

MUSEUM OF THE MOVING IMAGE

FOR IMMEDIATE RELEASE

***INDUSTRY/CINEMA*, AN INTERACTIVE INSTALLATION BY CAROLINE MARTEL, EXPLORES THE CONNECTIONS BETWEEN INDUSTRIAL AND POPULAR MOVIES**

**Opening reception on May 17, with screening of Martel's acclaimed
montage film *The Phantom of the Operator***

May 17–August 12, 2012, at Museum of the Moving Image

Museum of the Moving Image will present a unique interactive installation by acclaimed Montréal filmmaker Caroline Martel. On view from May 17 through August 12, 2012, the installation *Industry/Cinema* is a split-screen work that juxtaposes images from industrial films and popular films made between 1896 and 1991. With specialized dual-channel headphones, visitors are able to toggle between the soundtracks, creating an ever-changing interplay between sound and image as they take an illuminating journey through film history.

On Thursday, May 17, the opening day of the exhibition, there will be a reception at 6:00 p.m., followed by a 7:30 p.m. screening of *The Phantom of the Operator* (http://artifactproductions.ca/index_f.htm), Martel's imaginative archival documentary about the invisible history of female telephone operators, and a conversation with Martel moderated by Chief Curator David Schwartz. (See details below.)

“Caroline Martel's *Industry/Cinema* is an engaging and original installation that will teach Museum visitors about the fascinating history of industrial films, a branch of cinema that runs parallel to the commercial cinema that everyone is familiar with,” said Schwartz. “It also will encourage visitors to play with and rethink the relationship between sound and image.”

Apart from the familiar world of feature films, there exists a lesser-known world of many thousands of industrial films, instructional and informational sponsored short films that were shown in schools, at corporate events, in the workplace, and at commercial theaters before features. *Industry/Cinema* (2009. 22 mins.) places side by side a selection of industrial images and those from popular or canonical films made

between 1903 and 1991. Images and sounds comment on each other, often in surprising ways, allowing for a singular interactive experience. Scenes from 20 films by Thomas Edison, Charles Chaplin, François Truffaut, and Stanley Kubrick are shown alongside such archival gems as *How Business Girls Keep Well*, *Along These Lines*, and *The Speech Chain*, an AT&T film with a computer singing “Daisy Bell,” which was sung by the computer HAL in *2001: A Space Odyssey*.

The exhibition and opening reception are made possible with support from the Quebec Government Office in New York.

Opening Event for Caroline Martel's *Industry/Cinema*

***The Phantom of the Operator* with Caroline Martel in person**

THURSDAY, MAY 17

6:00 p.m. reception

7:30 p.m. screening and discussion

Dir. Caroline Martel. 2004, 66 mins. This wry and delightful found-footage film reveals a little-known chapter in labor history: the story of female telephone operators' central place in the development of global communications. With an eye for the quirky and humorous, Martel assembles a dazzling array of clips—more than one hundred remarkable, rarely seen industrial, advertising, and scientific management films produced in North America between 1903 and 1989 by Bell and Western Electric—and transforms them into a dreamlike montage documentary.

RSVP to rsvp@movingimage.us or by calling 718 777 6800.

Museum of the Moving Image (movingimage.us) advances the understanding, enjoyment, and appreciation of the art, history, technique, and technology of film, television, and digital media. In January 2011, the Museum reopened after a major expansion and renovation that nearly doubled its size. Accessible, innovative, and forward-looking, the Museum presents exhibitions, education programs, significant moving-image works, and interpretive programs, and maintains a collection of moving-image related artifacts.

Press contact: Tomoko Kawamoto, tkawamoto@movingimage.us / 718 777 6830

Online press preview and images of *Industry/Cinema* are available. Please contact Tomoko for access.

MUSEUM INFORMATION

Hours: Tuesday-Thursday, 10:30 a.m. to 5:00 p.m. Friday, 10:30 to 8:00 p.m. Saturday-Sunday, 10:30 a.m. to 7:00 p.m. Closed Monday except for certain holiday openings.

Film Screenings: Friday evenings, Saturdays and Sundays, and as scheduled. Unless otherwise noted, screenings are included with Museum admission.

Museum Admission: \$12.00 for adults; \$9.00 for persons over 65 and for students with ID; \$6.00 for children ages 3-18. Children under 3 and Museum members are admitted free.

Admission to the galleries is free on Fridays, 4:00 to 8:00 p.m. Tickets for special screenings

and events may be purchased in advance by phone at 718 777 6800 or online.

Location: 36-01 35 Avenue (at 37 Street) in Astoria.

Subway: M (weekdays only) or R to Steinway Street. Q (weekdays only) or N to 36 Avenue.

Program Information: Telephone: 718 777 6888; Website: movingimage.us

The Museum is housed in a building owned by the City of New York and its operations are made possible in part by public funds provided through the New York City Department of Cultural Affairs, the New York City Economic Development Corporation, the New York State Council on the Arts, the National Endowment for the Arts, the National Endowment for the Humanities, the Institute of Museum and Library Services, and the Natural Heritage Trust (administered by the New York State Office of Parks, Recreation, and Historic Preservation). The Museum also receives generous support from numerous corporations, foundations, and individuals. For more information, please visit movingimage.us.

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