

CINEMA

REDIS COVERED

Thu 27 - Sun 30 July

Great films back on the big screen

2017 REVIEW

See it at Bristol's

WATERSHED

watershed.co.uk



“To be able to watch great films on the big screen, as a shared experience with other cinema goers was brilliant.” Audience comment

The 2nd edition of Cinema Rediscovered (27 – 30 July 2017) brought 61 shorts and feature films back to big screens in Bristol and surrounding region at cinemas including Watershed, Curzon Clevedon Cinema & Arts and for the first time, The Cube Microplex. The festival officially launched with the 2nd Philip French Memorial Lecture delivered by current chief film critic at the Observer **Mark Kermode**; who addressed a packed auditorium with good humour and great respect for both the art and the man he was invited to reflect upon: *“Philip French,”* he said, *“inspired people to think that film criticism was an honourable art.”*



“Really great space for switched on critics and fans to come together and inspire each other, challenge each other and share thoughts.”

Film Critics Day Speaker

Over 7,639 Weekender Admissions for 61 films

Including 2,071 Festival Ticketed Admissions a two-fold increase on last year incl. 9 sold-out events

5,000 views at free drop-in events

Plus a sold-out pre-festival launch event (198 admits)



“Classic films were celebrated with some smart repertory programming, while parallels were drawn between the state of cinema now and in its infancy.” Pamela Hutchinson, Sight & Sound

19% of audiences were new bookers

10% of bookers had returned after the first edition

97.5% of survey respondents stated that they are very likely or likely to attend an event like this again.

Festival Highlights included:

- **Howard’s End** restoration on the eve of its re-release with BFI’s Gaylene Gould Oscar®-winning set decorator Ian Whittaker.
- **40th anniversary screening of Network** with an introduction by Samira Ahmed part of *Manipulating The Message* including the UK premiere of *The Front Page*;
- **English Premiere of Becoming Cary Grant** by Bristol based filmmaker Mark Kidel featuring rarely seen archive footage of Grant’s home town.
- **Blood Simple (Director’s Cut) Preview** with a special live music event *Your Cheatin’ Heart* with Mike Crawford and the Various Sorrows (c/o STUDIOCANAL)
- **La Chinoise** presented ahead of Arrow’s 50th anniversary Blu-Ray re-issue with a new video essay by Jonathan Bygraves.

Over 1,152 admissions for the tour to 13 venues and 12 films

The tour included previews of *Dekalog* key venues at Home (Manchester), Filmhouse (Edinburgh) and GFT (Glasgow) ahead of its Blu-ray re-release (Arrow.)

- **Broadway** (Nottingham)
- **Arts Picturehouse** (Cambridge)
- **Home** (Manchester)
- **GFT** (Glasgow)
- **Showroom** (Sheffield)
- **mac** (Birmingham)
- **Filmhouse** (Edinburgh)
- **Hipodrome Bo'ness**
- **QFT** (Belfast)
- **Exeter Phoenix** (Exeter)
- **Chapter** (Cardiff)
- **Curzon Cinema & Arts** (Clevedon)
- **Studio Cinema** (Dunoon)

“Seeing the whole of Dekalog was brilliant.” Audience Comment



“At Bristol’s Cinema Rediscovered, female-driven stories came to the fore in thrilling fashion...” Christina Newland, [Little White Lies](#)

Women were at the heart of the programme on and off screen:

- **Tara Judah** presented a brand new digital restoration of Lizzie Borden’s feminist sci-fi feature ***Born in Flames*** followed by a panel with writer/curator **Karen Alexander**, author **Sophie Mayer** and programmer **Muffin Hix**
- **Feminist-horror collective The Final Girls** present **Sidney J. Furie’s** cult film ***The Entity*** (1982) at The Cube Microplex and took part in The Film Critics Day.
- **Author Lissa Evans** (***Their Finest Hour and a Half***) presented highlights from ***Girls Like Us*** season at BFI Southbank with producer Stephen Woolley.

Come The Revolution:

Black cultural film collective Come The Revolution presented a series including 50th anniversary showing of *Guess Who’s Coming to Dinner* alongside comic-horror hit *Get Out*; and the BFI restoration of *Daughters of the Dust*.

