Land Art. 1969. Black and white, 30 minutes.

Monday: Wolf Knoebel, Projektion X. 1971. Black and white, 40 minutes.

Tuesday: Bienalle San Marino. 1967. Black and white, 30 minutes.

June 4 - 9

Thursday: Gilbert & George, In the Bush. 1972. Black and white, 16 minutes.  
Portrait of the artists as young men. 1972. Black and white, 7 minutes.

Friday: Gino de Dominicis, 3rd solution for immortality, De Dominicis is looking at you. 1972. Black and white, 28 minutes.

Saturday: Identifications. 1970. Black and white, 30 minutes.

Sunday: Land Art. 1969. Black and white, 30 minutes.

Monday: Gino de Dominicis, 3rd solution for immortality, De Dominicis is looking at you. 1972. Black and white, 28 minutes.

Tuesday: Bienalle San Marino. 1967. Black and white, 30 minutes.

June 11 - 16

Thursday: Bienalle San Marino. 1967. Black and white, 30 minutes.

2:00 - 3 p.m. - See above, Tuesday, May 19.

Friday: Identifications. 1970. Black and white, 33 minutes.

Saturday: Wolf Knoebel, Projektion X. 1971. Black and white, 40 minutes.

Sunday: Konsumkunst. 1968. Black and white, 30 minutes.

Monday: Land Art. 1969. Black and white, 30 minutes.

Tuesday: F.E. Walther. Defining Proportions I & II. 1962-72. Black and white, 60 minutes.

2:00 - 3 p.m. - See above, Thursday, May 14.

June 18 - 23

Thursday: Bienalle San Marino. 1967. Black and white, 30 minutes.

2:00 - 3 p.m. - See above, Tuesday, May 19.

Friday: Identifications. 1970. Black and white, 33 minutes.

Saturday: Gino de Dominicis, 3rd solution for immortality, De Dominicis is looking at you. 1972. Black and white, 28 minutes.

Sunday: John Baldessari, Folding Hat. 1971. Black and white, 30 minutes.

Monday: Land Art. 1969. Black and white, 30 minutes.

Tuesday: Gilbert & George, In the Bush. 1972. Black and white, 16 minutes.  
Portraits of the artists as young men. 1972. Black and white, 7 minutes.

2:00 - 3 p.m. - See above, Thursday, May 14.