Cinema Rediscovered 2024 Festival & Tour Review

"The country's foremost celebration of archive films" Pamela Hutchinston, Writer/Critic Sight & Sound, 2024

The 8th edition of <u>Cinema Rediscovered</u>, dedicated to the revival of great films on the big screen, took place Wed 24 – 28 July 2024 in Bristol UNESCO City of Film; presented by Watershed, with the support of principal sponsors Park Circus and StudioCanal and funder BFI awarding funds from National Lottery.



2024 Festival Highlights

4,811 Total ticketed Festival Audiences for 2024

21% up on 2023

140% up on 2023 Pass Income

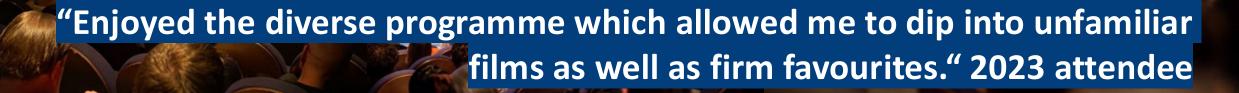
19 sold-out events

Watch a short reel about last year's edition by Arthur Cauty



attendee

775 Views for <u>Christina Newland's Lecture</u> Image: Christina Newland Opening Lecture ©ChelseyCliff



ORY

inema trovato

WORLD CINEMA PROJECT

59 events & screenings incl. 15 UK premieres with 68 guest speakers including...

STUDIOCANAL

8111919

Images: ©ChelseyCliff

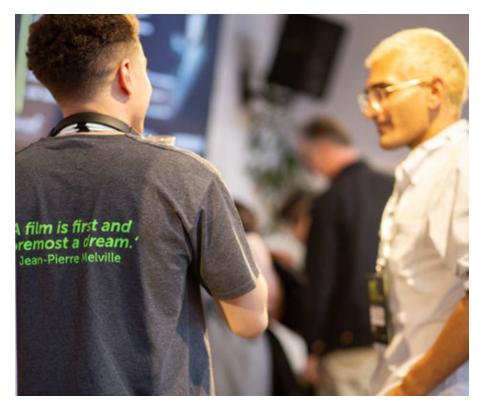
STUDIOCANAL

6 O'CLOCK GIN

BRISTO

"Having an introduction before each film really heightened the experience, each one was insightful and well delivered." 2024 Attendee

Adam Dawtrey	David Parker	Hugh Odling-Smee	Kirsten Larvick	Nicky Williams	Tara Judah
Adam Murray	Diwas Devan	lan Wang	Lorena Pino	Pamela Hutchinson	Timon Singh
Andrew Kelly	Dr Charlotte Croft	Isabel Moir	Lynda Myles	Paul Farrell	Zahra Khanum
Andy Willis	Dr Mark Bould	Isra Al Kassi	Maddy Probst	Peter Jewell	
Anna Bogutskaya	Dr Matthew Barrington	Jack Bell	Mark Cosgrove	Professor Ian Christie	
Candy Vincent-Smit	h Dr Matthew Sweet	Jack Chase	Mark Fuller	Robin Baker	
Charles Burnett	Dr Peter Walsh	Jonathan Bygraves	Michael Eaton	Sam Clements	+ Remote contributions from:
Charlotte Saluard	Dr. Dhil Wickham				A REAL PROPERTY AND ADDRESS OF THE OWNER
	Dr Phil Wickham	Julian Baggini	Mosa Mpetha	Selina Robertson	Dennis Doros
Christina Newland	Duncan Carston	Julian Baggini Julie Pearce	Mosa Mpetha Muneera Pilgrim	Selina Robertson Siavash Minoukadeh	
Christina Newland Clive Burlton					
	Duncan Carston	Julie Pearce	Muneera Pilgrim	Siavash Minoukadeh	John Sayles



100 industry attendees gathered from across the UK to attend our sold-out Reframing Film Sessions presented with BFI FAN with the support of our principal sponsor Park Circus and STUDIOCANAL.

See full programme.

"Great panel, good overview, practical real life examples - really helpful" Participant

Images: ©ChelseyClif

95% of surveyed attendees would recommend this type of event to others

Reframing Film Sessions



Reframing Film Sessions Participants' feedback included:

"Loved it, great level of discussion - v thought provoking."

