

The Kitchen Center for Video and Music

press release

DARA BIRNBAUM

POP-POP-VIDEO

Day-by-day Re-edits of Pop Television

Daily viewing: March 1-29
Tues-Sat, 5-6pm
Video Viewing Room, Free

Evening Screening of Highlights:
March 29, 8:30pm
\$2.50 / \$1.50 members

POP-POP-VIDEO: a working situation; with programs developed during the exhibition period. The basic material is derived from current broadcast TV, with specific genres associated with their main visual components. For example, crime-dramas are seen in reverse angle shots, superhero shows through special effects, sit-coms in 'two-shots.' These TV materials cluster in 10-minute blocks which repeat. Spliced between are three types of visual references to the 'world-at-large': past works of Dara Birnbaum's (which similarly draw on broadcast TV), the supposedly 'non-political' coverage of the Winter Olympics and the supposedly 'all-political' coverage of the Presidential Campaign.

The second major component of POP-POP-VIDEO is the intricate use of stereo soundtracks. Just as the basic material of the TV broadcasts is intercut with external material, additional soundtracks will provide another layer to the drama of the re-edited broadcast material. Birnbaum has selected seven men to create instrumental tracks which will be mixed with vocal tracks by seven selected women. (The men: Jules Baptiste, Rhys Chatham, Scott Johnson, Jeffrey Lohn, Paul McMahon, Robert Raposo and Wharton Tiers. The women: Margaret Dewys, Barbara Ess, Kim Gordon & Stanton Miranda, Shelley Hirsch, Dori Levine & Sally Swisher.)

The predominant concern of the collaboration is to reveal the processes and structure of commercial TV as the 'distributive channel' of informational, commercial and propagandistic messages. POP-POP-VIDEO will show how these messages are delivered to the viewing audience with a maximum of effectiveness and efficiency. Finally, a simultaneous concern is to open up the possibilities for new relationships between video and audio.

On March 29, a special showing of highlights from the re-edits will be presented. The tapes will be screened on a bank of six monitors with special stereo hookup.

For further information on POP-POP-VIDEO, please call Joe Hannan at 925-3615.

484 Broome Street between West Broadway and Wooster, New York City