

# Cinema Rediscovered 2023

## Festival & Tour Review



Image: Opening night ©ChelseyCliff

*"It was my first time attending Cinema Rediscovered and had a great time. Saw many films that I had never seen before and am so glad that I had the opportunity to see them for the first time on the big screen."*

**Festival attendee**

We look back at our 7<sup>th</sup> edition which took place in Bristol UNESCO City of Film from 26 – 30 July 2023 before going on a UK and Ireland wide tour with support of BFI awarding funds from National Lottery.

See [full programme](#) and [tour](#).



*"A very special festival with a great vibe."*

Image: Opening event Other Ways of Seeing with Arike Oke, Isabel Stevens and Rachel Pronger © ChelseyCliff



# 5,763 Total Festival Audiences

## 12.4% up on 2022

Incl. 3,913 Ticketed Admits (7% increase) and 1,850 Free / Drop-ins

**25% increase in Festival Pass holders (170)**

704 Online Views for [our interview with film theorist and filmmaker Laura Mulvey](#)



*"I kept meeting people from all over the country attending for the first time, loving it and Bristol and vowing to return next year."* Festival attendee

*"I have wanted to see this film for a long time, and the cinema was the perfect space for this. It gave me the time to fully experience the film, away from distractions."* **Tour Audience Member**

**11,892 admissions to date (143% increase from 2022- 4891)**

**293 screenings to date (105% increase - 143)**

# UK and Ireland wide tour – Aug '23 – Jan '24



*"I really enjoyed the introduction to Uptight. I knew a little about the Hollywood Blacklist previously - but having the context to the film in particular was extremely informative and definitely added very positively to the viewing experience for me."* **Audience Comment**

Image: Look Who's Back season curator Andy Willis introduces *Uptight* at Home, Manchester



# 38 Tour partner cinemas/festivals incl. 12 new

## **Aberystwyth Arts Centre - NEW**

Arthouse Crouch End, London

Barbican, London

BFI Southbank, London

Broadway, Nottingham

Come The Revolution, Bristol

## **Chapter Arts Centre, Cardiff - NEW**

Curzon Cinema & Arts, Clevedon

DCA, Dundee

Depot Cinema, Lewes

Eden Court, Inverness

## **Edinburgh Film Festival - NEW**

## **Exeter Phoenix – NEW**

## **Prince Charles Cinema, London - NEW**

Glasgow Film Theatre, Glasgow

Gulbenkian Cinema, Canterbury

Hippodrome, Bo'ness

Home, Manchester

Hyde Park Picture House, Leeds

ICA, London

Irish Film Institute, Dublin

Jellied Reels at The Castle Cinema, London

## **Kiln Theatre, London – NEW**

## **King Street Cinema, Ipswich - NEW**

MAC, Birmingham

## **Merlin Cinemas (Phoenix, Falmouth & Savoy, Penzance) - NEW**

## **Mockingbird, Birmingham - NEW**

Pictureville, Bradford

Phoenix Arts, Leicester

Quad Derby

QFT, Belfast

Riverside Studios, London

Showroom, Sheffield

## **Southsea Cinema, Portsmouth - NEW**

## **Storyhouse, Chester - NEW**

The Ultimate Picture Palace, Oxford

Tyneside Cinema

Watershed, Bristol

*"We were grateful of the additional funding which enabled us to support Andy [Willis]'s fee and travel as well as carry out additional marketing."* **Rebecca Hill**  
**Pictureville, Bradford**

*"We really wouldn't have been able to show the film without [the] support, both in brokering the availability and supporting the enhanced aspect of the screening. It's a different audience than we regularly see at Kiln."* **Duncan Carson, Kiln Theatre, London**

*"I had an absolute blast showing *Millennium Mambo*... glowing responses regarding the film from the attendees and it was so enjoyable collaborating with Mockingbird and Bene Culture."* **Paul Farrell, Mockingbird, Birmingham**



Image: Twelve30 Collective present ONE HAND DON'T CLAP at Kiln Cinema, London



# Spotlight on Exeter Phoenix

**90% of ticket holders were first time attendees** or had not registered with us before; a significant number of first-time bookers for both events.

**63% of VIRGIN SUICIDES audience were under 25** (partnered with EXETER GIRL) – 50 Admissions

**30% of LIFE IS CHEAP... BUT TOILET PAPER IS EXPENSIVE were under 25** (Partnered with Exeter Hong Kongers) – 33 Admissions

**2 of the first-time bookers have gone on to become Studio 74 Members.**



**Image:** a competition to win a £50 gift voucher for a local indie Vintage store. (see attached image)

*"A great experience all round."*

**Participant**

*"It was great to have an  
opportunity to meet people,  
network."* **Participant**

**100% of participants felt more  
connected as a result of attending**

80 industry attendees gathered from  
across the UK thanks to our principal  
sponsor Park Circus and STUDIOCANAL  
for providing lunch.

See [full programme](#).



## Reframing Film Sessions

Images: ©ChelseyCliff





*“Cinema Rediscovered is a wonderful event and it is so good to have this additional Reframing Film event before to bring the film exhibition community into dialogue with distributors to share best practice, cement partnerships and find ways to work together to bring audiences to the cinema.”*

## Reframing Film Sessions Participant



Image: Opening night ©ChelseyCliff

Principal sponsor:



Lunch provided by:



With support from:





*“As a film curator who specialises in repertory cinema it was an exciting prospect to be able to attend... This visit feels like a crucial part of my work as a film programmer, being able to see what is out there, what others are doing and seeing where we sit in the broader picture of repertory cinema. It has had an influence on how we may move forward with our own programming... Overall, this festival was warm, welcoming and very well organised with pin-like attention to detail. It was a real treat to attend.”*

**Niki Harman, Creative Director of Light After Dark Film Festival / Film Programmer for Nottingham Contemporary via Film Hub Midlands**





Image: Christina Newland ©ChelseyCliff



Delphine Lievens & Karen Alexander ©ChelseyCliff



Image: Carol Morley ©ChelseyCliff



Image: Mark Cosgrove ©ChelseyCliff

61 events & screenings compared to 42 in 2022  
incl. 15 UK premieres and 2 world premieres  
with 63 speakers

*"Friendly atmosphere created by staff, really enjoyed the introductions to the films too."*

**Audience Comment**



Image: Cinema Rediscovered 2023 Quiz winning team



*"Everything presented beautifully and carefully curated and introduced with fascinating insights. Truly the work of a dedicated team of passionate film lovers! Audience Comment*

Adam Murray
Aduke King
Andy Willis
Anna Bogutskaya
Antonio Carlos da Fontura
Arike Oke
Becky Sands
Bette Gordon
Brigid Lowe
Camilla Baier
Candy Vincent-Smith
Carol Morley
Chiemi Shimada
Christina Newland
Claire Vaughn
Delphine Lievens
Elena Gorfinkel

Ella Kemp
Guy Edmonds
Hannah Strong
Harriet Taylor
Henry K. Miller
Ian Christie
Isabel Stevens
Isra Al Kassi
Jack Chase
Jack Bell
Joan Parsons
Jonathan Ali
Jonathan Bygraves
Josephine Botting
Karen Alexander
Kate Coventry

Kavery Kaul
Kimberley Sheehan
Lauren Clarke
Lisa Harewood
Lorena Pino
Mark Cosgrove
Mark Fuller
Meg Morley
Melissa Gueneau
Mosa Mpetha
Nariman Massoumi
Neil Ramjee
Nia Edwards-Behi
Pamela Hutchinson
Peter Walsh
Phil Roberts

Rachel Pronger
Rod Rhule
Ryan Finnigan
Soo Cole
Sonali Joshi
Steph Read
Surgeons Girl
Tara Judah
Teresa Mignolli
Tessa Williams
Thomas Flev
Timon Singh
Vicky Smith
Yael Halbron





Image: Sofia Coppola ©ChelseyCliff



Image: Hannah Strong ©ChelseyCliff

## UK Premiere: The Virgin Suicides and theatrical re-release

*"The Virgin Suicides was amazing - 4k remaster looked stunning and the full house seemed to love it too."* **Audience Comment**

*"Excellent, as expected with screenings at QFT. The brief recorded introduction from Sofia Coppola was a nice surprise."* **Tour Audience Comment**

With an introduction and programme notes by Hannah Strong, author *Sofia Coppola: Forever Young* and Digital Editor at Little White Lies and a video message from Sofia Coppola. We then collaborated with Park Circus on the UK wide release.



*"I really enjoyed the introduction to Uptight. I knew a little about the Hollywood Blacklist previously - but having the context to the film in particular was extremely informative and definitely added very positively to the viewing experience for me."* **Audience Comment**

*"The films were of a really high quality, for Uptight I went on National Cinema day and it was great to watch the film with an almost full audience and learn the context behind the filmmaking."* **Audience Comment**

*"Three of the four films I'm familiar with, wanted to see on big screen. Attended Claudine purely as part of the season & was blown away. Excellent film, highlight of the year. All the better for not being available on blu-ray Region B at time of writing."* **Audience Comment**

***Look Who's Back: The Hollywood Renaissance & the Blacklist* curated by Dr Andy Willis toured to 21 venues across the UK/Ireland.**



# Spotlight on Steph Read: Curator of Down & Dirty: American D.I.Y. Restored

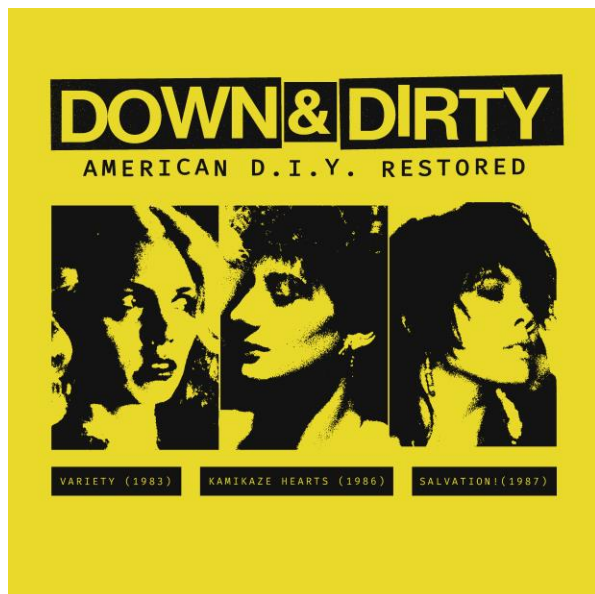
UWE MA in Curation course graduate and Watershed Cinema Assistant was supported to develop their first UK wide touring package which toured to 13 venues.