"Great panel, good overview, practical real life examples - really helpful"

As a result of attending, participants said they would:

"Reconsider how I integrate archive film, and historic materials into my programming and promotion."

"Look to ways of providing more context and room or discussion for audiences."

"More partnership work, will look to attend more events like this to build relationships and hear from other orgs."



Opening Night Drinks

0.

2023 Attendee

"The relaxed, friendly atmosphere and helpful staff are what really makes it"

Images: OChelseyCliff

"Every screening I went to was electric and alive with enthusiasm." **2023 attendee**

"Long live 35mm projection at Watershed and elsewhere!" 2023 attendee

Images: Ewan Dunford, Watershed Head of Technical Resources ©ChelseyCliff





"More projection room tours! Would pay a lot more too." 2023 Attendee

Projection Box Tour

Image: Rosie Taylo



watershed.co.uk/CR24 #CineRedis24

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Thanks to our 2024Festival venues:

- Watershed
- 20th Century Flicks
- Curzon Cinema & Arts in Clevedon
- Bristol Megascreen (former IMAX)
- The Cube Multiplex

"Great venues, friendly atmosphere, feels very embedded in Bristol as a city but also outward-facing and dealing with the world, history and film history in really interesting and original ways." 2023 Attendee

Image: ©Arthur Cauty

Image: ©Lorena Pino



Images: ©ChelseyCliff

Other Ways of Seeing - Co-curators

We are proud to have collaborated with an inspiring <u>range of co-curators</u> to bring you the 8th edition of Cinema Rediscovered and touring programme as part of Other Ways of Seeing, a development opportunity supported by BFI awarding funds from National Lottery.

Meet the Other Ways of Seeing Co-curators...

- Adam Murray and Stephen Morgan <u>Jeff</u> <u>Barnaby: The Art of Forgetfulness</u>
- Dáire Carson <u>The Wizard of Oz</u>
- Diwas Dewan <u>Kummatty</u>
- Fedor Tot and Siavash Minoukadeh <u>Queer</u> <u>Cinema from the Eastern Bloc</u>
- Harriet Taylor <u>Female Trouble</u>
- Lorena Pino <u>El Cine Soy Yo</u> and <u>La Rumbera:</u> <u>Ninón Sevilla</u>
- Paul Farrell <u>At Midnight I'll Take Your Soul</u>
- Selina Robertson & Isabel Moir <u>The</u> <u>Student Nurses</u>



Our collaboration with made.on.the.moon continued...

Building on last year's partnership, we commissioned made.on.the.moon to target East & South East Asian communities with specific titles such as Mahjong (introduced by Ian Wang) and followed by a pop-up Mahjong Game Session which was a hit!



de.on.the.moon We are ready for our mahiong 算將 game pop-up afte the 'Mahiong' UK premiere screening this Saturday afternoon

ioin our fun game of mahjong a part of Cinema Rediscovered eginners and masters and all are elcomed. Our East and South East sian creative collective Made on the Moon will be hosting the free Innisses ni-nonh

'Mahiong' is a film by Taiwanese director Edward Yang, and mahjong is a traditional game with beautiful engraved tiles, popular in East Asian & South East Asian cultures. The screening is sold out, but the session will take place at 4:30-finm D



"A fantastic and inspiring festival that has made me feel more in touch with my own community and also other communities." Festival Attendee



New Partnership: Women's Film Preservation Fund

We teamed up with the Women's Film Preservation Fund to present a trio of shorts by Liane Brandon, one of the first American indie women filmmakers to emerge from the Second Wave Feminist Film Women's Movement; followed by a networking event and opportunity to record stories and responses c/o <u>Katie Davies</u>. This was followed by a special showing of *The Student Nurses* (1970.)

Watch <u>Sarah's story here</u>, and <u>Niyaz's story here</u> c/o <u>Katie Davies</u>.

