

CONNECTING CINEMAS IN RURAL AREAS



tx-reverse 360 by Virgil Widrich & Martin Reinhart, Deep Space 8K, Ars Electronica Center (p.1 and 3)

A project by Neue Kammerspiele, Kleinmachnow
& Public Art Lab, Berlin
in cooperation with

Fortress Šibenik, Croatia || Amza Pellea Cinema, Rasnov, Rumania || Kino Centras Garsas Panevėžys
City, Lithuania || Cinema Star, Veria, Greece || M2C Institute for Applied Media Technology and
Culture at the City University of Applied Sciences Bremen Germany || Amsterdam University of
Applied Sciences Netherlands || KEA European Affairs Brussels, Belgium || b.creative network ||
Connecting Cities Network

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1. CONTEXT

Cinema is often perceived as a metropolitan medium – an entertainment product of and for the big city. Yet the importance of cinemas in rural areas where supply of cultural offerings is sparse, cinemas often take the lead in providing a wide spread quality program connecting audiences beyond social and cultural differences and age, furthermore enhancing communities by dialogue and networking. Nonetheless the stand of the communal cinema faces many challenges.

In our networked society most often people experience entertainment through video on demand (VOD) more solely from at home or through interactive applications and gamings on mobile devices. Since many people prefer going to cinemas with advanced technology infrastructure, it is even more important that the cinema provides the big screen experience with the newest technology. Digitalisation and the technological infrastructure must be state-of-the-art in order to be able to screen the newest films. Some major distributors don't even deliver to small cinemas with a lack of newest technology.

One of the most crucial problem communal cinemas definitely face is the fleeting population in rural areas. Especially young and talented people seeking education, work and a social life elsewhere. Even if you present a high-quality program - if the audience is disappearing whom can you attract? But once the cinema closes, connection to culture mainly disappears from these areas and the population does not only miss out on moving images from all across the world but often lose an important meeting point in their town, where neighbours, friends and strangers exchange about everyday life or political and social issues.

2. CHALLENGES

Acting on these assumptions, rural cinemas basically face the following challenges:

Digitalisation and Technological Infrastructure

Fulfilling the up-to-date technical standards and providing the audio-visual 'big screen' cinema experience is essential for the success of a cinema today. However the digitalisation is mainly an economic problem due to the high costs of advanced technologies. Local or national fundings are necessary to help the cinemas to survive and operate.

Programming and Audience Development

Knowing your audience and creating a custom-tailored and intriguing programme adds value to the communities' life. These two issues are linked with one another: a suitable programme has to be personalised for the local audience. Reaching the audience - and especially the young audience - is one of the difficulties cinemas face everywhere but especially in rural areas. Building strong ties to schools in order to bring young people close to the benefits cinema has to offer is fundamental to rural cinemas and use the daytime for extra screening time. Offering holiday or weekend workshops in filmmaking also commits youngsters to cinematography.

Film Distribution Policy

European films that do not find a national distribution don't find their way on the screen - or the distributors expect costs to be paid in advance - explained by our partner in Greece (p. 9) Collective projects could be bundling creative energy across borders and save the participating cinemas money and time. And facilitate cooperation in Europe-wide programming - last not least enable communities to see certain movies on the big screen and strengthen the European identity and experience European values in a cinematic way.

Network and Capacity Building

For a better understanding of the global trends and developments in cinema making, cinema operators need an exchange and knowledge transfer to navigate through this constantly changing landscape. The long-term strategic goal is the share of knowledge and capacities to bring the local European communities closer together and enhance the cultural life by creating a space for joint action and engagement - and thus make a stronger impact on cultural, social and economic development of the cinema.

3. CONCEPT

We understand **CONNECTING CINEMAS** as the foundation stone of a European network that takes the idea of European cinemas a step further. Most of the European cinemas networks support the cinemas in their programming, **CONNECTING CINEMAS** intends to connect audiences and cinemas in rural regions Europewide by establishing an effectively working networked infrastructure to share events and programmes, knowledge transfers and build a strong sustainable partnership network for a neighbourhood engaged cinema.

