



FOR IMMEDIATE RELEASE

L. A. Louver
55 North Venice Blvd.
Venice, California 90291

L. A. LOUVER Gallery is pleased to announce its forthcoming exhibition of Video Tapes, photographs, drawings, and preliminary work by "5 Video Artists". The artists included are: Joel Glassman, from San Francisco; Joel Hermann, who recently settled in California from New York; Rodger Klein, Joan Logue, and John Sturgeon, all from Los Angeles.

They have exhibited their work widely and in turn have become known for having made a firm commitment to the medium over the past seven years. The exhibition is distinguished by this commitment, and has been assembled to reflect upon each artist's individual approach towards the utilization of video ~~processes~~ in their art.

A one hour compilation tape of the artist's work has been prepared for the opening evening, March 25 (8:00-11:00 PM), and is scheduled to be shown at 9:00 PM. During the exhibition period, March 26-March 30 (11 AM- 5PM) a library of tapes representing works by each will be made available for selection and playback upon request. The evening of March 31 (8 PM) will provide an opportunity for an open discussion to take place between the artists, the art community, and the general public.

Video equipment has been available since 1965 and many artists since Naim June Paik first purchased his porta-pak have found applications for these tools in their working process. We have arrived at a point in time when we can begin to consider the possibilities of a new art form and attempt to establish new ways with which to examine and critically evaluate its practice. It is hoped, therefore, that visitors to L. A. LOUVER during this exhibition will take advantage of the opportunity to discuss their responses to the work with the artists concerned.

L. A. LOUVER is the only gallery in the Los Angeles area that is currently supporting video art, and it is hoped that this exhibition will establish a precedent for further interest.

Peter Goulds
Gallery Director