

PROPOSAL FOR A VIDEO MATRIX DISPLAY

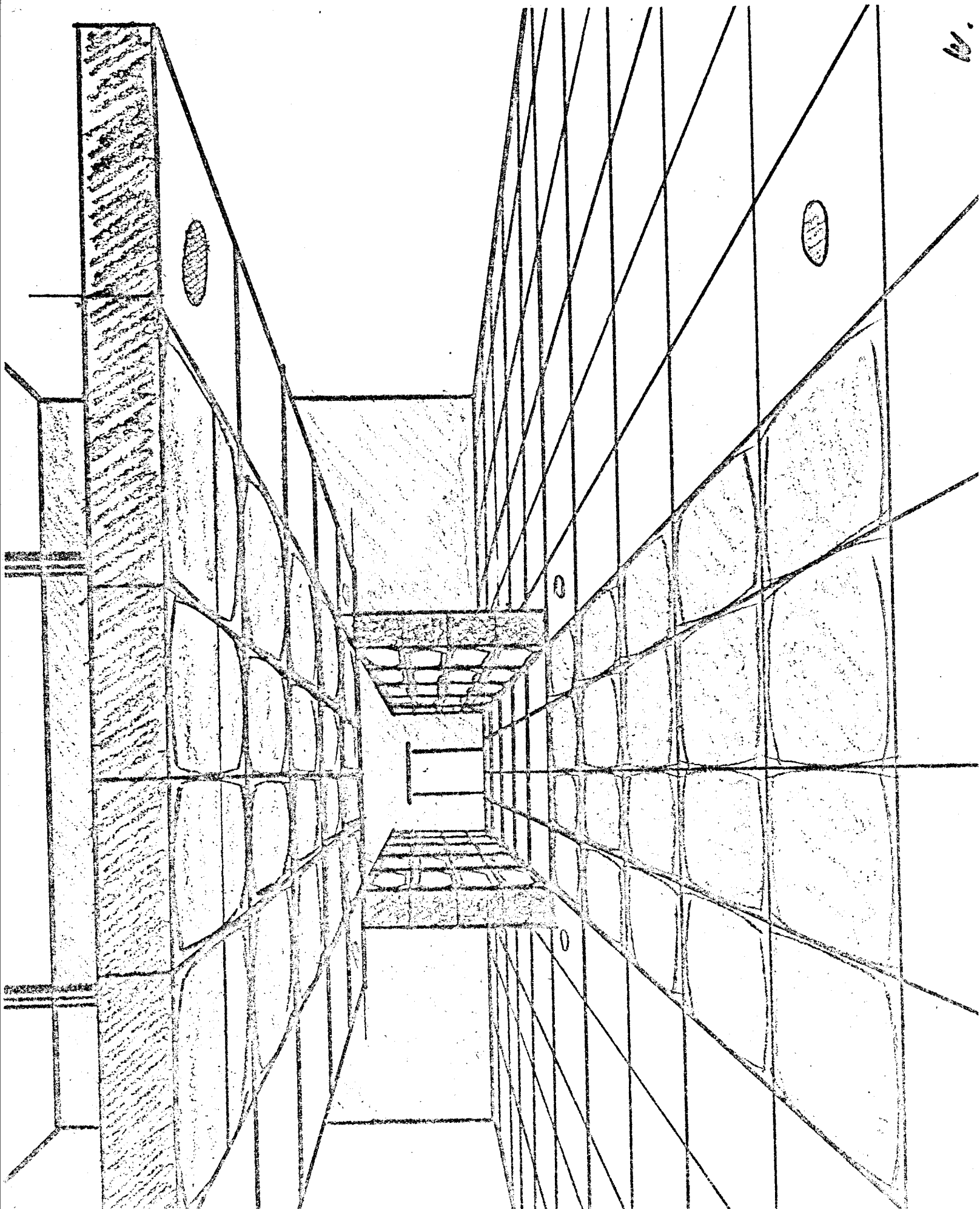
This is a proposal for the design and execution of a Video Matrix Display by video artists W. & S. Vasulka for the Albright-Knox Art Gallery, Buffalo, New York.

The video matrix display proposed here is conceived as an open system for electronic environment presentation with the capability of variable spatial configurations adaptable to the presentational concepts of many different video artists. This video matrix display would consist of a minimum of 40 color or monochromatic TV monitors placed in the floor, in the ceiling and on the walls as shown in the attached illustration. These monitors would be connected to a synchronous program selector which would carry a program designed by the artist and which would distribute simultaneously to the monitors up to three different video programs from loop-cassette playback decks. Because this exhibiting system is modular and can therefore be rearranged for any number of different programs once it is set up, many video artists would be able to present their existing and future works, and original works could be commissioned by the gallery. The creation of this video matrix display would provide, in effect, "wall space" for video art, gallery space for changing exhibitions of electronic environments.

The first program for the video matrix display will be created by the Vasulkas and will emphasize two important perceptual phenomena: the image flow experience which results from the speed and direction of image travel across the monitor matrix, and the color and textural saturation of the image and its development in time. In a matrix arrangement such as the one

proposed here, the image on a single monitor loses its identity and becomes integrated into the whole display. Although the separate images projected through any one channel are identical, there is an illusion of unified movement across the matrix created by the repetition of the images. Another important aspect of this video matrix display which deserves emphasis is the placement of the monitors in the floor and in the ceiling, as well as "on the walls." This placement is designed to alter the perceptual habits of conventional "television-watching."

The budget attached does not include operating expenses or maintenance by a specialist, nor does it contain gallery expenses for publicity, security and insurance, storage, disassembly, transportation, etc.



W.

VIDEO MATRIX DISPLAY - EXHIBIT BUDGET

Software:	16 weeks	<u>\$3240</u>
Experimentation, production, postproduction, loop transfer 12 loop cartridges		\$3000 240
Design:	8 weeks	<u>\$2150</u>
Program selector (electronic) - design and building costs		\$1200
Monitors, controls and modification (electronic) - research and execution		500
Video matrix supporting hardware		450
Installation:	7 days	<u>\$2910</u>
Matrix hardware		\$1500
Plastic/glass monitor face cover		300
Finish		300
Room adaptation (floor)		600
Power Distribution		150
Audio System		60
Rental:	3 weeks	<u>\$1180</u>
Video: 4 #3130 Panasonic VTR's		\$1000
Audio: 1 mixer		20
4 speakers		60
2 power amps		80
cables		20
40 Monitors	2 years	<u>\$10,000</u>
Matching Budget will be presented after a monitor research. Projected cost: \$0 to \$10,000		
TOTAL ESTIMATE: 1974-75		<u>\$19,480</u>