50% of guests identified as women

55.7% of survey respondents identified as female

28% of guests identified as BAME

12% of survey respondents identified as non-white





“Fantastic welcoming atmosphere all weekend.” Audience comment

India on Film

Presented with BFI, British Council, South West Silents and Asian Arts Agency

- **Panorama of India: Journey Through the Archive** with live music by pianist **Stephen Horne** and percussionist **Jeevan Singh (RSVP Bhangra)** pictured above right; a specially curated programme from the BFI National Archive’s collection of rare films of pre-Independence India.
- **Satyajit Ray's *The Music Room*** ahead of its UK Blu-Ray release in August with an introduction by Dr Suman Ghosh (Bath Spa University)

Spotlight on Joe Orton:

- **A 30th Anniversary showing of *Prick Up Your Ears*** with a live piece by artist Tom Marshman which went on to tour.
- **A preview of a new restoration of *Entertaining Mr Sloane***; in this 50th anniversary year of the Sexual Offences Act of 1967 with a talk hosted by Joe Bligh (Thorny) and Bristol Out Stories.
- **A new stencil piece by STEWY at Watershed to raise awareness about Joe Orton** and tie in with Upfest festival, Europe’s largest street art festival.





“Very good. I came to see the film, but it was an added bonus to see the introduction by the producer [Stephen Woolley] & writer [Lissa Evans], which really enhanced the experience”

Audience Comment

43 events creating an informal, inclusive & inspiring space

- **Cinema Walking Tour** by Dr Peter Walsh
- **Film Quiz** specially curated by 20th Century Flicks
- **Trip to Curzon** for a behind the scenes look at the original projection booth, a demonstration of the original Christie cinema organ and Citizen Kane on 35mm
- **Projection Tours** at Watershed with Curator Rosie Taylor
- **Local archive shorts** picked from the BFI archive by South West Silents played in Watershed’s café/bar raising awareness about Britain on Film and the BFI Player.

“It turned out to be a great way to see a bit more of Bristol, and it felt connected to the wider festival as the tour guide was also one of the Cinema Rediscovered programmers.” **Walk Participant**



“Informative! I was interested in seeing this usually hidden part, and think it was presented well so that anyone could understand it.”

Projection Tour Participant

As a result of attending the festival...

- **52% were more aware of film history and heritage**
- **20% were introduced to a type of film that they would have never otherwise considered**
- **42% of felt that they learnt something new or different**
- **47% were more interested in attending events**

“Citizen Kane is a film that is so easy to dismiss... I almost didn't go and see it, as I was so sure it had nothing more to offer me. I was so wrong. This is the brilliant opportunity that festivals like Cinema Rediscovered offer, and hopefully something we also do at GFT.”

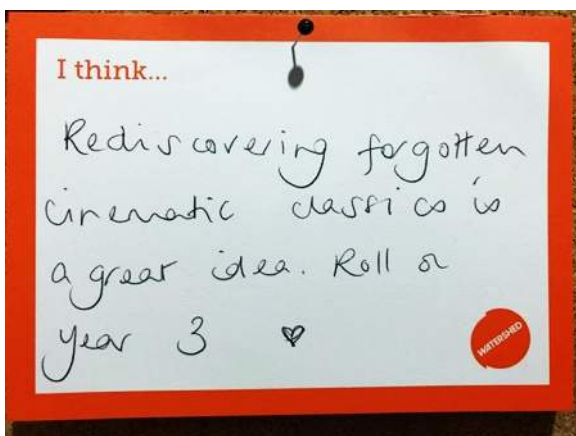
Paul Gallagher, Marketing Manager



Volunteers were at the heart of our success...

“A big thank you to you and all the team for the opportunity to volunteer at this year's Cinema Rediscovered - it was an amazing experience and I loved every minute!” Volunteer

A lot of care went into recruiting and getting the best out of a diverse range of volunteers which generated positive feedback from all involved; the approach volunteer co-ordinator Tommy Curtis developed is now being used as a template for other regional festivals including Afrika Eye and Encounters Short Film & Animation Festival.



Specialist volunteers were taken on to lead on specific areas. Volunteer Kathryn Butt led on a dedicated Instagram campaign (@CineRedisReport festival roaming reporter) campaign. MA in Curation student Louise Milsom was brought back as volunteer supervisor and as a guest speaker.