33 Tour partner cinemas/festivals so far...

Bath	Film	Festival
20.01		

BFI Southbank, London

Broadway, Nottingham

Cameo Picturehouse, Edinburgh

Chapter Arts Centre, Cardiff

Curzon Cinema & Arts, Clevedon

DCA, Dundee

Depot Cinema, Lewes

Eden Court, Inverness

Exeter Phoenix

Glasgow Film Theatre, Glasgow

Hippodrome, Bo'ness

Pictureville, Bradford
Home, Manchester
Hyde Park Picture House, Leeds
ICA, London
Irish Film Institute, Dublin

Kiln Theatre, London

King Street Cinema, Ipswich

Light House, Dublin

Mockingbird, Birmingham

Pálás, Galway

Prince Charles Cinema, London

Phoenix Arts, Leicester

	QFT, Belfast
	Riverside Studios, London
	Ritzy Picturehouse, London
	Showroom, Sheffield
	Storyhouse, Chester
_	The Ultimate Picture Palace, Oxford
	The Cube Microplex, Bristol
	Tyneside Cinema
	Watershed, Bristol
1	

NATIONAL PR HIGHLIGHTS c/o Pam Beddard PR

- <u>Sight & Sound The Summer</u> <u>2024 Issue</u> – Editors' pick, <u>Weekly Film Bulletin</u>, 19 July
- The Guardian Pamela Hutchinson on The Dragon Painter, Peter Bradshaw interview with Béla Tarr, Stuart Jeffries interview with Melvyn Hayes, Andrew Pulver piece on rep cinema
- The Telegraph Tim Robbey, <u>The</u>
 <u>20 best cinemas in Britain</u>, 16 July
- BBC Radio 4 Front Row, <u>Melvyn</u> <u>Hayes interview by Samira</u> <u>Ahmed</u>, 15 July





Silent film

• This article is more than 1 month old

Sessue Hayakawa: cinema's forgotten sex symbol who was saved from death by his dog



Film Interview 'I lied to get the part': Melvyn Hayes on his 'angry young man' beginnings - and It Ain't Half Hot Mum <u>Stuart Jeffries</u>



Best for festivals: Bristol, Watershed

A vital cultural hub in the southwest, the Watershed was opened as a two-screen venue in a then-derelict area of the city in 1982, converting transit sheds along the harbour which dated back to 1894. A refurb twenty years ago added a third screen and expanded the café/bar. The Watershed has always been particularly renowned as a home for festivals in the area: now into its eighth edition, Cinema Rediscovered is a hugely popular example, combining talks and workshops (on the art of projection, for instance) with immaculate prints of forgotten gens. <u>watershed.co.uk</u>



The Watershed: A vital cultural hub in the southwest | CREDT: https://www.campion.com



CINEMA REDISCOVERED Bristol, 24-28 July

Now solidly established as the country's foremost celebration of archive film. Cinema Rediscovered is fixed in the July calendar, just as the suntans from Il Cinema Ritrovato are fading. This year opens with glorious restorations of tempestuous film noir Gilda (Charles Vidor, 1946) and Jean-Pierre Melville's icy policier Le Samouraï (1967). Further highlights include Charles Burnett's The Annihilation of Fish (1999), John Sayles's Lone Star (1996), Govindan Aravindan's Kummatty (1979), two films by Edward Yang and a trio of pictures starring Cuban-Mexican actor/dancer extraordinaire Ninón Sevilla (pictured above). To close, the poetic majesty of Sergei Parajanov's Shadows of Forgotten Ancestors (1965). Expect gleaming prints, filmmaker introductions and wideranging conversations. Pamela Hutchinson. Weekly Film Bulletin editor

REGIONAL COVERAGE c/o Pam Beddard PR incl:

- **Bristol Life** Cover of issue 354 (July) + mention in Editor's Letter + five page festival round-up (p28 32 + 2pp feature on J Lee Thompson.
- The Bristol Magazine Full page feature, July issue
- **Bristol Post -** Snippet in the Post's Bristol Times supplement, 16 July and Full page feature in WEEKEND supplement, 19-21 July. <u>See attached</u>
- Bristol 24/7 Early Bird announcement, Full Programme unveiled
- **BBC Radio Bristol -** Mark Cosgrove i/v by Claire Carter, The Afternoon Show, 9 July i/v by Steve Yabsley 21 July
- BCfm Mark Cosgrove i/v with Billly Quain for The Saturday Edition, 15 July
- **Visit Bristol m**entions in its industry bulletins; press bulletins, on website & in socials.