By analysing the cinema-making process in rural areas and its indicating challenges of a fleeting population to cities and shrinking audiences, socio-political radicalisation, increasing consumption of digital media at home, costly intense renewal process of the cinema infrastructure and technical equipment, **CONNECTING CINEMAS** aims at investigating the cinema-making process on three unfolding key visions to generate impact on the cinema as an innovation hub and community center:

1- **CONNECT** - how to connect the cinemas' audience Europewide while seeing the films simultaneously together by opening the cinema's big screen as an interactive media window for debates and discussions to exchange local perspectives and opinions about the film. Through a networked video conference system, chroma keying and bluescreen technique, it is even possible for the audience to become an actor in the virtual landscape of the movies and interact with others who are tele-present visible from other locations.

CONNECT facilitates translocal dialogue of cultural understanding, exchange of perspectives and cultural values beyond physical geographies through a remotely connected programme shared by all cinema partners.

2- **ENTERTAIN** - how to transform the cinema into a place of togetherness through a wide spread quality programme by organising cultural events and creating a new cinema experience beyond social and cultural differences?

ENTERTAIN will explore how to transform the cinema into a culture center with events and playful interactions, VR and AR storytelling, film festivals and educational cinema workshops and scenarios to - especially attract a younger audience.

3- **ENGAGE** - how can we develop marketing strategies that are tailored for the local audiences in rural areas through civic engagement by expanding the cinema-making process to the neighbourhoods? How can we implement communication strategies for urgent issues such as solidarity, humanity and social inclusion of minorities?

ENGAGE will reach out new audiences in the neighbourhoods through participatory forms of community storytelling and engaging marketing and communication strategies

We want to launch **CONNECTING CINEMAS** as a pilot project in cooperation with 5 cinema partners in rural areas, 2 culture centers, 3 festivals, 3 EU networks, 3 universities, one media tech network and one social entrepreneur hub from 7 different European countries.

We will focus on the urgencies of cinema-making in rural regions in 3-days **CONNECTING CONNECTING CINEMAS LABS**:

- **CONNECTING CINEMAS LAB - CONNECT** @ Neue Kammerspiele in Kleinmachnow, Germany
time: February 2020
- **CONNECTING CINEMAS LAB - ENTERTAIN** @ Amza Pellea Cinema in Rasnov, Rumania
time: April 2020
- **CONNECTING CINEMAS LAB - ENGAGE** @ Fortress of Sibenik, Croatia
time: June 2020

All partners will meet during the **CONNECTING CINEMAS LABS** to share and analyse their urgencies related to the local context, infrastructure and economic situation of cinemas. One of the main goal is to build common capacities through knowledge transfer for a networked cinema-making infrastructure and to establish the **CONNECTING CINEMAS LABS** in their cinemas as an innovation hub with many tools affiliated to the key visions the partners will co-curate for the common programme for the upcoming **CONNECTING CINEMAS EVENTS** from September 2020 to April 2021.

CONNECTING CINEMAS EVENTS - CONNECT | ENTERTAIN | ENGAGE

@ Kleinmachnow, Germany

@ Sibenik, Croatia

@ Rasnov, Rumania

@ Panevezys City, Lithuania

@ Veria, Greece

time: September 2020 - April 2021

During the **CONNECTING CINEMAS EVENTS** we will enhance the shared spaces of the cinemas Europewide by connecting them to one another, and to some of the most diverse communities in rural regions - through live screenings, networked urban interventions and translocal and crossing border discussions about contemporary cinema and film making.

For example the annual **EUROPEAN ARTS CINEMA DAY** organised by Europa Cinemas could be an outstanding innovative framework to connect European rural cinemas and audiences to share the experience of seeing a collectively selected film on the big screen simultaneously together and debate afterwards or invite the film crew to guide us 'behind the scenes'. Subjects that are of international matter encourage people to take a stand and understand significant topics from different perspectives. Living circumstances and cultural backgrounds might differ quite enormously, the common experience of watching the same movie connects audiences with one each other. .

In the **CONNECTING CINEMAS SYMPOSIUM** we will promote the CC activities and evaluate our experience in the **EVALUATION WORKSHOP** documented in a **MANUAL** to build up a sustainable **CONNECTING CINEMAS NETWORK** and establish the **CONNECTING CITIES LABS** locally as innovation hubs with cinema making future tools.