As part of this process, they researched the films, attended the Archive Screening Day, Film on Film Festival and were mentored in all aspects including clearing rights, commissioning introductions, editorial and artwork. This resulted in a pre-recorded intro by *Salvation!* director Beth B and a written piece Harriet Taylor (Switch) [X-rated: Crossing Fact and Fiction](#) in *Kamikaze Hearts* - and artwork by Puerto Rican graphic designer Sebastian Robles.

Steph was invited to present *Kamikaze Hearts* for the ICO's Young Audiences Screening Days, run a session on programming rep cinema (aka 'old films') for BFI Academy and joined Mark Cosgrove to [interview film theorist and filmmaker Laura Mulvey](#) which opened the *Other Ways of Seeing* event.

They have gone on to be promoted to become Watershed's Programmer.





## UK Premiere: Variety + Q&A Bette Gordon

*"A treat to see these on the big screen, both capturing the density and scale of New York in this era, and in particular to be introduced to Variety and it's navigation of viewing and voyeurism."* Audience Comment

We collaborated with Other Parties to present the UK Premiere of *Variety* at Cinema Rediscovered with an introduction by Yael Halbron (Kino Lorber) and a zoom Q&A with director Bette Gordon hosted by Rachel Pronger (Invisible Women.) *Variety* went on to tour to 11 venues across the UK as part of Cinema Rediscovered as well as screening at Picturehouses as part of Discover strand.



# World Premiere: *Together* with Lorenza Mazzetti + *Together* (1956) BFI restoration

Two very special events with guests co-director Brigid Lowe and Henry K. Miller followed by a lively Deaf Conversation about Cinema in Watershed's café/bar.

BSL interpretation was provided for the screening of *Together* and the discussion.

*"Positive atmosphere, inclusive"* Audience Comment

*"So interesting to see the BSL interpreters responding to the reaction of the film sound and music."* Audience Comment



Images: *Toether* and Deaf Conversations about Cinema ©ChelseyCliff



Images: *Branded to Kill* at Bristol Aquarium ©ChelseyCliff



Image: Jonathan Bygraves and Christina Newland ©ChelseyCliff



Images: *Branded to Kill* at Bristol Aquarium ©ChelseyCliff

## UK Premiere: Branded To Kill

*"An incredible opportunity to see these films on the big screen. Some real discoveries."* **Audience Comment**

This is the first time we have partnered up with The Bristol Aquarium former IMAX with an introduction by Jonathan Bygraves and Christina Newland in collaboration with 20<sup>th</sup> Century Flicks.



# UK Premiere: The Mother and The Whore



Image: Sonali Joshi presents *The Mother & The Whore*

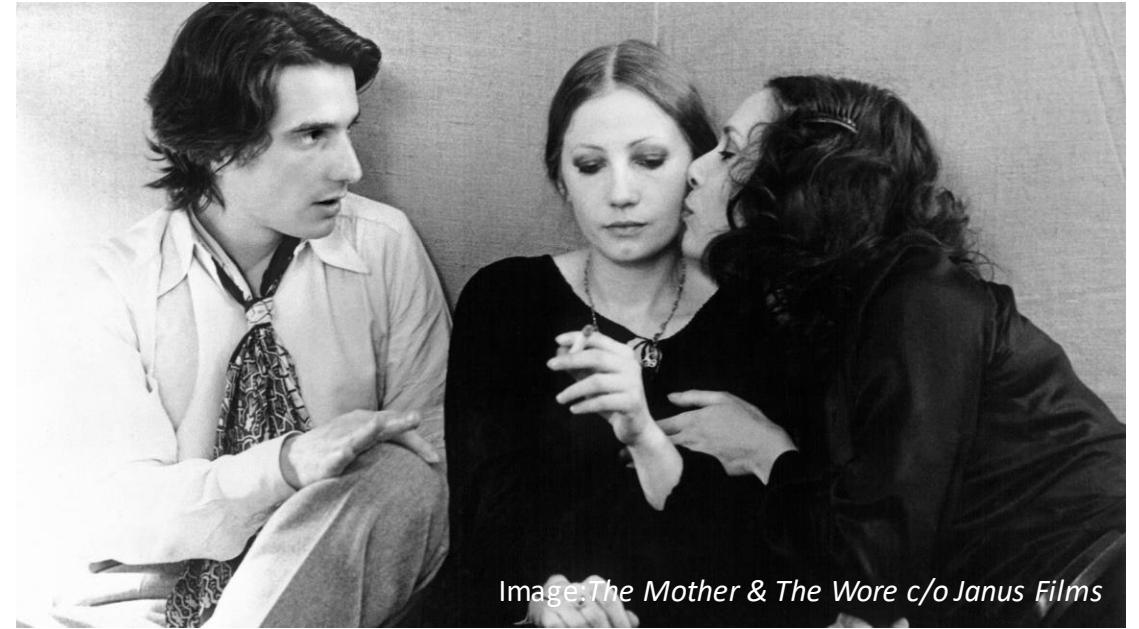


Image: *The Mother & The Whore* c/o Janus Films

*"The Jean Eustache movie provoked a deep feeling of retrospective justice about a critical event in human history."* **Audience Comment**

*"Very exciting to see rare films that have been recently remastered (The Devil Queen, The Mother and the Whore.)"* **Audience Comment**

*"Excellent talk before the Sunday showing of the Mother and the Whore."* **Audience Comment**



Image: Rosie Taylor presents 9.5mm ©ChelseyCliff



Image: Graeme Hogge presents 16mm©ChelseyCliff



Image: Graeme Hogge presents 16mm©ChelseyCliff

## Film on Film

*"Really enjoyed seeing 35mm projection of a film that I had only seen on DVD. Reminded me why cinemas are so important."* **Audience Comment**

Following the success of our Analogue Room in 2019, we celebrated the centenary of 16mm with bespoke events as well as special 9.5mm and 35mm happenings presented in partnership with BFI National Film Archive following their inaugural Film on Film Festival. This included three UK premieres of brand new 35mm print as part of BFI's 100 prints project. **Total Admits: 852**



# Compass Presents: 100 Years of 16mm

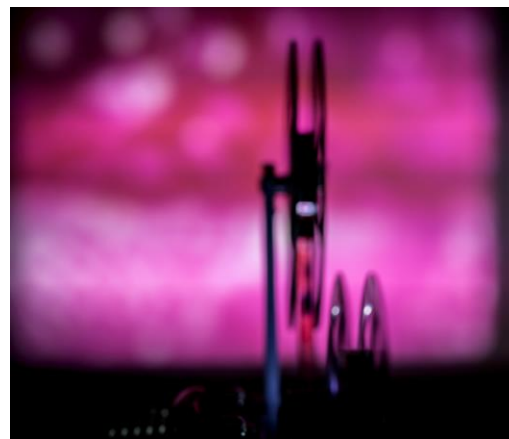
We celebrated the centenary of 16mm film with various events including a day of hands-on workshops in The Crypt, St John on the Wall culminating with Surgeons Girl performing live to *Hell Unltd* (1936) c/o BFI National Archive.

*With support from the City Centre and High Streets Recovery and Renewal programme, funded by Bristol City Council and the West of England Combined Authority's Love our High Streets project.*



*"Loved this event. It was fantastic to see the inside of the crypts, the 16mm film, and listen to the analog synth sounds of Surgeons Girl."* **Audience Comment**

Images: Paul Blakemore Photography @Blikmo





# Compass Presented: Bristol Cycle Cinema

*"A fantastically bristol event...bicycles and cinema"*

*"Loved the event, different and fun"*

*"The Aussie cycle teacher was amazing!"*

## Audience Comments

We collaborated with Compass Presents to present a FREE family friendly cinema weekend on Sat 22nd -Sun 23<sup>rd</sup> July powered (in-part) by its citizens.

Cinema Rediscovered presented FANTASTIC MR. FOX (504 Admits) alongside a selection chosen by Compass Presents and two groups of local community curators (Total Admits: 1,980)

*With support from the City Centre and High Streets Recovery and Renewal programme, funded by Bristol City Council and the West of England Combined Authority's Love our High Streets project.*



Image: Jana Rumley Photography @Janatu



*"I love[d] the atmosphere of watching a film and everybody was cheering, singing along, clapping and dancing. Amazing experience!!"*

*"The shared energy was amazing"*

*"Brilliant vibe and message, incredible film with magical footage and the organisers have facilitated a unique and important experience."*

Some comments from surveyed attendees from the screening (270 Admits) and Afterparty (1236 Admits.)

With support from the City Centre and High Streets Recovery and Renewal programme, funded by Bristol City Council and the West of England Combined Authority's Love our High Streets project.



Images: Paul Blakemore Photography @Blikmo



## Twelve 30 Collective presented...

*"I really enjoyed 'One Hand Don't Clap' and would love to see this and other films from Cinema Rediscovered screened more regularly in a wider range of locations and at affordable prices."*

**Audience Comment**

Calypso doc *One Hand Don't Clap* was presented newly restored with a steelpan prelude c/o Alphonse and a discussion with Kavery Kaul and went on to tour to 8 venues across the UK.