COVERAGE IN BLOGS INCLUDED:



UNDER 30'S GUIDE TO CINEMA REDISCOVERED

Wed 24 - Sun 28 July 2024





С

Béla Tarr in Bristol and London

By David Hudson



O n Wodnesday, Cinema Rediscovered 2024 will open in Bristol with the UK premieres of new restreations of Charles Vider's Gilde (1944)-<u>Sheil O'Mulley</u> has called it "a destabilized hybrid of polished studio musical and pitch-black nois"mal Jean-Firer Mehille's Le annound (1967), the "aftinate existential gampter film," as William Friedkin once put it. Screenings and talks will take place in venues across the city before this year's edition wraps on Studiay when Jan Christie marks the Sergei Pariganov centenary with introductions to The Color of Pomegunates (1969) and the newly restored Shadews of Fergutten Accuters (1964). Vague Visages

Crime Scene #17: 'Lone Star' – Porous Borders at the Edge of America Search ...



Orine Score is a monthly Vague Plague adamn about the relationship-between orine element and more locations. PP 7 **Low Star** energy containe speciers, John Stepler 1996 film features Oriei Cooper, Elisabeth Pobla and Kris Keintefferum. Order due film coops, adong with our estibution to momentise, orienteing guides and implete soundwork ang listings, at the home page.

COVERAGE IN PODCASTS INCLUDED:









Cinema Rediscovered 2023 One day to go...



Hello,

With <u>Cinema Rediscovered 2023</u> just a day away, we've got a couple bits and pieces below to update you on.

See you there, Team Cinema Rediscovered



We're now on Letterboard! Letterboard is a global social platform for sharing your taste in film with a like-minided online community. It's a diary of films you're seen, a watchlist of films you want to see, a list-making and discovery tool, and so much more. You can use Letterboard on the web or install its app for IOS or Android. The service is free to use (with ads), or you can pay a couple of pounds a month to upgrade to a paid account and enjoy an ad-free experience, along with some super-useful additional features and stats. Our favourite is the option to add the streaming services you subscribe to, and get notified when any film in your watchlist arrives on any of your chosen services.

Special Letterboxd Pro Offer: Save 20% on a Pro or Patron subscription by heading here and using the code cinemarediscovered.

Newsletters

30% 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; a 60% open rate.

Our best performing newsletter was the CR24 Line-Up Announcement of 62.2% open rate and 26.7% click rate.

The sponsored StudioCanal solus had a 55.7% open rate and 3.3% click rate.

In addition to coverage in the Cinema Rediscovered newsletter, the festival was supported by Watershed's weekly, monthly, family and accessible newsletters.

Total Audience: 37,364

- Weekly: 23,753 (most recent newsletter open rate 34.9%; click rate 3.5%)
- Monthly: 11,897 (most recent newsletter open rate 36.5%; click rate 3.1%)
- Family: 1,321 (most recent newsletter open rate 43.6%; click rate 4.1%
- Accessible: 615 (most recent newsletter open rate 38.2%; click rate 2.9%)

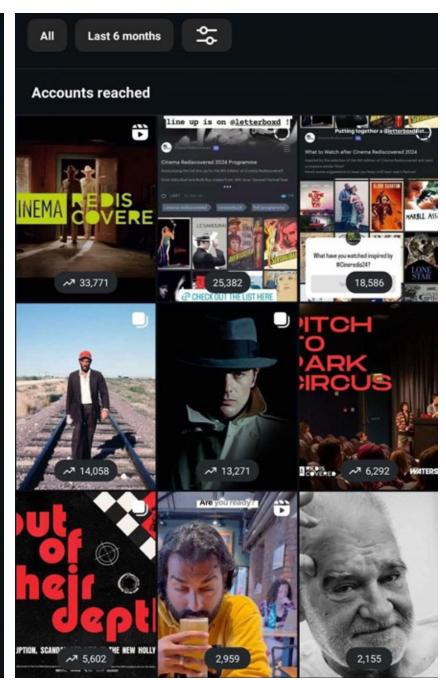
Social Media

Most of the focus is now on Instagram. From 21st May to 18th August 2024, the Cinema Rediscovered Instagram reached over 106,000 accounts, a 469% increase from the previous three months resulting in 1,157 account engagements (nearly +200%) and gaining 306 net followers.

This does not include our Early Bird Pass Announcement on the 9th of May, which reached 13,271 accounts alone.

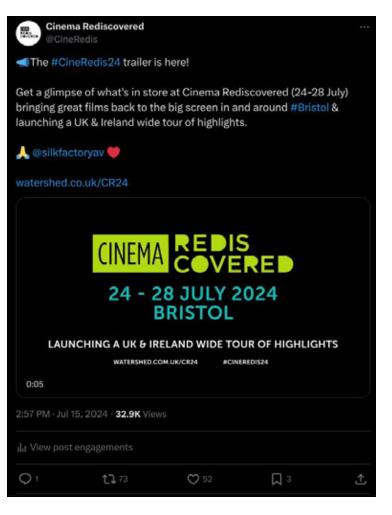
In addition, there was extensive reach through Watershed's IG and other platforms including X, Facebook. We also started out on Threads this year.

	Account	5 ,211 ts reached from ads		
	+59.4% 1.5% wers •	$\mathbf{)}$	+500% 98.5% • Non-followers	
Impressions				267,123 +414%
By content type				
All Followers	Non-followers			
Stories				53.2K
Reels				32.1K
Posts				17.8K
Videos				24
	Followers	Non-foll	owers	



Social Media - X

15% of surveyed attendees found out about Cinema Rediscovered through the X platform



Cinema Rediscovered @CineRedis - Jul 28 The legend that is Melvyn Hayes (pict. here w/family) has the @wshed audience in the palm of his hand w/a little help fr/ @DrMatthewSweet atthe UK Premiere of J. Lee Thompson's superb, yet overlooked, No Trees in the Street (1959) c/o @StudiocanalUK Vintage Classics

#CineRedis24





Cinema Rediscovered @CineRedis - Jul 24 Cinema Rediscovered begins today!

You can pick up passes at @wshed from 9am, and join us on the red carpet from 4pm a

Link in bio for the full programme.

CineRedis24

WED 24 JULY

Opening Keynote: CHRISTINA NEWLAND 16:30 - 17:30 C1 / BSL

UK Premiere: GILDA 18:30 - 20:30 PG / C1

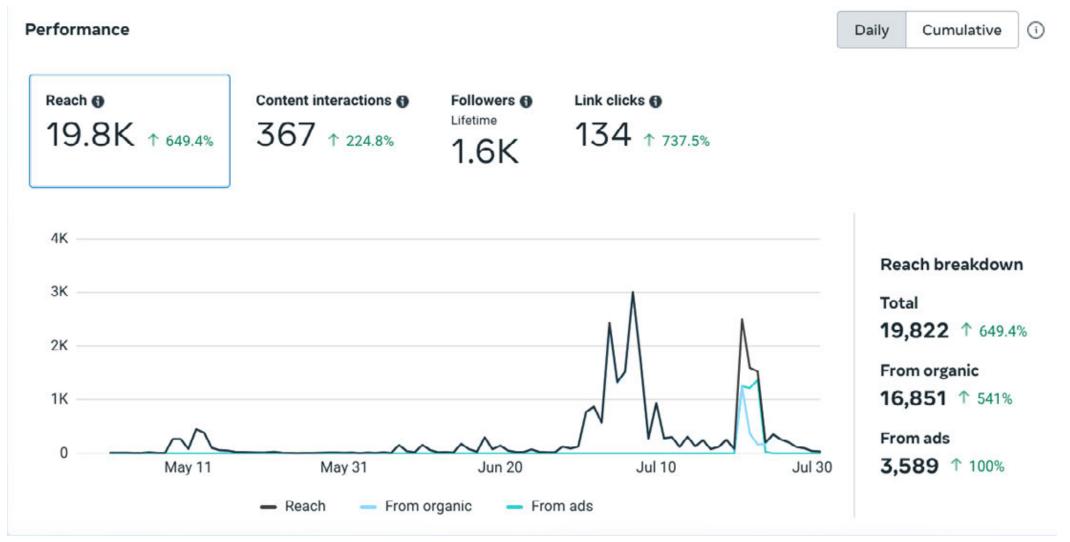




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Social Media - Facebook

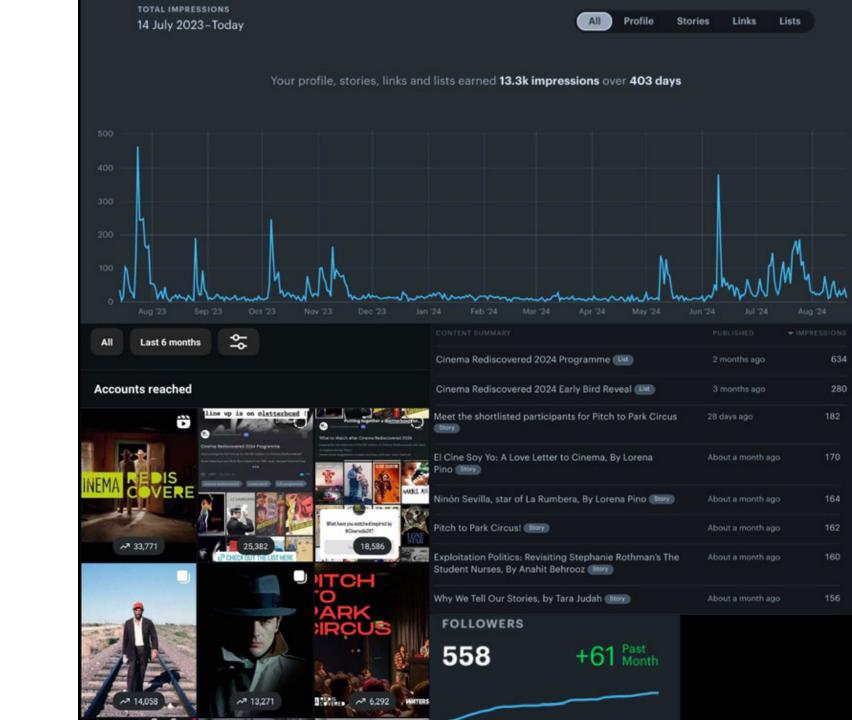
Much of our focus has shifted to Instagram but we are still making an impact via Facebook

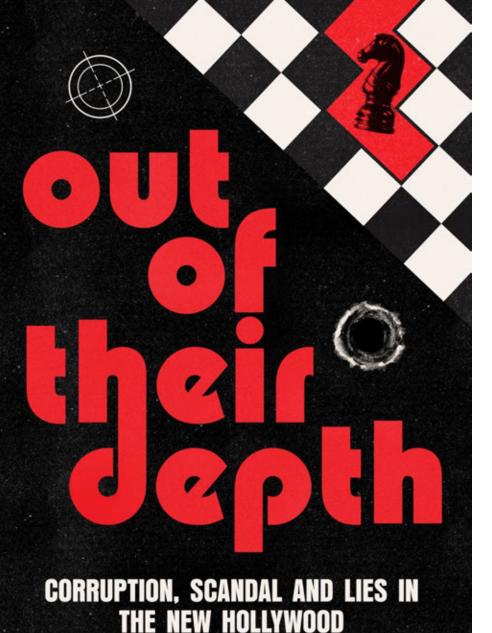


Letterboxd HQ

Our Letterboxd HQ has become our primary editorial platform.

As well as publishing a range of announcements as stories(such as the launch of our Pitch to Park Circus initiative which had a good reception on all our channels), we platformed various writers/video essayists; building more depth of engagement and a sense of community. The two highest IG stories without ad boosts are related to Letterboxd lists, which can be equated to them being shared by the Letterboxd account causing a spike in impressions.





Cinema Rediscovered on Tour is a Watershed project in collaboration with Park Circus and StudioCard With support from BFI awarding funds from The National Lattery.

Season assets included...

Beth Morris (@_bamcreate) was commissioned to create the poster artwork for Out of Their Depthas well as a whole suite of social media assets.

There were a number of pre-recorded introductions as well as longer form assets such podcasts, programme notes and new writing commissioned.





"The Out of their Depth shirts should have been on sale - would have made a lot of money " 2023 Attendee



T-Shirt artwork: Beth Morris (@_bamcreate)



Poster artwork: Lauren Cory



Badges c/o Cressida Williams

Outdoor and in-venue Advertising

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

Cinema Rediscovered 2024 was featured in a scrolling 6 Sheet in a prime location on the Bristol floating harbour, at the end of Watershed's walkway, running from w/c 3 June - w/c 29 July.

Watershed also did a building takeover, both on printed quads and the digital screens across the building and in our cinemas.





As part of Other Ways of Seeing supported by National Lottery, we commissioned new work by seven film critics, writers and video essayists, all alumni or previous hosts of Cinema Rediscovered's long-standing film critics programme.

- Adam Murray <u>"Loneliness ain't no laughing</u> <u>matter" - Thoughts on Charles Burnett and The</u> <u>Annihilation of Fish</u>
- Amaya Bañuelos Marco <u>Returning to</u> <u>Newcraighall: The Bill Douglas Trilogy</u>
- Fedor Tot <u>'Lone Star' Porous Borders at the</u> Edge of America
- Jonathan Bygraves <u>Phantom Threads</u>
- Tara Judah <u>Why We Tell Our Stories</u>
- Lara Callaghan
- Paul Farrell

Find their work on our <u>Letterboxd HQ</u>



"Great festival - exactly the sort of films I'd want to see. Great time of year as well." 2024 Attendee

99% of audiences rated their experience as good /very good

56% came to the festival for the first time!

72% were Inspired you to watch more films like the

one they have seen

66% felt connected with a community of people

watching the same film

80% increased their awareness of film heritage and

history

Audience Survey: 251 responses 5%

important film friendly growing thought great walk new made walk new highlight vear's staff really melvyn highlight vear's festival one rich screening wait rediscovered thank bristol wonderful beautiful absolutely good history informative main time unique amazing enriching people watershed interesting films experience next year introduction relaxed hayes

2024 Festival Audience Survey: 251 responses 5%

Festival Audience Comments 😃

"This is such a fantastic and important festival for Bristol."

"It's a great festival. The programme is rich & challenging."

"It's a beautiful event and I hope it keeps growing and attracting more people to discover and rediscover stories, miticism and community."

"Loved the Chinatown Dilemma tak before the screening too, very thoughtful."

"The cinema walk was absolutely fantastic, rich in information and history." "Great festival - exactly the sort of films I'd want to see. Great time of year as well."

Festival Audience Comments 😃

"I thought this year's lineup was quite a lot better than last year's (which was still interesting) - this year I thought it was really stellar!"

"I have had a wonderful time, the front of house staff are so wonderful, friendly, professional, charming."

"I took part in the volunteering for the reporter page and just wanted to say thank you to being so welcoming and friendly! It was so great to experience the festival and it's one would love to come to again!"

"I loved watching *The Wizard of Oz* on the big screen! I hadn't seen it in many years and it was just as magical as the first time."

Festival Audience Comments 😕

"Having a paper programme would be helpful - it might help me to attend more events."

"Whilst the Imax theatre at the Aquarium was fantastic in terms of sound and visuals, the lack of air-conditioning made it a challenging and uncomfortable 2 hours."

"I didn't know anything about the festival apart from the event I attended I think more publicity is needed."

"Festival passes were a little big though, I cba wearing it half the time."

"There were a lot of screenings I wanted to go to but had to miss because of clashes with other films, work etc. Maybe encore screenings of some?" "It was clearly a very well thought out programme and was really reasonable in terms of ticket prices. Also, the comms in terms of reminders being sent was very good." Audience Member



<u>Ways in which surveyed attendees found out about</u> <u>Cinema Rediscovered:</u>

Тор

- 1. 34% Word of Mouth
- 2. 30% Venue newsletter + 30% Venue website
- 3. 15% X / 11% Instagram

Lowest

- 1. 2% Magazine / Radio
- 2. 1% National Paper
- 3. 1% Leaflet

Watershed Comments Card

Watershed Comments Card the gay an gst flute (coming Out)

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over

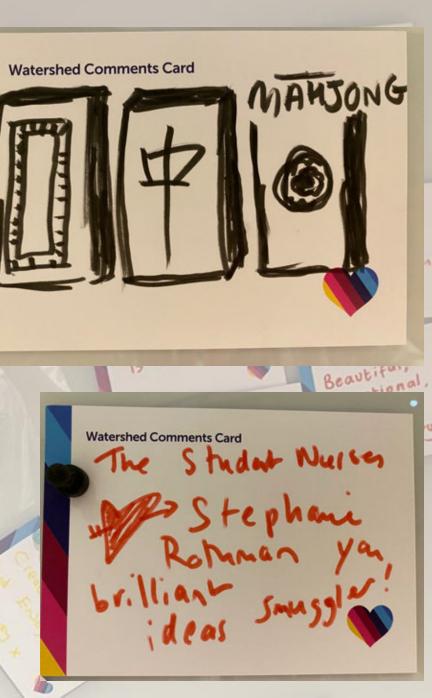
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CINEMA REDIS

Watershed Comments Card

is an icon !!!

