The rapid development of video as an accessible artist's medium has raised the question of its practicality in a system with no real support or distribution structure and hence a limited viewing public. The lack of applicable models, petty rivalries and grant competition are minor problems compared to the lack of an inexpensive distribution format. Many artists have found they have over-estimated their demand by support industries (cable television and audio recording concerns), and that these industries intend to develop these systems at a pace designed to maximize their profits and their control of the marketing of video.

One solution has been to provide a temporary context for the exhibition and distribution of works by video recording artists. The museum exhibition format provides such a context, and simultaneously acts as a catalyst to change information systems still incapable of dealing with art. "Circuit: A Video Invitational" is an attempt to create an informal network of museums, galleries and art centers sharing traveling exhibitions of video tapes and providing funds to participating artists on a cooperative basis.

The exhibition is an over-view of current video activity. 52 artists were invited to submit recent tapes for a showing that would occur simultaneously on the West Coast, East Coast and Midwest. The initial exhibition of this 32 hour package was held in the Spring of 1973 at the Everson Museum of Art in Syracuse, New York; the Henry Gallery of the University of Washington in Seattle; and at the Cranbrook Academy of Art Museum in Bloomfield Hills, Michigan. These showings are to be followed by exhibitions at the Los Angeles County Museum, The Greenville County Museum in South Carolina, and other museums still unconfirmed as of this writing. Additional financing was also provided by The New York State Council on the Arts.

Women in the exhibition range from highly technical tapes employing computers and synthesizers; to documentary works, conceptual works and heavily edited image montages. Most of the tapes came from New York, although many are from California. A list of participating artists and photographs follows. Because the relative value of photographic stills taken off-screen remains debatable The Everson Museum prepared a 60 minute video catalogue of the Exhibition on video tape which they sell for $50 plus stock and handling costs. Inquiries about the "Circuit" exhibition and upcoming video exhibitions can also be addressed to the Everson Museum of Art, Syracuse, New York.

David Ross, Everson Museum of Art