PRESS & MARKETING

"How did we get here? Let's see what the movies can teach us. Turns out they're been quite prescient, as [this] celebration of digital restorations, rare prints and contemporary classics reveals." [24/7](#)

Press coverage was extensive including national publications and media outlets such as The Guardian, Sight & Sound, Little White Lies c/o Sarah Harvey PR and local media coverage in 24/7, BBC Bristol Radio, Bristol Life Magazine.

This was combined with an extensive outdoor marketing campaign, bespoke branding assets and print and extensive social media campaign led by Watershed's team with the expertise and input of region based specialists Lorena Pino, Liz Chege and input from partners 20th Century Flicks and South West Silents. Social media platforms were used to cross promote relevant partners' events such as Compass Presents: On the Rocks (Britain on Film: Coastal) as well as South West Silents' and Scalarama.



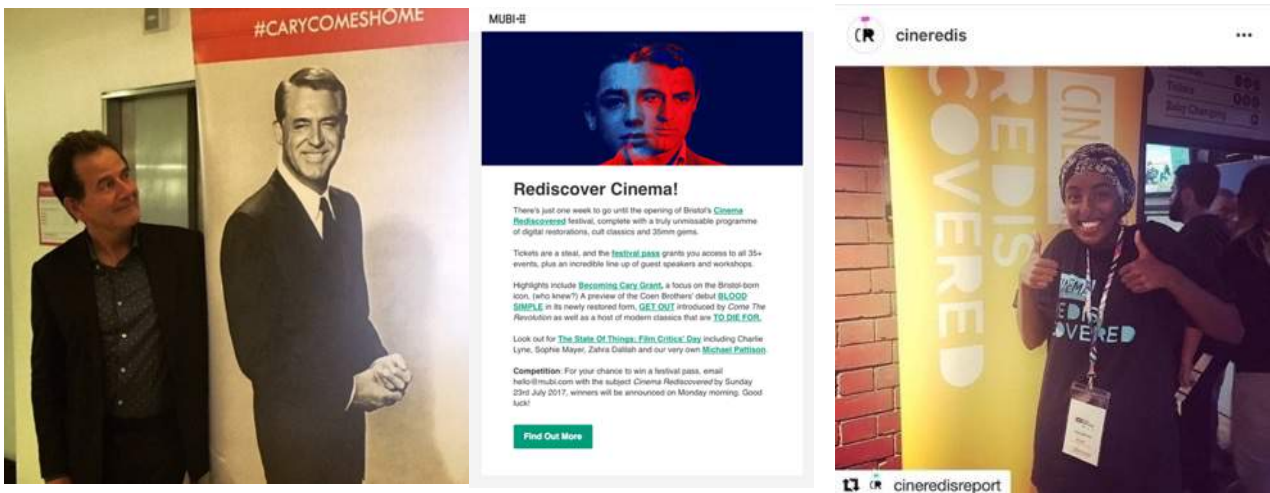
SOCIAL MEDIA & ONLINE PRESENCE

The focus was primarily on creating a dedicated online editorial which brought together what's on and editorial published on watershed.co.uk/cinema-rediscovered, a dedicated Twitter (@1003 followers), Facebook (741 Likes) and new Instagram tapping into partners' networks including Watershed (76.5K Twitter / 17K Facebook) and MUBI (55K Twitter / 174K Facebook - UK and global.) Twenty editorial pieces on platforms on blogs such as the CR [Blog](#), MaxRenn [blog](#) and [South West Silents](#)

Bespoke social media assets succeeded in engaging audiences particularly those involving influencers such as Peter Lord, Come The Revolution and STEWY (Joe Orton Stencil.) See pictured below examples of a series of bespoke social media cards produced with quotes by influencers, co-curators and contributors.



*“Watching **Network** in 2017 feels like being shamed by Cassandrian prophet returning to their original big screen soap box screaming ‘WHY DIDN’T YOU LISTEN, YOU MANIACS? In an excellent introduction, journalist and broadcaster Samira Ahmed wryly noted given events of the week just past the film was of particular interest to female journalists...”* [Maxrennblog](#)



"Cinema Rediscovered is a vital new voice in the film festival calendar - and something we are proud to support. We can't wait to see what's in store for the new year" MUBI

The dedicated newsletter MUBI sent had most engagement from audiences aged between 25-34. More men than women engaged in the content (clicked through to ticket page).