At a time when the rural transformation process of a shrinking societies driving us into silos, **CONNECTING CINEMAS** allow the audience to connect with people they would otherwise never meet. New forms of participatory community storytelling, live conversations about burning issues like climate change, social inclusion, migration from different cultural perspectives, sharing

knowledge about digital technologies for performances and celebrations by building new audiences - especially to younger people, developing cultural entrepreneurship models and at the same a sustainable network of **CONNECTING CINEMAS** - especially in rural urban areas - are the goals of this proposal.

4. CONSORTIUM

The **CONNECTING CINEMAS** consortium consists of

- 5 cinema partners in rural regions
- 2 culture centers
- 3 festivals
- 3 EU networks
- 3 universities
- one media tech hub
- one creative entrepreneurship hub

The diversity of the CC partnerships is one of the greatest benefits: The difficulties and challenges of the ones are the expertise of the others. While some compete with their regional authorities, others have taken the step to partner up with them. While some partners successfully established strong ties with schools and vacation workshops, others would need the know-how to include it in their local programme.

Creating a network always transfers skills and knowledge among partners, while on the other hand it adds value to local communities. In specific, each community has to unfold its own cinema expertise based on the cultural differences. Local cultural life differs from country to country, so it is very important that those cultural differentiations will be a major aspect for the partners' collaboration to give positive results.

The CC partners benefit from each other's expert knowledge.

They build synergies in the fields of

- collective cinema-programming during the CC LABS and EVENTS
- transforming the cinema into a cultural center
- defining the tools and strategies for cinema making in rural regions by establishing the local CC LABs
- intercultural dialogue about European cinema production during the CC EVENTS
- networked technological infrastructure for connecting audiences for the CC EVENTS
- marketing and participatory communication
- audience development and neighbourhood engagement
- film making workshops 'behind the scenes'
- educational cinema programmes and workshops
- public-private partnerships and policies
- cinema value chains and business models

The CC partners will collaborate in a co-design process by sharing knowledge and expertise from the very beginning during the international meetings of the **CONNECTING CINEMAS LABS** which are hosted by CC partners who are experts in the thematic strands of **CONNECT - ENTERTAIN - ENGAGE**.

The goal is to establish an ongoing CONNECTING CINEMAS NETWORK and CONNECTING CINEMAS LABS to adapt the expertise for local needs and furthermore transfer knowledge to create a network for common cinema making formats and a networked cinema live programme.

The CC partner consortiums is structured as follows:

- 1. CONNECTING CINEMAS lead
- 2. CONNECTING CINEMAS partners
- 3. RESEARCH AND CREATIVE TECHNOLOGIES partners
- 4. FESTIVAL and NETWORK partners
- 5. SOCIAL ENTREPRENEUR partner
- 6. LOCAL partners

1. CONNECTING CINEMAS LEAD

Neue Kammerspiele (Germany) - host of CONNECTING CINEMAS LAB-CONNECT - is a cinema and cultural center based in Kleinmachnow, a small town of 20.000 inhabitants in Brandenburg near Berlin and Babelsberg (famous for their film studios). The Cinema was built in the 30s and has seen Nazi propaganda movies as well as After War and Defa-films and witnessed different political systems come and go. The cinema is a classical arthouse with focus on European Cinema, member of Europa Cinema. It also runs a restaurant which generates 50% of the revenues. Kleinmachnow is also specialised in network building. They initiated a regional **Kinofrauenstammtisch** to support women in cinema business. It has won several awards for its outstanding screening and cultural events' programme. In 2012 it was transformed into a member-owned cooperative and cultural center of the region.

The main skill lies in the creativity to always find new ways of targeting the audience and in succeeding in personalizing the cinema visit.

expert for	want to improve
<ul style="list-style-type: none"> • audience development through a customised cinema programme for the target groups • educational film screenings for schools 	<ul style="list-style-type: none"> • to address young audience • develop a political standpoint to engage the neighbourhoods

2. CONNECTING CINEMAS PARTNERS

Amza Pellea Cinema (Rumania) - host of CONNECTING CINEMAS LAB-ENTERTAIN - is based in Rasnov with 15.022 inhabitants, one of the most important tourist attractions in Romania (over 400,000 tourists per year). Due to the cultural heritage of the fortress, it is a place for professional film production over 50 years - however with a sparse cultural programme for the local communities and old cinema equipment - a beamer and screening from DVD. The cinema operators started to create synergies between the film and cinema making process and organise a film and kids festival, and educational programmes for schools and children - they would like to share their expertise of film and cinema formats and learn how to improve their programme and infrastructure by involving new cinema technologies.