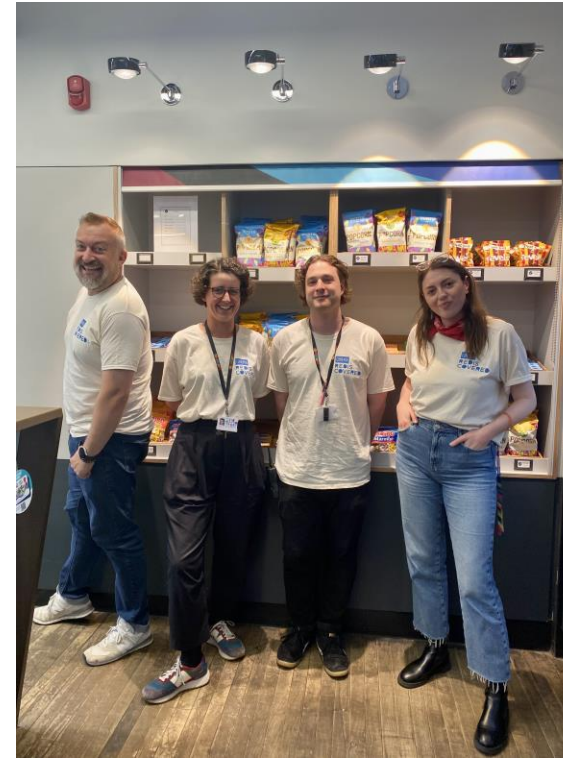
# Thanks to our Festival venues

Our home Watershed, 20<sup>th</sup> Century Flicks, Curzon Cinema & Arts, Bristol Aquarium (former IMAX), and pop-up venues The Galleries Car Park and The Crypt, St John on the Wall.

*“Really loved the Watershed set-up. Great intimate screens. Lovely cafe/bar area. The mixed-gender toilets have been really well done (bright and open).”*

*“Love having film festival stuff at the Curzon, keep it up!”*

*“I liked being that little theatre at 20th Century Flicks, and I was delighted by the chance to see a film as beautiful as Alice.”*



Images: ©ChelseyCliff

**Going out & Staying in**  
A cultural primer for the week ahead, whether you're getting down or curling up ...

**Cinema**  
**Barbie**  
**Out now**  
She's a Barbie girl, in a Barbie world, as visualised (above) by Greta Gerwig, the film-maker behind 2019's zesty reimagining of *Little Women*. Margot Robbie stars in the role she was born to play, while Ryan Gosling as Ken. Deliciously reminds us that before he was an Oscar-nominated actor he did a stint as a Disney Mouseketeer.

**Cinema Rediscovered**  
**Wed to 30 July, various venues, Bristol**  
Bristol's premier arthouse cinema, the Watershed, is once more flinging its doors (and many others) wide open for an accessible and thoughtfully curated banquet of classic cinema for fans new and old. Featuring talks, Q&As and screenings of cinematic landmarks including *Mesures of the Afternoon*, *M\*A\*S\*H* and Eve's Bayou.

**Oppenheimer**  
**Out now**  
In an era of so much "content" designed mainly to sell merch, it's fun to see Christopher Nolan given pots of money to make expensive films about

**Gigs**  
**Y Not? festival**  
**Fri to 30 July, Pikehall**  
Started in 2005 with just this east Midlands fest in status and size. Whiskers rock and indie Kasabian and Paul Weller are in the room for experience Everything Everything Maisie Peters. Michael C

**Tommy Smith/Arild Ar**  
**St Bride's Centre, Edin**  
A busy end to Edinburgh blues festival features on great improvising trios, Scots sax virtuoso Tom trading ideas on the fly v double-bass great Arild, his fellow countryman, Thomas Ströen. John P

**No for An Answer**  
**Arcola theatre, London**  
Grimeborn is a very different opera festival from its cousins. But it has become mixing new works with and fresh takes on the Blitzstein's 1941 music those who frequent a Gr social club at a time of unemployment. Andrew

**Radar**  
**Friday to 30 July, 02 Vic Warehouse, Manchester**  
The experimental rock fit a stacked lineup of noise Prog-metallers Sleep Tok the mysterious Vessel (b on Friday, while synthw heavy-weight Perturbato post-hardcore band Drea among the other highlig

**Cinema Rediscovered:  
top six picks of the festival**  
BY RACHEL PRONGER

**OTHER WAYS OF SEEING:  
JEANNE DIELMAN**  
The central theme of this year's Cinema Rediscovered is partly inspired by the recent victory of *Jeanne Dielman, 23, quai du commerce, 1080 Bruxelles* (1975) in *Sight and Sound's* Greatest Films of All Time poll. Screenings will be framed by an opening discussion reflecting on the challenges that Chantal Akerman's film poses to mainstream cinema and our notions of the canon.

**DOWN AND DIRTY: AMERICAN  
D.I.Y. RESTORED**  
*Variety* (1983) will be screening alongside other lo-fi post-punk US flicks, including *Salvation!* (1987), by Gordon's No Wave peer Beth B.; Juliet Bashore's *Kamikaze Hearts* (1986) (pictured above), a spiky story of destructive lesbian desire in the San Francisco porn industry; and Cauleen Smith's *Drylongo* (1998), a witty genre mashup set in a vividly captured 1990s Oakland.

**OPENING SCENES**

**Entering the forbidden zone:  
Bette Gordon's  
*Variety* at 40**

Arguably, the power of cinema rests on one question – who is looking at who? The complex dynamics between the gaze of the filmmaker, the onscreen subject and the spectator generates an exquisite tension which provides the source of film's magic. "It's the place of the look that defines cinema," wrote theorist Laura Mulvey in her seminal essay *Visual Pleasure and Narrative Cinema*, "the possibility of varying it, exposing it." Mulvey, who was writing

July. The film is part of *Down and Dirty: American DIY Restored*, a strand showcasing post-punk US underground gems, but *Variety* also speaks to the festival's overarching theme. 'Other Ways of Seeing'. It draws on Mulvey and the recent resurgence of interest in Chantal Akerman's *Jeanne Dielman, 23 quai du Commerce, 1080 Bruxelles* (1975), exemplified by its crowning in *Sight and Sound's* Greatest Films poll last year, to explore how revisionist theory is reshaping the cinematic canon.

OPENING SCENES

# National Press c/o Pam Beddard included...

- Sight & Sound – [Interview with Bette Gordon](#) and Picks
- Guardian - Saturday Review mag's culture what's on section
- BBC Radio 3 – Matthew Sweet's Sound of Cinema
- Listings on a wide range of platforms such as [Screen Daily](#), [Data Thistle](#), [Filmhounds](#), [Silent London](#), etc



# Regional Press included...

Multiple-page spreads in: Bristol Post's Bristol Times supplement, Bristol 24-7's print edition, Bristol Life and The Bristol Magazine.

[Bristol Post](#) - UK's biggest classic movie festival comes to Bristol

Bristol 24/7 – examples of coverage:

- [bristol247.com/culture/film/cinema-rediscovered-returns-for](http://bristol247.com/culture/film/cinema-rediscovered-returns-for)
- [bristol247.com/culture/film/cinema-rediscovered-highlights](http://bristol247.com/culture/film/cinema-rediscovered-highlights)
- [bristol247.com/guides/things-to-do/](http://bristol247.com/guides/things-to-do/)

BBC Radio Bristol

- A live interview on The Afternoon Show every week in July
- Live interview by Adam Murray on Kevin Philemon's Sunday evening show (targeted at African/ Afro-Caribbean roots)
- Live and recorded interviews with Mark Fuller aired on July 29 & 30 (Breakfast Show & Sunday Breakfast)

Plus pieces on BBC West – online, BCfm, [Visit Bristol/ Visit West](#)

[365 Bristol](#), [Ujima FM](#) \*





# RESTORATION DRAMAS

New prints of old movies, groundbreaking filmmaking from the '70s, a centenary celebration of 16mm and a celebration of Bristol-born director J. Lee Thompson – movie geeks rejoice, because Cinema Rediscovered is back...

## FILM

would go on to become Hollywood stars," says festival founder Mark Cosgrove. "But an equally interesting aspect is that they saw a return to Hollywood of writers, actors and directors who had fallen foul of the communist witch hunts of the US Senate's House Committee on Un-American Activities – a campaign which resulted, 75 years ago this year, in the jailing of 'The Hollywood Ten' on charges of contempt."

Another anniversary marked at the festival is the centenary of 16mm film cameras and projectors: the format which ushered in a boom in home movie-making and introduced 'as-it-happens' news reporting. The festival will host a range of events, including free workshops in 16mm splicing, dicing and projecting and screenings with live music from Bristol composer Surgeons Girl at The Crypt in St John on the Wall.

The festival is also supporting the British Film Institute's wider Film on Film initiative, which aims to encourage more showings of film from prints, rather than via digital projection. This element of the programme will offer a screening of Lynn Ramsey's 2002 drama *Morvern Callar*, and two other films on film from new 35mm prints; a presentation on 9.5mm by film preservation expert Rosie Taylor and the regional premiere of a short championing film on film by the South West's BAFTA-winning director Mark Jenkin.

Bristol's own contribution to cinematic history is marked with a choice of walking tours taking in film-related places, and a rare big screen showing of *Yield to the*

*"The 1970s reinvigorated American cinema with fresh, socially engaged stories"*



ABOVE: Everybody's still talkin' about them: *Midnight Cowboy*  
LEFT: Reacquaint yourself with the pros from Dover: Trapper John and Hawkeye ride again in *M\*A\*S\*H*

*Night* (1956), directed by Westbury-on-Trym-born J. Lee Thompson, whose later credits included *Ice-Cold in Alex*, *Cape Fear* and *The Guns of Navarone*.

The film stars Wiltshire-born Diana Dors in a plot that closely mirrors the story of Ruth Ellis, the last woman to be hanged in Britain, whose case played a major part in the move to abolish capital punishment. Produced at the height of kitchen-sink realism in film and theatre – the film came out just as John Osborne was busily shocking the stage establishment with *Look Back in Anger* – *Yield to the Night* saw the underrated actress, heralded by her studio as 'Britain's answer to Marilyn Monroe', scrubbing off her glamour-girl make-up for the jail scenes.