The [bespoke MUBI promo page](#) created had a low take-up but MUBI believe this might be due to the pay-wall. In future, MUBI will consider removing this for wider engagement.

NEW IN '17; TWO PROFESSIONAL DEVELOPMENT STRANDS

The State of Things: Film Critics Day

15 UK participants were selected from an open call

A lot of care went into recruiting a diverse range of participants based on the strength of their applications and examples of their work such as reviews, video essays or podcasts.

"The content and contributors were excellent and extremely useful, insightful and inspiring." Film Critics Day Participant

100% of the participants rated this day Excellent / Good

Led by critic and programmer Tara Judah, The State of Things: Film Critics' Day is a one-day workshop inviting writers, bloggers, video essayists/vloggers and podcasters in the early stages of their career in the UK to share with more experienced practitioners, reflect on film criticism and respond to the festival line-up kicking off with a screening of cult classic *The Entity* with Peter Tscherkassk's *Outer Space*, introduced by the Final Girls.

"The event was brilliant, wish there had been more time with the speakers." Film Critics Day Participant

Guests included filmmaker and video essayist **Charlie Lyne**, critic and programmer **Tara Judah** (pictured across), author and activist **Sophie Mayer**, film critic **Michael Pattison** (MUBI Notebook), activist and arts and cultural writer **Zahra Dalilah** (gal-dem) and BFI Film Academy alumnus and writer **Reba Martin** (RIFE).

All participants were encouraged to create a piece of work in response to their experience at Cinema Rediscovered and given feedback on submitted works as part of their participation; see published pieces on a dedicated [blog](#): and selected highlights were published on [MUBI Notebook](#).



The Archive Sessions: Designing Experiences

A practice-based afternoon on how to approach screen heritage events from the tiny to the epic with support from Film Hub South West & West Midland included guest presentations from Compass Presents, Liz Chege / Adam Murray (Come The Revolution), Dave Taylor-Matthews (Kids Kino), Ian Francis (Flatpack Festival), Trevor Bailey (Windrose Rural Media Trust), Stacey Dyer (SWFTA) and Jemma Buckley (ICO.)

“Networking opportunities were great, and the breadth of people present. Great to meet real day-to-day archivists as well as multi-arts events providers. Overall, really positive.”

The Archive Sessions Participant

Participants included Borderlines Film Festival, North West Film Archive, Wessex film & Sound Archive, Create Studios, Indian Creek Films, Bristol Archive, Bath Film Festival, Plymouth Arts Centre, Cornwall Film Festival. 33.40 % BAME; 83.3% women; 16.7% young people (20 – 29 years old), 33% considered themselves to be from a disadvantaged socio-economic background; 16.7% to have a disability.

100 % of surveyed participants made useful connections and agreed the workshop was a valuable experience.



LESSONS LEARNT:

- There is clearly an appetite for cinema of the past and room to develop this further locally and nationally through pop-ups, touring and partnerships with MUBI and BFI.
- Added value events and niche programming as well as informal networking proved effective in connecting diverse audiences and practitioners.
- The Film Critics Day was a success, but could do with being expanded and better integrated into the festival programme.
- The pre-festival launch event presented with Bristol Festival of Ideas proved very popular with audiences and raised awareness about the festival.
- Dedicated PR and resources towards social media/marketing work but a longer lead-in time and more resources would benefit an event of this scale and the tour.
- The CR fair was much improved in its new location.
- Snappier online content (short videos) worked as did longer form online editorial.
- The range of partnerships involved were key to the success of the project.
- The partnerships are now in place to deliver a high profile UK launch pad and tour.

THANK YOU TO OUR SPONSORS, PARTNERS & FRIENDS!



The festival could not exist without their support and shared passion for cinema.

68% of survey respondents were aware the BFI were a funder.

66% that funding came through The National Lottery.

60% that STUDIOCANAL was a sponsor.

Cinema Rediscovered was presented by: **WATERSHED**



In partnership with:



With support from:

