

The Museum of Modern Art Department of Film

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MUSIC VIDEO: THE INDUSTRY AND ITS FRINGES

PRESS SCREENING ANNOUNCEMENT

September 6-30, 1985

Equally striking in sound and image, music video is the subject of the exhibition MUSIC VIDEO: THE INDUSTRY AND ITS FRINGES, opening at The Museum of Modern Art on September 6. Including more than thirty videotapes, the 90-minute program runs chronologically from 1967 to the present. The survey includes such early tapes as Penny Lane and Strawberry Fields Forever by The Beatles and such recent works as Road to Nowhere, directed by David Byrne and Stephen Johnson with music by The Talking Heads, and Decoy, directed by Annabel Jankel and Rocky Morton with music by Miles Davis.

Promotional tools of the music industry, music videos have brought to public attention some of the experimental image process techniques, such as kaleidoscopic and analog video synthesizer effects, developed by independent artists in the sixties, such as Woody and Steina Vasulka, Nam June Paik, and Ed Emshwiller. The music video artists have polished the techniques, shaping them into a cohesive medium that is a major force in popular culture.

Popular tapes such as Beat It (1983), directed by Bob Giraldi with music by Michael Jackson, will be shown in the exhibition with more experimental works such as Sharkey's Day (1984), with music and direction by Laurie Anderson, and the rarely seen Frankie Teardrop (1978), produced by Paul Dougherty, Walter Robinson, and Edit de Ak with music by Suicide. The program also includes such strongly self-reflexive works as ?(Modern Industry) (1985), directed by David Hogan, produced by Steve Buck with music by Fishbone,

and Lick My Decals Off, Baby (1970), directed by Don Van Vliet with music by Captain Beefheart. A highlight of the exhibition is the surrealistic work One Minute Movies (1980) by Graeme Whifler, with music by The Residents.

MUSIC VIDEO: THE INDUSTRY AND ITS FRINGES has been organized by Barbara London, assistant curator of video in the Department of Film, with the assistance of Keith Johnson, assistant in the video program. The program is part of the fiftieth anniversary celebration of the Department of Film. The tapes will be shown in the Video Gallery on the first floor.

For further information, the public may call 212/708-9500. A list of titles in the program is attached.

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PRESS SCREENING: Monday, August 26, 1985, 10:00 a.m. - 12:00 p.m.
The Museum of Modern Art, Roy and Niuta Titus Theater 2

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For additional information or photographic materials contact Howard Feinstein, film press representative, Department of Public Information, 212/708-9752.

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MUSIC VIDEO: THE INDUSTRY AND ITS FRINGES

Checklist

1. Penny Lane. 1967. Directed and produced by The Beatles. Music by The Beatles. 5:00. Capitol-EMI Records.
2. Strawberry Fields Forever. 1967. Directed and produced by The Beatles. Music by The Beatles. 5:00. Capitol-EMI Records.
3. Lick My Decals Off, Baby. 1970. Directed by Don Van Vliet (Captain Beefheart). Music by Captain Beefheart. Produced by Warner Brothers Records. 1:03. Reprise Records.
4. Bohemian Rhapsody. 1975. Directed by Bruce Gowers. Music by Queen. Produced by Lexi Godfrey for Jon Roseman Productions. 6:00. Elektra Records.
5. Land of 1,000 Dances. 1975. Directed and produced by The Residents for Cryptic Corp. Music by The Residents. 4:15. Ralph Records.
6. Secret Agent Man. 1976. Directed by Chuck Statler. Music by Devo. Produced by Statler and Devo. 4:52. Warner Brothers Records.
7. Rio. 1977. Directed by William Dear. Music by Michael Nesmith. Produced by Kathryn and Michael Nesmith. 6:04. Pacific Arts Records.
8. Accidents Will Happen. 1978. Directed by Annabel Jankel and Rocky Morton. Music by Elvis Costello. Produced by Andy Morahan for Cucumber Studios. 3:00. Columbia Records.
9. Frankie Teardrop. 1978. Directed by Paul Dougherty and Walter Robinson. Music by Alan Vega and Suicide. Produced by Edit deAk. 10:25. Red Star Records.
10. Two Triple Cheese, Side Order of Fries. 1979. Directed by Joe Dea. Music by Commander Cody. Written by Joe Dea and Eric Nelson, produced by Eric Nelson for VideoWest. 2:29. Peter Pan Records.
11. Ashes to Ashes. 1980. Directed and produced by David Mallet and David Bowie. Music by David Bowie. 3:34. RCA Records.
12. One Minute Movies. 1980. Directed by Graeme Whifler and The Residents. Music by The Residents. Produced by The Residents for Cryptic Corp. 4:50. Ralph Records.
13. Let's Cook. 1982. Directed and animated by John Evan Hughes. Music by Mental as Anything. 2:30.