UK premieres will bookend the festival, beginning with new 4K restorations of *The Virgin Suicides* (1999), the film which confirmed Sofia Coppola as a director of note, and Stanley Kubrick's first feature film *Fear & Desire* (1953) in the original cut. To finish, there's *Bushman* (1971), a poetic mix of fact and fiction about a young Nigerian's introduction to Black American life.

Altogether, Cinema Rediscovered 2023 will be putting on more than 50 screenings and events, drawn from countries as far apart as Belgium, Brazil, Hong Kong, Hungary, Iran, Japan, Sweden, Taiwan, the UK and USA. Venues include Watershed, 20th Century Flicks, Clevedon's Curzon Cinema & Arts, the ex-IMAX cinema at Bristol Aquarium and, as part of Bristol's Summer Film Takeover, in the basement of The Galleries. ■

To see the full line-up visit [www.watershed.co.uk](http://www.watershed.co.uk)





## Special events with Sight & Sound and Letterboxd...

Following the excitement around [Sight & Sound's Greatest Films of All Time Poll 2022](#) and the rise of social platforms such as Letterboxd, which allows us all to create our own lists and share opinions about the films we've watched, we took a look at the increasingly ubiquitous role of lists in shaping and navigating the past present and future of film culture.

**Isabel Stevens** (Managing Editor, Sight & Sound) and **Thomas Flew** (Editorial assistant, Sight and Sound also run a lunchtime session offering insights into the magazine, home to a once-a-decade Greatest Films of All Time poll.

# Newsletters

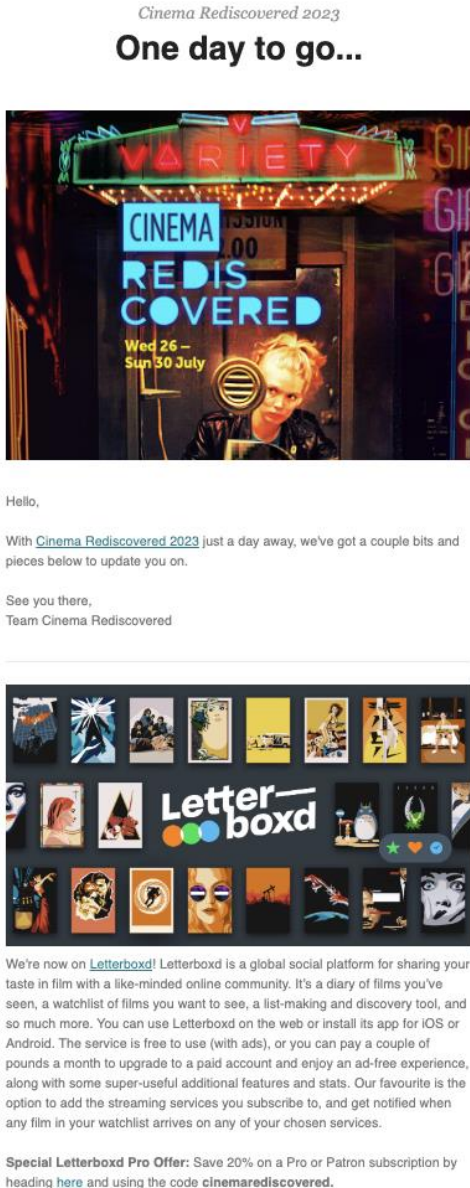
29% of surveyed audiences found out about Cinema Rediscovered by browsing Watershed website and Watershed e-newsletters.

Whilst the audience for the dedicated Cinema Rediscovered newsletter has just under 1,000 subscribers, they are a very engaged with higher than average click and open rates. On average, the open rate is 61.4% (compared to our peers' average of 40.5%) and click rate of 12.3% (peers' average 5.1%).


The results for a sponsored solus newsletter sent out on behalf of MUBI GO had an open rate of 56.9% and click rate of 6.1% - both stats are higher than our peer's average. Our Trailer launch had the highest click through rate at 16.6%:

- [MUBI Go offer](#) – 6.1% Click through rate
- [Trailer launch](#) – 16.6 % Click through rate
- [One Day to Go and Letterboxd HQ launch](#) – 5.3% Click through rate


Cinema Rediscovered was also mentioned 2-3 times in each of Watershed's newsletters; each have the following number of subscribers: Monthly: 11K, Weekly: 17K, Accessible: 500, Press: 400 and family with 1200 subscribers.









Posted on June 8 at 1:28 AM




117



2



--



20

Overview ⓘ

Reach	6,015
Content Interactions	--
Profile activity	193
<b>Ad goal</b>	
Profile visits	158
From latest ad	





Last 30 Days ▾Jun 23 - Jul 22

Overview

You reached **+15.4K** more accounts compared to May 24 - Jun 22

Accounts reached	22.7K <b>+15.4K</b>	>
Accounts engaged	404 <b>+198</b>	>
Total followers	2,139 <b>+122</b>	>

Content You SharedSee all



# Social Media

There was a considerable increase in engagement via CR’s dedicated Twitter, Facebook and Instagram channels through a mix of paid advertising and organic engagement.

High profile collaborators, friends and guests of the festival such as Christina Newland, Pamela Hutchinson, Hannah Strong, Ian Wang, Ella Kemp, Tessa Williams and Matthew Sweet and high reaching partners were key to boosting the visibility of the festival.

# Social Media Statistics

**Facebook reach: 27,775 (+ 499.2%)**

**Instagram reach: 43,211 (+ 453.3%)**

**Facebook follows and likes: +74**

**Instagram follows: +493**

<div>Twitter</div> <div></div>					
Month (2023)	Engagement Rate	Impressions	Link Clicks	Retweets	Likes
June	2.4	232.5K	1.4K	449	1.1K
July	1.9	404.1K	1.1k	715	1.9K
August	1.8	128.1K	422	240	549
September	1.5	35.3K	66	68	152
October	1.8	93.2K	137	172	450
Totals		893.2 K	3125	1644	4.5K





Fancy a cinematic weekend like no other?

Last day to pick up an early bird pass for **#CineRedis23** taking place in & around **#Bristol**: UNESCO City of Film fr/ 26 - 30 July incl. new film restorations + rediscoveries, **#filmfilm** rarities & good vibes.

[watershed.co.uk/news/cinema-re...](https://watershed.co.uk/news/cinema-re...)



Bristol UNESCO City of Film and 2 others

8:18 AM · Jun 14, 2023 · 8,886 Views

View post engagements



Cinema Rediscovered · 05/10/2023

We are very excited to share this interview with film theorist Laura Mulvey!

This conversation was recorded for our 7th edition of Cinema Rediscovered: Other Ways of Seeing, and first screened at the festivals opening in July 2023

[letterboxd.com/cineregis/stor...](https://letterboxd.com/cineregis/stor...) via @letterboxd



Cinema Rediscovered @CineRedis · Aug 2

Following its launch at **#CineRedis23**, look out for the 50th anniversary restoration of Sidney Lumet's tense police drama **SERPICO** starring Al Pacino at a cinema near you incl. **@BFI** opening on Fri 18 Aug w/an intro by film writer & critic **@christinalefou**

[whatson.bfi.org.uk/Online/default...](https://whatson.bfi.org.uk/Online/default...)



Park Circus



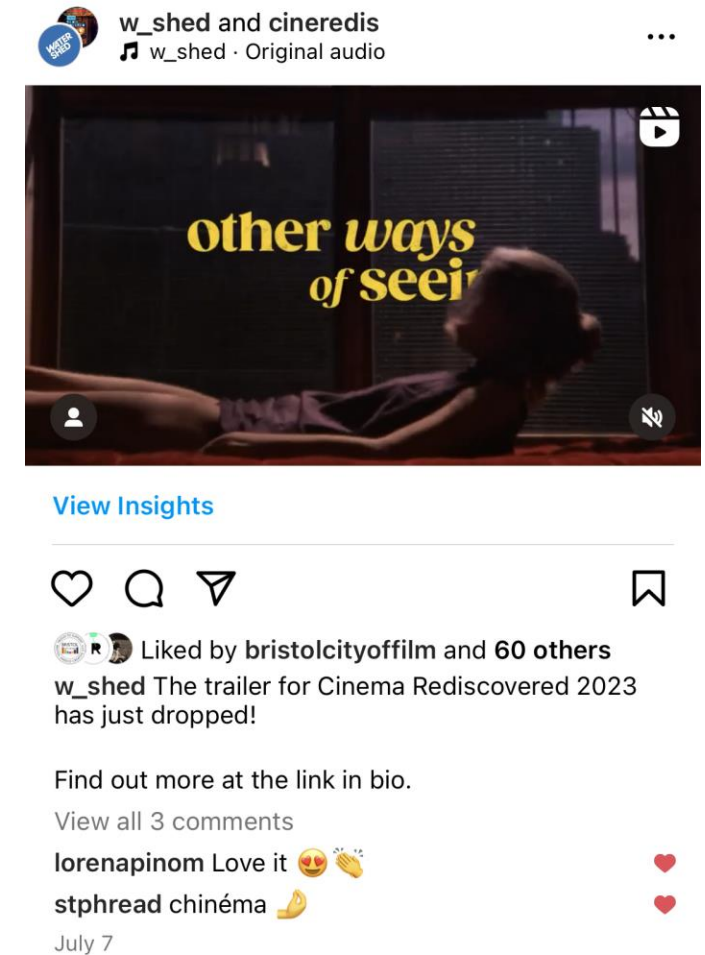
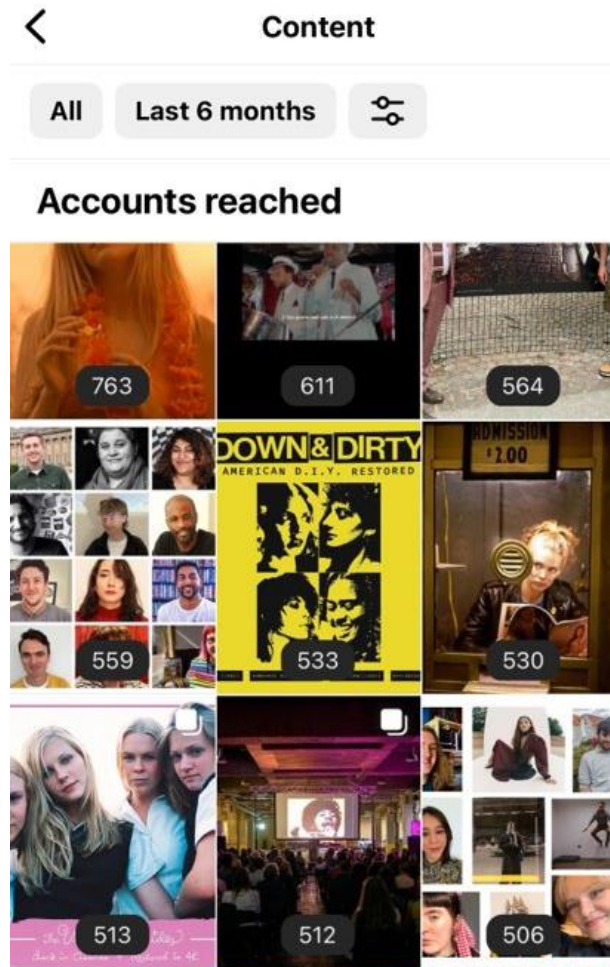