Watershed Comments Edward Yang king of interiors & Taiwanese New cinema Thanks CRD!



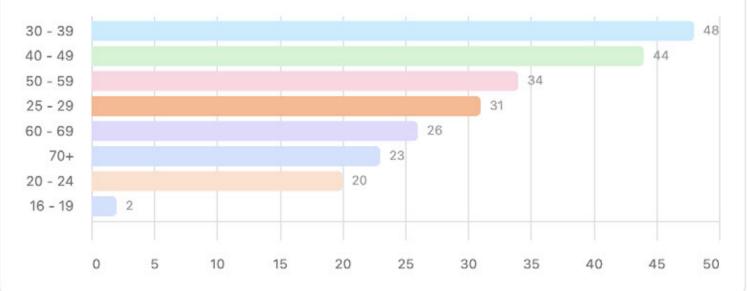
Festival Audience Survey - Demographics

2024 Festival Audience Survey: 251 responses 5%

We are committed to working towards a more accessible and inclusive sector. To that end, we are monitoring how well our activity is connecting with specific audience groups.

"I like seeing so many young people enthuse about cinema." Audience Comment

<u>Age</u>



23.3% of audience surveyed were under 30

Festival Audience Survey - Demographics

2024 Festival Audience Survey: 251 responses 5%

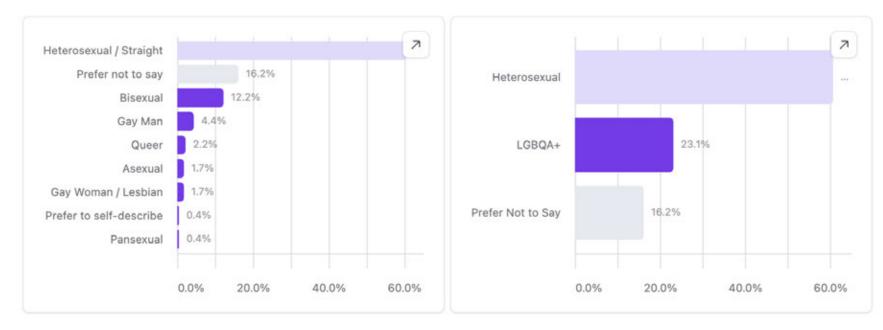
<u>Gender</u>

Majority audience gender demographic was Man 53%, marginally higher split than Woman at 44% (47% and 44% in 2023)

Second highest category after Prefer Not To Say (2.6%) was Non-Binary at 3% (the same as 2023)

Sexuality

23% LGBTQ+ compared to 23% in 2023 and 17% in 2022



Festival Audience Survey - Demographics

2024 Festival Audience Survey: 251 responses 5%

Ethnicity

- Majority audience ethnicity demographic was White British or Northern Irish at 64.9% compared to 68% in 2023
- 18.4% audiences from racially or ethnically minoritised backgrounds compared to 17% in 2023 and 10% in 2022

Disability

24% of audience identified as a disabled person d/Deaf, or have a long-term physical or mental health condition compared to 29% in 2023 and 15% in 2022

13% identifies as Neurodivergent compared to 16% in 2023

<u>Class</u>

11% identified as working class background (Lower SEB) compared to 10% in 2023

4% preferred not to say, 3% were note sure and 6% were not classifiable



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

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

- 1. BFI/94%
- 2. Watershed / 94%
- 3. The National Lottery / 79%
- 4. StudioCanal / 73%
- 5. Park Circus / 39%

"An excellent event with a very well considered programme. I can't think of anything quite like it in the UK." 2023 Attendee

"Thank you! It was a unique experience which really inspired me" 2023 Attendee

A film is first nd foremost

WINE OF THE MONTH

oreal

STORMY

7.00

NEGRONI

ESPRESSO

OLD FASHIONED

ALL BILLOW MARGARITA

CINEMA REDIS COVERED

Welcome hank you joining us

"It was amazing !!!! bring on cinema rediscovered 2025 🙌."

Audience Comment