

ARTISTS SPACE

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For Immediate Release

Premiere Screening:

Political Advertisement

Over 40 Years of Presidential Campaign Spots
edited by **Antonio Muntadas** and **Marshall Reese**

Monday, October 28, 7:30 p.m.

In anticipation of the November elections, artists Antonio Muntadas and Marshall Reese will present their latest edition of *Political Advertisement*, an hour-long videotape spanning forty years of Presidential campaign spots, at Artists Space. This is the fourth version in an ongoing twelve year project. Since 1984, Muntadas and Reese have revised, expanded, and updated *Political Advertisement* with every major election.

Political Advertisement includes many rare spots, some never seen before. The tape's sequence of TV spots is presented without commentary. Muntadas and Reese show a stream of candidates, from Dwight Eisenhower to Bill Clinton, paraded in public and sold like commercial products.

According to critic Christopher Phillips, "the result, simultaneously hilarious and chilling, is a capsule history of the evolution of television style. It takes us from the minimalist purity of Eisenhower seen alone in a bare TV studio...to the infectious and rapid-fire editing of John Kennedy's 1960s ads, to Ronald Reagan's cynical, Hollywood-slick 'morning in America' spots of 1984."

Patricia Thompson, editor of *The Independent*, writes, "*Political Advertisement* is able to show a tremendous amount through the chronological juxtaposition of spots. One is immediately struck by the consistency in the party platforms, particularly domestic spending and defense. Tactical patterns also become evident....One can see the introduction of negative advertising, the adaptation of soft-sell techniques, and the appropriation of a kind of emotionalism peculiar to the parallel universe of television drama..."

The 1996 version of *Political Advertisement*, shown at Artists Space, will be followed by a question and answer session with the artists. Admission is free. For specific inquiries, contact the artists Muntadas/Reese at: fax/tel.: (212) 226 3976 or (718) 782 9255.