# Instagram Reach

Our top Instagram post, which was not a paid ad, with a **reach of 1,280** was the "Two Weeks To Go!" Preview clip featuring a clip of our interview with Laura Mulvey

- Posts were the highest content type for engagement. Choosing to use stylish film stills, and the occasional film clip, and buzzy event images were used as soft-touch comms and reshared in cinephile and audience going communities.
- Bespoke commissioned content worked well to connect online and in-person marketing, such as The Virgin Suicided Zine and Down & Dirty T-shirts. The Festival trailer was also well received.




**Cinema Rediscovered** @CineRedis · Sep 2

Happy **#NationalCinemaDay**! All tickets for all screenings are £3.00 all day. Come support your local independent cinema ❤️

Look out for **#CineRedis23** highlights:

Uptight @glasgowfilm with Andy Willis  
Salvation! @HydeParkPH  
Claudine @StoryhouseLive

...  
[Show more](#)



National Cinema Day UK and 2 others

2 5 7 1K

**Cinema Rediscovered** @CineRedis

“The return of the classic film capturing calypso’s riotous brilliance.”  
**@guardian** on One Hand Don’t Clap

Coming soon to:

**@kilntheatre** in **#London** 17 Oct

**@SouthseaCinema** in **#Portsmouth** 17 Oct

**@chaptertweets** in **#Cardiff** 14 - 19 Oct

**#BlackHistoryMonth** 🍌

[amp.theguardian.com/music/2023/may...](https://amp.theguardian.com/music/2023/may...)



News Opinion Sport Culture Lifestyle

Music

Shake your Sugar Bum Bum! The return of the classic film capturing

9:02 AM · Oct 2, 2023 · 1,537 Views

View post engagements

7 8

**Cinema Rediscovered** @CineRedis · Oct 1

Look out for the joyous Calypso documentary One Hand Don't Clap coming to a cinema near you this October as part of **#CineRedis23** on tour with our collaborators **@twelve30coll...** ✨

**@qftbelfast** in **#Belfast** 1st

**@kilntheatre** in **#London** 17th

**@chaptertweets** in **#Cardiff** 14th - 19th



0:17

8 11 4K

**Cinema Rediscovered** @CineRedis

Next stop **@kingstreetcinema** in **#Ipswich**

Kamikaze Hearts - Juliet Bashore's queer docufiction on the heady days of the 1980's San Francisco underground.

Salvation! Beth B's anarchic comic satire on religion, greed & consumerism in 1980s America.

[kingstreetcinema.co.uk/whats-on/cinema...](https://kingstreetcinema.co.uk/whats-on/cinema...)



Film Hub South East and 2 others

8:33 AM · Sep 15, 2023 · 694 Views

View post engagements

2 9

**Cinema Rediscovered** @CineRedis · Aug 1

Cinemas! Festivals!

Interested in showing highlights from **#CineRedis23** in your community ?

Find out more about our touring offer + the resources you can access for marketing/wraparound events 🌟 to the support of **@BFI** awarding **#NationalLottery** funds:

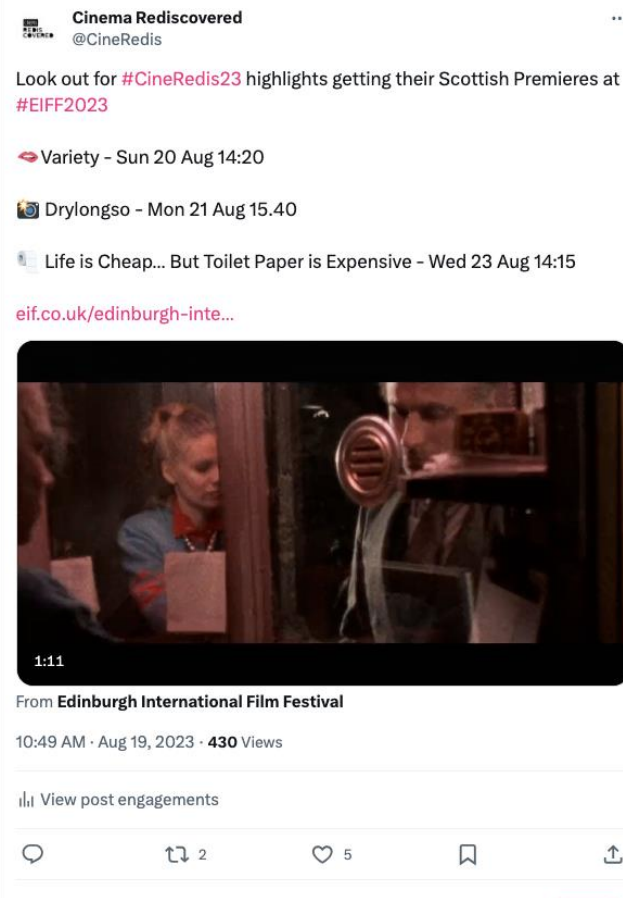
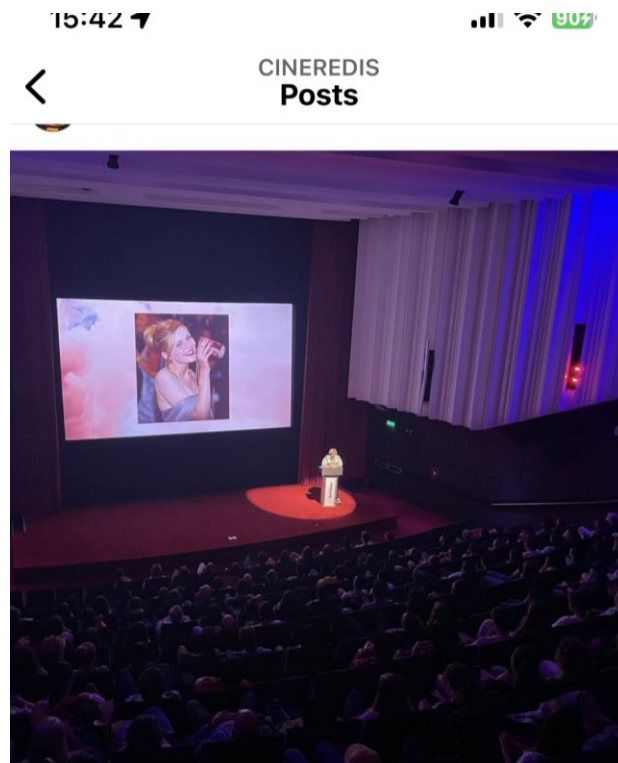
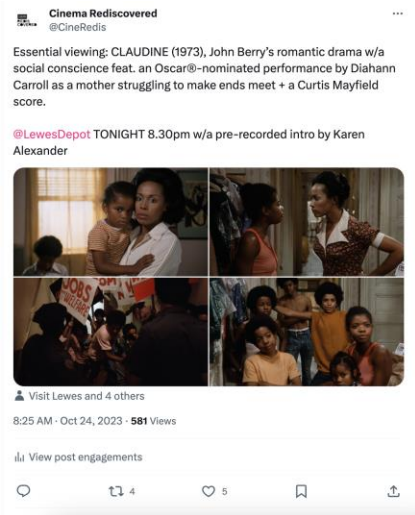
[watershed.co.uk/cinema-redisco...](https://watershed.co.uk/cinema-redisco...)