14. Pinball Cha Cha. 1982. Directed by Dieter Meier. Music by Yello. 3:32. Elektra Records.
15. Act III. 1983. Directed by John Sanborn and Dean Winkler. Music by Philip Glass. 6:07. CBS Records.
16. Beat It. 1983. Directed by Bob Giraldi. Music by Michael Jackson. Choreographed by Michael Peters. Produced by Mary Ensign in association with Bob Giraldi Productions. Executive producers: Antony Payne and Philip Suarez. 5:00 Epic Records.
17. Fraction Too Much Friction. 1983. Directed by Richard Lowenstein. Music by Tim Finn. Animated by Lynn-Maree Milburn. 4:00. Mushroom Records.
18. La Danse des Mots. 1984. Directed and produced by Jean-Baptiste Mondino. Music by Mondino. 4:30. Island Records.
19. Decoy. 1984. Directed by Annabel Jankel and Rocky Morton. Music by Miles Davis. 3:52. Columbia Records.
20. The Dominatrix Sleeps Tonight. 1984. Directed and produced by Beth B. Music by Dominatrix. Choreographed by Barbara Allen. 3:30. Streetwise Records.
21. Hello Again. 1984. Directed by Andy Warhol and Don Munroe. Music by The Cars. Produced by Vincent Fremont for Andy Warhol Studio. 4:57. Elektra Records.
22. Over My Head. 1984. Directed, choreographed, and produced by Toni Basil. Music by Toni Basil. 4:04. Chrysalis Records.
23. René and Georgette Magritte with Their Dog After the War. 1984. Directed by Joan Logue. Music by Paul Simon. Computer Programming by Maury Rosenfeld and Eric Hoffret. Produced by Alan Kleinberg. 3:53. Warner Brothers Records.
24. Sharkey's Day. 1984. Directed and produced by Laurie Anderson. Music by Laurie Anderson. 4:30 Art Director: Perry Hoberman. Computer animation by Dean Winkler. Warner Brothers Records.
25. You Might Think. 1984. Directed by Jeff Stein, Alex Weil, and Charlie Levi. Music by The Cars. Special effects by Charlex. Produced by Stein, Charlex, and Cathy Dougherty. 3:10. Elektra Records.
26. ?(Modern Industry). 1985. Directed by David Hogan. Music by Fishbone. Produced by Steve Buck. 4:00. Columbia Records.
27. Big Mouth. 1985. Directed by Adam Friedman. Music by Whodini. Produced by Philip Meese. 3:45. Arista Records.
28. Cry. 1985. Directed and produced by Kevin Godley and Lol Creme. Music by Godley and Creme. 4:00. Polydor Records.
29. Field Work. Directed and written by Thomas Dolby. Music by Thomas Dolby and Ryuichi Sakamoto. Produced by Simon Fields for Limelight Film & Video Production. 6:00. Yoroshita Music.

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30. Marcia Baila. 1985. Directed by Philippe Gautier. Music by Rita Mitsouko. 5:30. Virgin Records.
 31. Midnight Mover. 1985. Directed by Zbigniew Rybczynski. Music by Accept. Produced by Alan Kleinberg. 3:10. Epic Records.
 32. Road to Nowhere. 1985. Directed by David Byrne and Stephen Johnson. Music by Talking Heads. Animated by Paul Tassie. Produced by Tina Silvey. 4:04. Warner Brothers Records.
 33. Sensoria. 1985. Directed by Peter Care and Cabaret Voltaire. Music by Cabaret Voltaire. 7:42. Some Bizzare Records.
 34. Tainted Love. 1985. Directed by The Coil. Music by The Coil. 6:30. Some Bizzare Records.
 35. Total State Machine. 1985. Directed by Test Department. Music by Test Department. 5:50. Some Bizzare Records.