

MERSEYSIDE'S
INTERNATIONAL
VIDEO
FESTIVAL

VIDEO
POSITIVE

VIDEO POSITIVE '89 SPONSORSHIP PACKAGE

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FESTIVAL DIRECTORS

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BACKGROUND AND AIMS OF THE FESTIVAL

Merseyside Moviola has been promoting Film and Video events throughout Merseyside for 3 years, offering a wide range of exciting and innovative exhibition programmes to both new and established audiences.

Video Positive '89 was conceived by Merseyside Moviola together with London based Video artist, Stephen Littman, with the aim of creating a unique international Festival that would actively celebrate the huge amount of high quality video work produced worldwide; presenting new and challenging possibilities for artists to exhibit their work in Merseyside's most prestigious galleries as well as operating more formal screening programmes.

It is the aim of Video Positive '89 to :

- encourage, stimulate, and celebrate the emergence of video as an exciting, expanding and pioneering medium.
- develop a biennial Festival on Merseyside into an international event that will create a working platform for informed discussion on single screen, installation and other video works, with a significant national and international profile.
- give British artists and audiences the opportunity to see the best of international artists work, and see the best international artists at work.
- bring the work of local artists to wider attention by creating a Festival of national and international importance.
- work to improve the image of Merseyside as a lively, exciting place to live and work.

The response from artists, public funding bodies and other organisations has been overwhelming, and the many facets of the Festival continue to expand as further support emerges. At last, we have a Video Festival in Britain that will rival those of Amsterdam, Munich and Toronto.

Its success will be shared by the hundreds of people involved in making work for and supporting the festival. From local schools and colleges, to media groups, national and international artists, commercial companies and individual sponsors, all will share in the creation and celebration of Britain's biggest ever video festival - Video Positive '89.

THE FESTIVAL SO FAR

A varied and exciting range of video events has already been planned for Video Positive '89.

Venues and organisations that are already involved include:-

The Tate Gallery, Liverpool.
The Bluecoat Arts Centre
The Williamson Art Gallery
The National Videowall Project
The Film and Video Umbrella
The Canadian High Commission
The French Embassy
The Goethe Institute
Liverpool University

The key elements of the programme will be:-

1) The Videowall

The first ever commissions of British Video Artists to use a Videowall will be premiered on a Videowall sited in The Tate Gallery. There will also be a selection of works by international artists including the first showing outside Canada for works by 9 Canadian artists. The Videowall will also be used to promote sponsor's contributions to the Festival.

2) Video Installations

New works are being commissioned by artists working in video installation and interactive video. Many current video installations from home and abroad will also be shown; most are to be sited at the Bluecoat Gallery, though some will be at The Tate Gallery and The Williamson Gallery in Birkenhead.

3) Single Screen Works

There will be a 9 day screening programme in the Bluecoat Arts Centre as well as a videotèque at the Tate which will have a copy of every tape submitted to the Festival. Amongst the tapes will be newly commissioned works from young, as well as established artists; a best of British selection, and several international selections featuring the best video art from Canada, France and Germany.

4) Local Artists

A particular feature of Video Positive '89 is that it will be commissioning works from local groups and individuals. The first ever Merseyside artists to have work exhibited by the Tate Gallery, Liverpool will have been commissioned by Video Positive '89. These, along with a selection of other works, will form the basis of a touring package which will go to Glasgow and London next year.

5) Video Art Conference

The London based, 'Film and Video Umbrella' is organising a major conference to which video artists, critics, gallery curators, and organisations involved in making and exhibiting video will be invited. The conference will take place in the Tate and will be the first of its kind ever staged in the U.K.

6) Artists in Residence

There will be artists in residence from France, Germany and Canada, who will be closely involved in the education programme. (See below). They will also introduce selections of their own work and will be responsible for putting together the international screening programme.

7) Video in the City

Several city centre stores will be showing displays of video art in their shop windows. Beyond the obvious promotional value for the festival of such a project, it would also serve in a very real way to bring art out from its traditional environment and into the street.

8) Educational Programme

Liverpool University

Liverpool University's communication studies department has placed the festival on its Symbolism course. 75 students will have free access to all events and will be working in conjunction with the artists in residence.

Workshops

There will be a two day course for local teachers, revolving around the making of a magazine style video. This course is intended to give teachers skills that they will then be able to put back into their schools. Several other workshops, involving dozens of artists and local groups and individuals will be taking place throughout the Festival.

Conferences

There will be a series of day conferences to introduce video art to students studying video in local colleges. Inspired by the festival, several local colleges will be making pieces specifically for the Festival.

BENEFITS FOR SPONSORS

In seeking to establish a mixed funding base for the Festival we are offering opportunities to both individuals and to large and small organisations to participate in making the Festival a success. We can assist companies interested in sponsoring selected elements of the Festival by carefully profiling the market reached by individual events.

1) MEDIA COVERAGE

Video Positive '89 will be the biggest, most ambitious, video exhibition programme ever staged in this country. It will therefore have a significant local, national and international media profile. It will receive extensive coverage in several local, regional and national publications including The Guardian, The Independent, audio visual, youth, design and art magazines.

We expect extensive television coverage, most particularly as it is the medium most associated with video. We are particularly excited by the announcement from Granada that it will be basing one of its 'Celebration' programmes around the festival. Documenting the making of two of the specially commissioned videos, the programme will be screened during the festival.

We value the contribution of sponsors to the Festival and we will acknowledge their support in all written and broadcast material. Press releases specifically related to festival sponsorship will also be sent out.

2) FESTIVAL PROGRAMME AND OTHER PRINTED MATERIAL

Sponsors will receive an acknowledgement and a free display advert in the sponsors section of the official Festival programme (print run 5000).

Sponsors will also be acknowledged in free programmes, (10 000), leaflets, posters and other related Festival publications.

3) ON SITE PROMOTIONAL OPPORTUNITIES

Audio-Visual promotional displays on the Videowall at the Tate Gallery and acknowledgement on an introductory reel shown before all screenings.

Promotional displays in the Tate and the Bluecoat during the Festival and at both the launch party and the press launch.

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4) FESTIVAL TOURING PACKAGE

A selection of works commissioned by the Festival will be exhibited at other major Festivals during 1989. They include the National Review of Live Art in Glasgow and the London Film Festival, during which they will possibly be screened at the newly opened 'Museum of Moving Images'. Sponsors would be acknowledged in this touring programme.

5) OTHER COMPANY BENEFITS

Video Positive '89 will be offering entertainment for senior management on sponsor's day and at the launch party. There will be allocations of complimentary tickets and programmes. Where appropriate, sponsors will be offered opportunities to meet the artists. Publicity materials and photographs can also be provided for use in in-house publications.

Video Positive '89

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