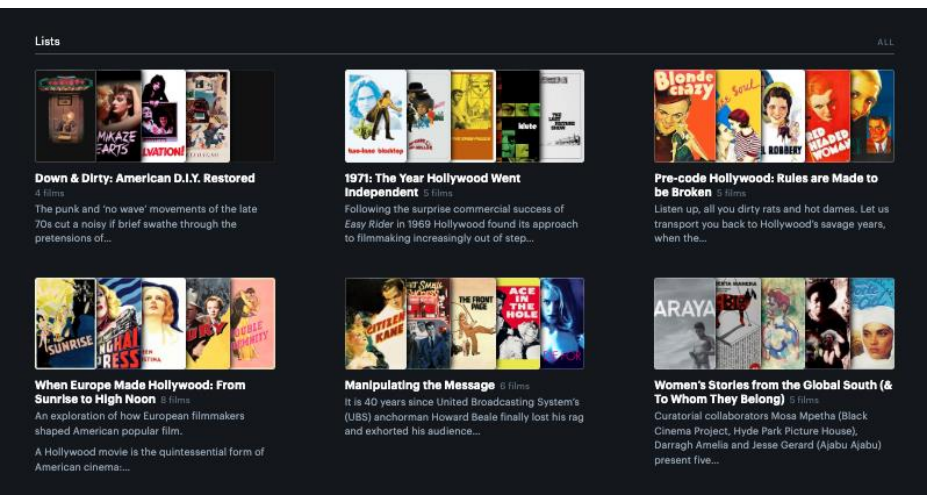
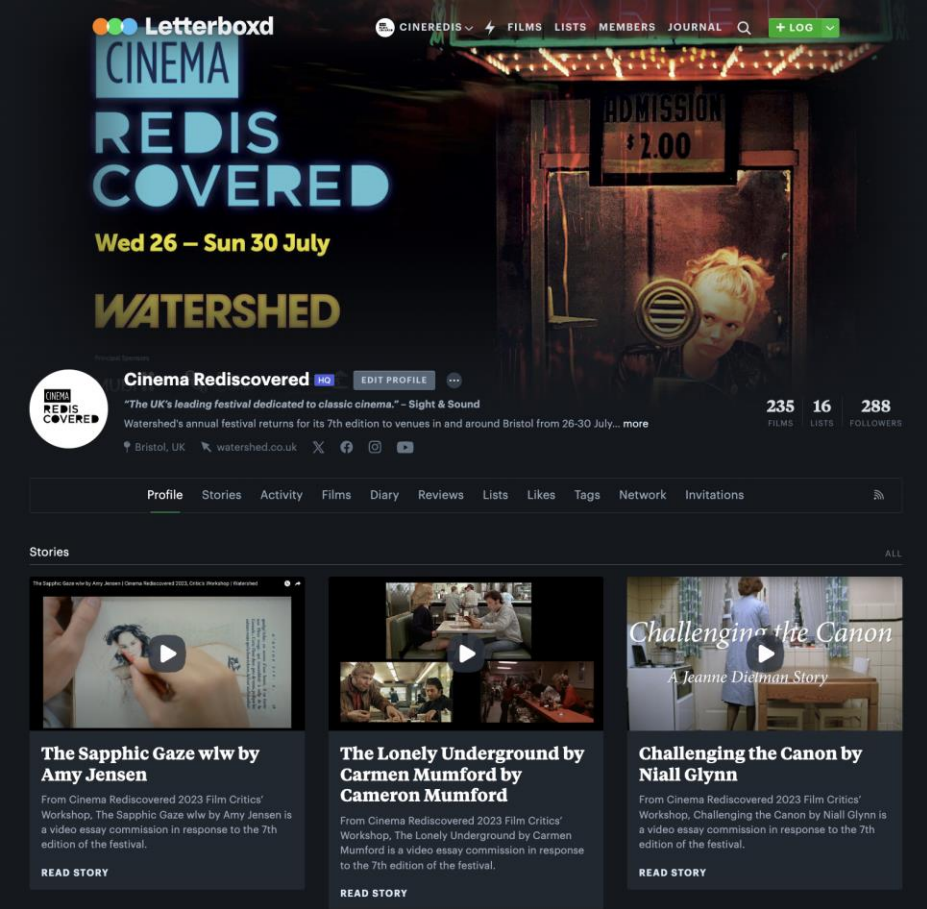


BFI FAN: The Bigger Picture and 2 others

15 24 5.5K







# Launching on Letterboxd

We launched a Letterboxd account, to connect with their young cinephile user base and provide an external, socially-orientated platform through which to publish editorial as well as offering a means to publicly archive previous festivals and strands in the form of lists.

As part of our 'HQ' account upgrade, we organised an 'email swap' with Letterboxd – to reach their subscribers with a targeted newsletter about the festival (which went out to 4,690 members) in return for an exclusive membership offer code for our CR newsletter subscribers.

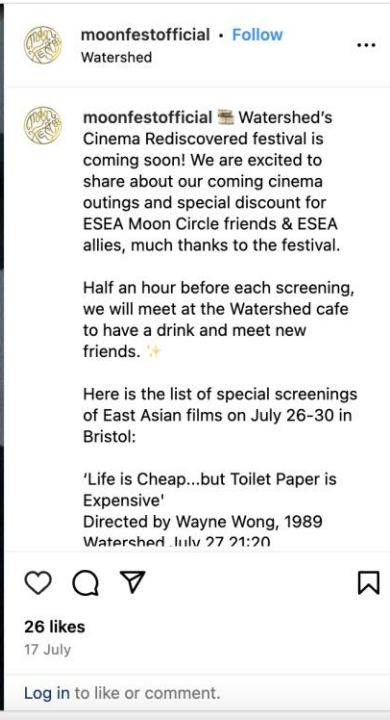
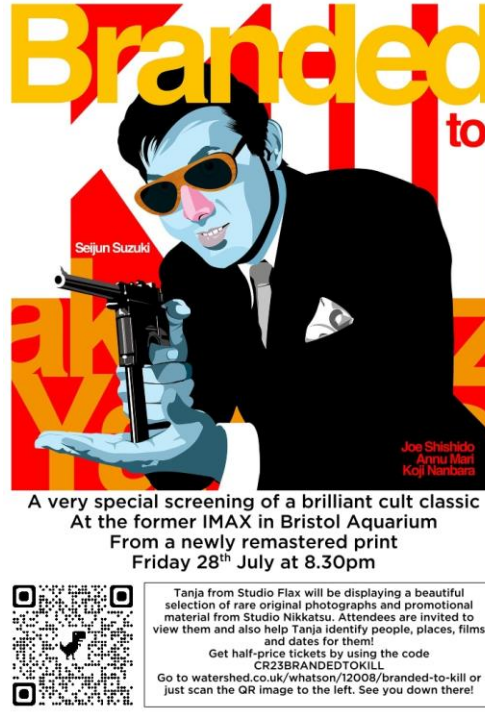
We also engaged the UK Letterboxd team and prominent users / 'influencers' with the festival by including them in a Reframing Film Session looking at translating online enthusiasm to growing in-venue audiences. Letterboxd's London editor Ella Kemp (who has over 25k followers on the platform) and Bristol-based film critic and programmer Tessa Williams (with over 2.7k) both participated as panellists for that discussion and promoted the festival on their social media.

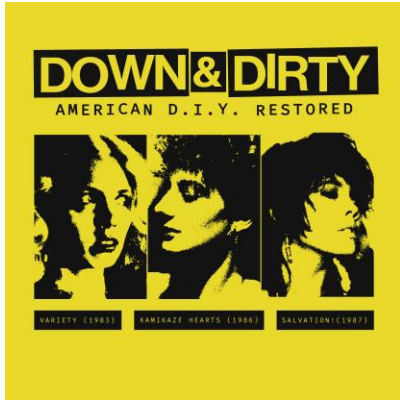


# A new collaboration with MoonFest...

*"Great introductions, great restorations and great films."* Audience Comment

We commissioned Moonfest to target East & South East Asian communities with specific titles such as *Millenium Mambo*, *Branded to Kill* and *Life is Cheap... Toilet Paper is Expensive*. We also encouraged tour venue to identify local partners. For example, Exeter Phoenix, successfully connected with the local Hong Kong community.





# Tour assets included...

*“Great, enjoyed the little touches of having special programmes printed”* **Audience Comment**

**Beth Morris (@\_bamcreate)** was commissioned to create the poster artwork for *Look Who's Back* as well as a whole suite of social media assets.

**Sebastian Robles (@sebsmakesart)** was commissioned to create artwork for the Down & Dirty strand (also doubling up as artwork for a ltd edition run of a T-Shirt used for competitions.)

We're grateful to Creative Content Agency [Silk Factory](#) who produced a stunning theatrical festival trailer in-kind which doubled up as the [tour trailer](#).

There were a number of pre-recorded introductions (Sofia Coppola, Beth B, Andy Willis) as well as longer form assets such as podcasts, programme notes/zine by Hannah Strong and a pamphlet/book/thing edited by Tara Judah with new writing by Film Critic Workshop alumni Ian Wang and Fedor Tot.







Artwork by: Sebastian Robles (@sebsmakesart)



Programme notes by: Hannah Strong

Pamphlet/book/thing:  
Edited by  
Tara Judah  
Artwork by  
Amber  
Phillips



pamphlet/book/thing

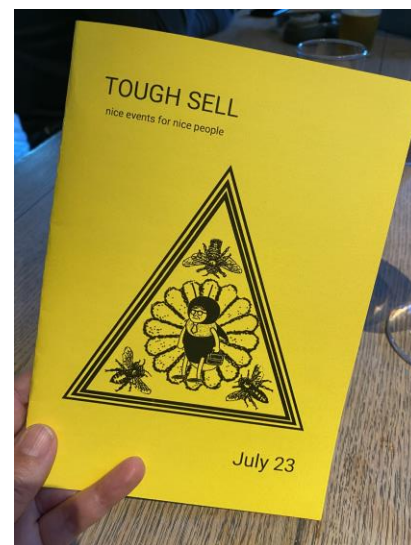
Writing by:  
Ian Wang  
Fedor Tot





Look Who's Back: The Hollywood Renaissance and the Blacklist | Cinema Rediscovered 2023 | Watershed

# Podcasts & Blogs



## Cinema Rediscovered 2023

By David Hudson

THE DAILY — JUL 24, 2023



Lorenza Mazzetti

This month's roundup on new and noteworthy books includes an enthusiastic recommendation for Ian Wang's very fine piece for the *Baffler* on painter, writer, and filmmaker Lorenza Mazzetti. Her forty-eight-minute film *Together* (1956) premiered in the first Free



# Outdoor advertising

Total reach and impact for the Harbourside location is 240,666 reach and 350,310 impact.

The Temple Meads location delivered an average of 492,000 impressions. Cinema Rediscovered 2023 was featured in a scrolling 6 Sheet in a prime location on the Bristol floating harbour, at the end of Watershed's walkway, and in two locations in Bristol Temple Meads Train Station for 6 x weeks, running from w/c 5 June - w/c 17 July.

