



POLITICAL ADVERTISEMENT

IX

1952-2016

NIXON

preceding pre-recorded political broadcast was paid for by the Nixon-Agnew T. V. Committee

PRESIDENT REAGAN

BY REAGAN-BUSH 84

President Clinton

AL GORE PRESIDENT www.algore2000.com

It's time to take *our* country back.

Governor George W. Bush

FALSE ADVERTISING

MUNTADAS & REESE

PAID FOR BY DONALD TRUMP FOR PRESIDENT



America, Bernie Sanders for President, 2016

For 32 years, Muntadas and Reese have been compiling a history of presidential campaign spots following the evolution of political advertising from its beginnings in 1952 to the present. *Political Advertisement* is a personal vision of how politics and politicians are presented through the medium of television.

This, their ninth version, updated to include ads from the 2016 presidential campaign, documents the selling of the American presidency since the 1950's. Surveying the American televisual campaign process from Eisenhower to Clinton and Trump, the artists trace the history of television ads as political strategy and marketing technique. The artists state, "Looking back at these political ads provides a key to understanding the evolution of images on television and the marketing of politics."

SCREENINGS

TUESDAY, OCTOBER 25, 2016

– FILMOTECA DE CATALUNYA, BARCELONA, SPAIN

TUESDAY, NOVEMBER 1, 2016

– ARIZONA STATE UNIVERSITY ART MUSEUM, TEMPE, ARIZONA

WEDNESDAY, NOVEMBER 2, 2016

– CONTEMPORARY ARTS CENTER, CINCINNATI, OHIO

FRIDAY, NOVEMBER 4, 2016

– SVA THEATRE, NEW YORK, NEW YORK

FRIDAY, NOVEMBER 4, 2016

– INTERNATIONAL HOUSE, PHILADELPHIA, PENNSYLVANIA

SATURDAY, NOVEMBER 5, 2016

– AFI SILVER THEATRE, SILVER SPRING, MARYLAND

– MUSEO NACIONAL CENTRO DE ARTE REINA SOFIA, MADRID, SPAIN

SUNDAY, NOVEMBER 6, 2016

– POWER PLANT, TORONTO, ONTARIO

– MUSEO NACIONAL CENTRO DE ARTE REINA SOFIA, MADRID, SPAIN

SPECIAL THANKS

Andrea Aguilar, Antoni Bassas, Kathy Brew, Anthony Caputo, Jeffrey Dvorkin, Michelle Goldberg, Chema Gonzalez, Roman Gubern, Todd Hitchcock, Gordon Knox, Nora Ligorano, Claudi Marti, Gustavo Murillo, Andrea Nacach, Margie Omero, Jesse Pires, Raphaela Platow, Esteve Rimbau, Stephen Sekyiamah, Gaetane Verna, Doug Walla, Lori Zippay

Post-production – Postworks New York

SVA Theatre screening is sponsored by MFA Computer Art, BFA Fine Art, MFA Art Practice, MFA Art Writing, MFA Fine Art, MFA Social Doc, MFA Photo/Video & Related Media, and MA Curatorial Departments of the School of Visual Arts and Electronic Arts Intermix (EAI) in celebration of their 45-year anniversary. Made possible in part with public funds from the New York State Council on the Arts' Electronic Media and Film Presentation Funds grant program, administered by The ARTS Council of the Southern Finger Lakes.