

# TV Dinner @ the Kitchen

**Joan Logue**

**Video Portraits**  
***The 30 Second Spots***

October 2 & 3, 1998



**the Kitchen**  
512 West 19th Street  
New York, NY 10011  
(212)255-5793

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## **TV Dinner No. 1**

### **Joan Logue: Video Portraits**

### **COCKTAILS**

In Gallery: *Self Portrait, 1973-83*  
In Dining Room: *Bob Rauschenberg: Portrait, 1978*

### **INTRODUCTIONS**

*30 Second Spots  
New York Artists*

Q & A

*French Portraits  
René & Georgette Magritte*

### **DINNER IS SERVED**

During dinner: *John Cage Portrait*

*San Francisco Artists  
New England Fishermen  
French Writers*

### **DESSERT**

During dessert: *Cesar Chavez Portrait*

*Portrait in Dance*

### **SPONSORED BY**

## ***The 30-Second Spots***

In 1970, I was living in Venice, California. There, the neighborhood children would sing jingles from television commercials to my video camera. Their favorite was "Double your pleasure, double your fun." These repetitious TV spots were being subconsciously implanted into the minds of all of us.

cut to 1979

In 1979, The Kitchen presented its first New Music Festival in New York. I remember saying to Michael Nyman, "This is crazy. Why am I not seeing this on television? Why do we know more about hamburgers and chewing gum than we do about contemporary music?" I felt as if the performing arts were being imprisoned in a cultural ghetto where only a few hundred people were privileged to experience the work of these composers. It was then that I had the idea of turning their performances into 30 second commercial spots, hoping to expose them in much the same way as Big Macs.

Michael liked the idea and agreed to be my first "spot". The next day, I wheeled my homemade 3/4 Umatic-video cart down from Mercer to Broome Street where the Michael Nyman Band was rehearsing. I naively set up my equipment and taped them without special lights or mikes. In spite of all this, the piece worked. The primitive conditions produced a certain intimacy between the camera and the artist. I was excited and began to call other composers. John Cage, Charlemagne Palestine, Meredith Monk, and Liz Philips all generously agreed to work with me on this project. Thanks to their collaboration on the pilot, I received a National Endowment of the Arts grant which allowed The Kitchen to co-produce the first *30 Second Spots on Artists* in New York.

The *30 Second Spots* grew into 10 years of commissions from New York, Paris, San Francisco, Berlin, and Boston. They became the "Town Criers" of what was new in art; but for me, most importantly, they continued to be portraits--my own form of video Haiku.

--Joan Logue

## **THE KITCHEN GRATEFULLY ACKNOWLEDGES THE SUPPORT OF THE FOLLOWING CONTRIBUTIONS**

\$10,000+

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