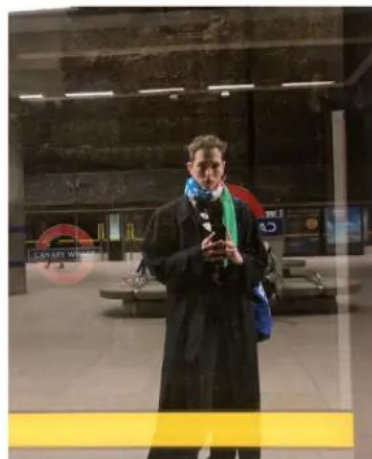


In addition, Bristol City of Film run an extensive outdoor campaign across the city promoting the Summer of Film Takeover events

*"Amazing festival programme, brilliant venue as ever."*  
Audience Comment







**Film Critics  
Workshop  
2023**

**CINEMA REDIS  
COVERED**

[Meet the 9 participants...](#)



## Participants most enjoyed...

*"The supportive environment is what I enjoyed most, both from the organizers and the other participants. It really benefits the creative output to know that there are open ears."*

*"Really enjoyed all aspects of it - genuinely."*

*"Connecting with other people on the course, and getting to know the process of creation and distribution!"*

*"Very welcoming and encouraging atmosphere to learn together in."*

*"It was a great learning experience and let me expand my skillset and creative thinking."*

## And least enjoyed...

*"The meetings that were remote."*

*"Missing some workshop time discussing everyone's ideas allowing peer feedback?"*

# Film Critics Workshop Participants feedback



# Film Critics Workshop Outcomes

**100% of surveyed participants gained fresh ideas and inspiration**

**80% made useful contacts, feel more confident and gained a better understanding of opportunities to participate in the film industry**

*“I'll definitely look towards considering actively finding video essay opportunities instead of just making them on my own.”*

*“Felt rejuvenated in my film making practice by making the video essay, reminded me I have skills that can be brought into different mediums, got to meet such lovely people, helped me to understand there is a place for film criticism and it is appreciated (feel very new to this area)”*

*“I will make more video essays.”*

*“Permanently and more deliberately consider film critique/essays as complimentary to other practices.”*



*"Excellent all round. Love the staff, organisers, and fellow attendees"* Audience Comment

10% of audiences visited for the first time!

70% were Inspired you to watch more films like the one they have seen

71% felt connected with a community of people watching the same film

77% increased their awareness of film heritage and history

75% are extremely likely to recommend Cinema Rediscovered, to a friend, family member or colleague



# Festival Audience Comments





# Festival Audience Comments 😊

*“Eye opening and mind expanding .”*

*“Friendly atmosphere created by staff, really enjoyed the introductions to the films too.”*

*“Excellent. Great variety and some real finds.”*

*“An incredible opportunity to see these films on the big screen. Some real discoveries.”*

*“Great atmosphere, great organization, great selection of films. ”*

*“My first visit, and I would like to come back again. A good atmosphere, helped by knowledgeable introductions.”*



# Festival Audience Comments 😊

*“Obvious how much thought and care has gone into the festival -- really considered programmes with thoughtful, interesting introductions.”*

*“Fantastic. Met and made lots of free ends and filled in lots of gaps in films and film knowledge. ”*

*“One of the best experiences of my life! ”*

*“So pleased to be able to see some favourite classics on the big screen, along with titles I'd never even heard of before.”*

*“Love cinema, love Watershed and now I love Cinema Rediscovered.”*

*“Stimulating and thought provoking. Exposure to Brazilian culture, which I'm not familiar with, and a wonderful re-exposure to Trinidad, my home for most of my life.”*



# Festival Audience Comments 🙄

*"If the films could be spaced out a bit more so they don't clash that would be good."*

*"More stuff for younger audiences given they've broken up from school. "*

*"A quieter autistic/ sensory-friendly space would have been really appreciated between screenings."*

*"I think the festival can be a very a lonely place."*


*"Although the box office staff were very helpful the booking system itself gave a very poor experience. "*

*"The big issue is the Early Bird bookings and the lack of details for films. But excellent! "*

*"Would be useful to have some sandwiches or quick food between screenings, often there wasn't time to wait for food from the cafe. "*

*"It might have helped if one of the partners could have helped with discount travel (eg GWR) or even a link up with a hotel to offer festival attendees some form of discount."*





“I had a fantastic time attending Cinema Rediscovered 2023. It was my first time attending the festival and it is something that I will endeavour to make an annual occurrence. Thank you for having me!” **Audience Member**

Ways in which surveyed attendees found out about Cinema Rediscovered:

*Top*

1. 34% Word of Mouth
2. 29% Browsing Watershed website + Watershed e-newsletter
3. 14% Twitter

*Lowest*

1. 3% Local newspaper, magazine or radio + Outdoor Poster in Bristol
2. 2% Letterboxd
3. 1% Leaflet



### Watershed Comments Card

Obviously, doctor, you've never been  
a thirteen year old girl.



### Watershed Comments Card

A Dog Called Discord  
- absolutely beautiful!

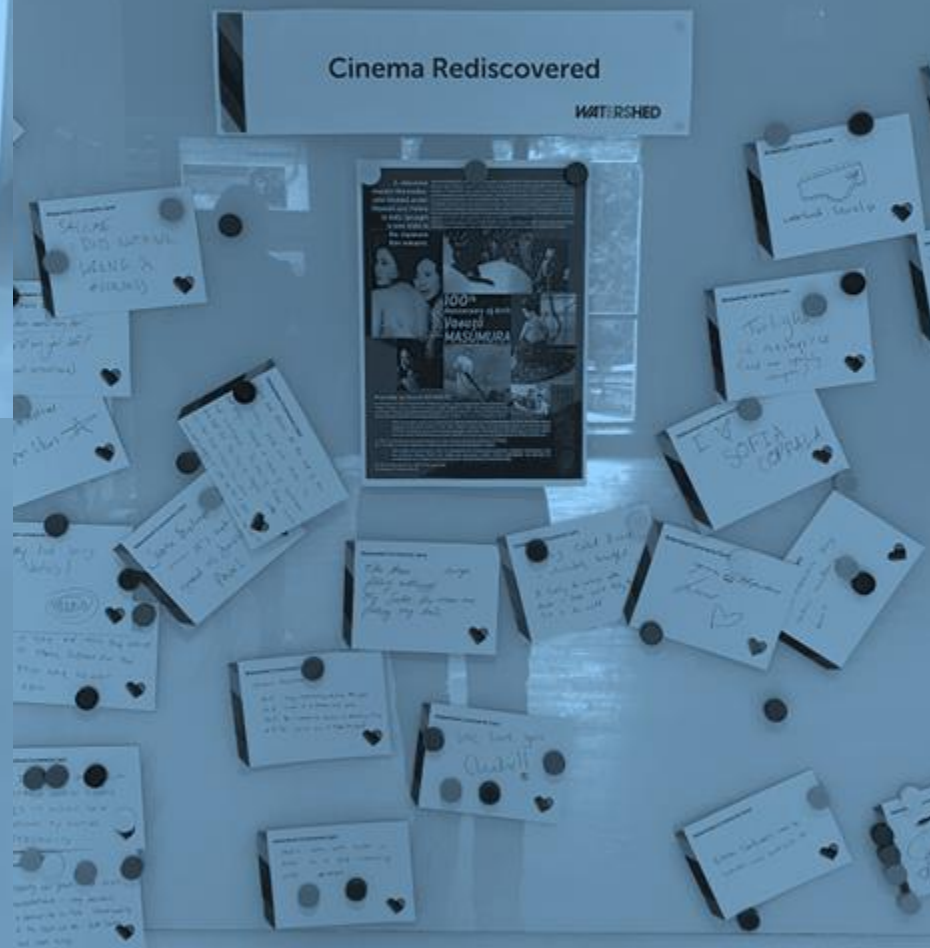
A lovely discussion with  
Mark & Tara. We're lucky to  
live in his world!



## Add your comments here...

### Cinema Rediscovered

WATERSHED



### Watershed Comments Card

SALOME  
DID NOTHING  
WRONG!!  
#GIRLBOSS



### Watershed Comments Card

I ♥  
SOFIA  
COPPALA



# Festival Audience Survey - Demographics

146 Survey respondents (3.7% rate); note this did not include pop-up events which were surveyed separately

*"This was my first time attending and I hope to come along every year from now on for the rest of my life."* Audience Comment

## Age

24% of audience were under 30 *\*Note that box office data is higher - 16% (Under 24 and Student concessions)*

- 16-19 / \*3% (1% in 2022)
- 20-24 / \*9% (7% in 2022)
- 25-29 / 12% (16% in 2022)
- 30 – 39 25% (18% in 2022)

## Gender

- Majority audience gender demographic was Man 47%, marginally higher split than Woman at 44% (55% and 38% in 2022)
- Second highest category after Prefer Not To Say] was Non-Binary at 3% (1% in 2022)



# Festival Audience Survey - Demographics

*146 Survey respondents (3.7%); note this did not include pop-up events which were surveyed separately*

## **Sexuality**

25% LGBTQ+ compared to 17% in 2022

## **Ethnicity**

- Majority audience ethnicity demographic was White British or Northern Irish at 68%
- 2nd highest was people of Dual or Mixed Heritage at 10%
- 17% audiences from ethnically diverse backgrounds compared to 10% in 2022

