

'7 TV PIECES'

by David Hall

7 TV PIECES is, as the title suggests, seven shorts compiled into one film. Specifically intended for Television, the pieces were produced originally as part of the Scottish Arts Council's 'Locations Edinburgh' exhibition during the 1971 Edinburgh Festival. They were transmitted daily, as 'interruptions' to scheduled programmes, on the Scottish Television Ltd network.

The Locations Edinburgh exhibition was not a gallery show but involved a number of artists creating works in and around the Edinburgh environment.

I became interested in using the media, specifically television, as the most far reaching means for potential response - a 'blanket' operation throughout the area and beyond. STV was approached with the idea and agreed to broadcast a short piece each day for ten days.

In considering the medium certain criteria become apparent, particularly that a. response to TV is usually on the grounds that it is an information source - the 'box' is a device to this end, and b. the conventional treatment of most programmes has a fairly consistent level of expectancy.

My idea was not only to simply put out a series of 'artworks' but that the very structure and content of them might create an alternative relationship to the medium, even to the box itself as a potentially powerful piece of furniture.

Some redirect attention back to the box as an object, others to the attitudes assumed when watching it, others to the way the time scale is manipulated on film as well as TV, etc., etc.

Not only were the pieces purposefully influenced by the circumstances in which they existed, but they were intentionally injected unannounced, amongst normal scheduled programmes so as no special categorization was put to them. Had they for instance appeared on an arts feature the reaction would have been somewhat predetermined.

This film contains what I consider to be the best of the ten. Ideally they should be seen in the context for which they were created. If not, and they have to be screened as a film, only a little imagination is needed to visualise them on the box.

DH 1971