## **Disability**

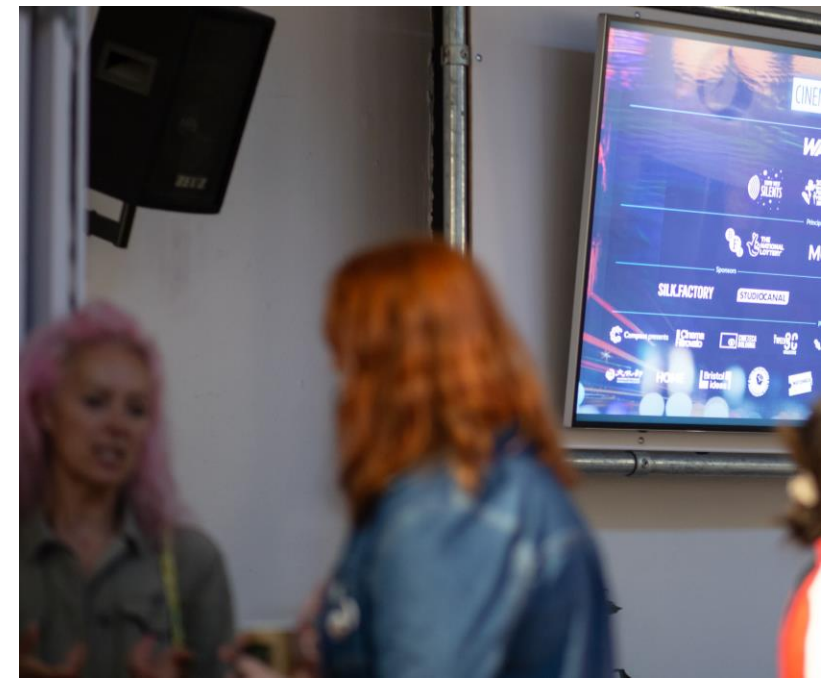
29% of audience identified as a disabled person d/Deaf, or have a long-term physical or mental health condition compared to 15% in 2022

16% identifies as Neurodivergent

## **Class**

10% identified as working class background (SEB)

9% preferred not to say



We are grateful to all our sponsors, funders and partners that make the festival what it is...

Top 10 most recognised sponsors and partners according to festival audience survey respondents

- |  |  |
|--|--|
| 1. BFI / 88%                                   | 6. Il Cinema Ritrovato / Cineteca Di Bologna / 44% |
| 2. Watershed / 83%                             | 7. St Pauls Carnival / 42%                         |
| 3. MUBI / 77%                                  | 8. Bristol City of Film / 40%                      |
| 4. National Lottery / 71%                      | 9. South West Silents / 39%                        |
| 5. 20 <sup>th</sup> Century Flicks + GWR / 68% | 10. Park Circus / 38%                              |



# Tour Audience comments 😊

97% of surveyed attendees rated the experience as very good or good

*"I think it is great that people who live nowhere near Bristol get to feel part of the Festival when the films tour round the country."*

*"Some really interesting insights from the introductions and programme notes."*

*"This was my first visit to the venue since covid and it was a pleasure to be back to see a favourite movie on the big screen for the first time in several decades."*

*"It was great to get the chance to see in a cinema a work as challenging and adventurous as *Kamikaze Hearts*"*

*"Discovered a whole new type of film, quality was great, sound was also great! Fantastic atmosphere."*

## Top 5 most recognised sponsors and partners according to tour audience survey respondents

1. BFI / 89%

3. MUBI / 60%

5. Watershed / 12%

2. National Lottery/64%

4. Park Circus / 16.57%

# Tour Audience comments 😊

70% of surveyed attendees were inspired to watch more films like the one they saw

71% were made to feel connected with a community of people watching the same film

77% stated that the experience increased their awareness of film heritage and history

*“It was great to see non-mainstream films in a welcoming environment like Hyde Park Picture House.”*

*“I really enjoyed it and I hope it tours to Glasgow again next year, I’ve been to other previous ones such as the Pre Codes”*

*“The QFT is a terrific venue, regularly offering an interesting and eclectic programme of films. This season fitted perfectly with their mission in bringing established classics and unknown gems to a wide audience.”*

*“I look forwards to the rest of the ‘Look Who’s Back’ screenings in Bradford, any anything else you’re able to tour in West Yorkshire.”*

*“Classic film, enhanced by the info leaflet handed out pre-entry, some fab info contained there within.”*



# Tour Audience comments 🙄

*"I really enjoyed 'One Hand Don't Clap' and would love to see this and other films from Cinema Rediscovered screened more regularly in a wider range of locations and at affordable prices."*

*"Just wish I'd been able to get along to more screenings! The films weren't always programmed for times that fit comfortably around work"*

*"I was a little disappointed that only one of the screenings came with an introduction, especially given that the historical context was such a key part in the season."*

*"The cinema I attended had arranged for a cocktail at their licensed bar to coincide with the showing of The Virgin Suicides which was fun. I would have liked to know more about CR before the showing, maybe a small introductory video or similar."*

*"More please but perhaps an earlier start time especially if there is a discussion after."*

*"This survey is long and I am sleepy."*

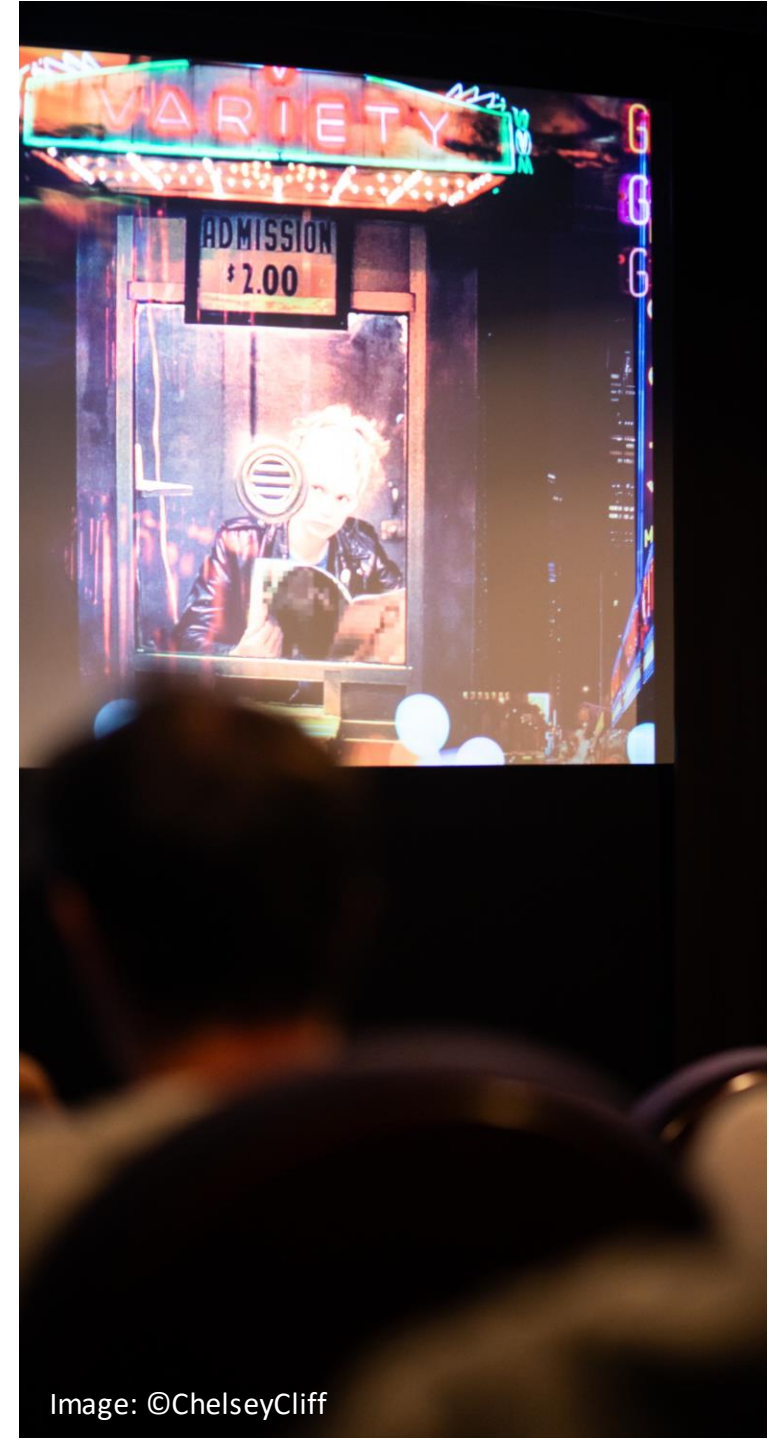


Image: ©ChelseyCliff

# Tour Audience Survey - Demographics

189 Survey respondents (1.5% response rate)

*"This was my first time attending and I hope to come along every year from now on for the rest of my life."* **Audience Comment**

## Age

31% of audience were under 35 (compared to 32% in 2022)

- 0-15 / 6% (0% in 2022)
- 16-19 / 4% (1% in 2022)
- 20-24 / 9% (9% in 2022)
- 25-29 / 13% (12% in 2022)
- 30 – 34 / 9% (8% in 2022)
- 35 -39 / 8% (10% in 2022)

## Gender

- Majority audience gender demographic was Man 62%, Woman at 32% compared to 55% / 38% in 2022
- Second highest category [after Prefer Not To Say] was Non-Binary at 2% compared to 1% in 2022



# Tour Audience Survey - Demographics

*189 Survey respondents (1.5% response rate)*

## **Sexuality**

27% LGBTQ+ compared to 17% in 2022

## **Ethnicity**

- Majority audience ethnicity demographic was White British or Northern Irish at 70% (67% in 2022)
- Second highest was people of White - Irish at 10%
- 7% audiences from ethnically diverse backgrounds compared to 11% in 2022

## **Disability**

34% of audience identified as a disabled person d/Deaf, or have a long-term physical or mental health condition compared to 15% in 2022

## **Class**

12% identified as working class background (SEB) compared to 18% in 2022

11% preferred not to say compared to 12% in 2022

*"Quiz a lovely way to round off the festival, and well pitched (not tooo nerdy)." Audience Comment*

Image: ©ChelseyCliff



Image: Dream Quiz Team Timon Sing and Becky Sands



***"May the good work continue to thrive." Audience Comment***