expert for	want to improve
<ul style="list-style-type: none"> • private-public partnership • film festivals and kids festival • educational workshops with local schools • educational workshops • marketing and PR 	<ul style="list-style-type: none"> • re-invention and transformation of the cinema to a community center • competition with multiplex halls • technological infrastructure has to be updated • supporting young European film makers • sharing a cinema and culture center programme with other European partners

Fortress of Šibenik (Croatia) - host of the CONNECTING CINEMAS LAB- ENGAGE - culture center and cinema located on the Dalmatian coastline, with 40.000 inhabitants has a long history of cinematography. The historic, first ever movie screening in Šibenik was held on February 20th 1897 – 122 years ago. One of former public cinemas in the city centre, Odeon – has been under reconstruction by the local authorities and will be re-opened in 2020 as a multi-functional cinema hall.

The Fortress of Šibenik can share their knowledge about audience development with the intermediation of digital devices. They wish to turn the cinema-going experience in Šibenik into an active fragment of the communal life by promoting a high quality cinema programme to the local communities and at the same time - understanding that they are part of a wider European community.

expert for	want to improve
<ul style="list-style-type: none"> • private-public partnership • audience development • innovative technologies for intermediation • educational workshops • marketing and PR 	<ul style="list-style-type: none"> • developing a cinema programme for the re-opening of the local cinema • cinema-going experience for the local communities • access to young people • European cinema programme • exchange with other European cinemas

Cinema Star (Greece) - host of the CONNECTING CINEMAS EVALUATION WORKSHOP - is based in Veria, a rural town of 50.000 inhabitants, 60 km far away from Thessaloniki. The cinema receives no support by local or national authorities, furthermore they compete with 'Pirate Movie Screenings' and the municipality who are screening movies without legal rights and admissions. Cinema Star would like to benefit from the private-public partnership experience of the CC partners and improve their programme with digital formats like VR Cinema to create access for a younger audience.

expert for	want to improve
<ul style="list-style-type: none"> • cinema making workshops with children like face printing • film making workshops and short film festivals for children • open air cinema 	<ul style="list-style-type: none"> • private-public partnership • technical upgrades necessary, but difficult to afford • screening of European movies offered by only two distributors are too expensive • VR movies and documentaries and programme for young people • connecting cinemas events

Kino Centras Garsas (Lithuania) located in Panevėžys City with 88.678 inhabitants is the eldest cinema in Lithuania. The cinema is run by the municipality and technically renewed in 1999. Kino Centras Garsas is member of Europa Cinema. They run a good engagement programme with free educational film screenings for teachers once a month, screening of Lithuanian films with filmcrew, Cinema lovers club 'Veidrodžio lože'. However they have difficulties to promote the European Cinema and appreciate the CONNECTING CINEMAS NETWORK to get into exchange with other European cinemas and audiences through live connectivity.

expert for	want to improve
<ul style="list-style-type: none"> • digitalised cinema • free educational film screenings for teachers • summer workshops for young people with film professionals to create short films • screening of Lithuanian films with filmcrew • cinema lovers club "Veidrodžio lože" • Open Air cinema for the the city as well as surrounding rural areas (50 km around Panevezys) where there is no cinema theatre and cultural infrastructure. 	<ul style="list-style-type: none"> • promotion of the programme - especially European Cinema • international programme of cinema workshops with young people and professionals, collectively watching film and feedback discussions • creating mobile applications

3. RESEARCH AND CREATIVE TECHNOLOGIES PARTNERS

Film University Babelsberg Konrad Wolf (Germany) will be affiliated with the CONNECTING CINEMAS programme. They will collaborate with their master programme of Creative Technologies and share their knowledge for the CONNECTING CINEMAS LAB-CONNECT in Kleinmachnow.
- subcontracted partner by the Neue Kammerspiele.

M2C Institute for Applied Media Technology and Culture at the City University of Applied Sciences Bremen (Germany) with focus on applied-oriented research of electronic media in the field of entertainment, urban use (urban interaction) and further for innovative participatory media systems (performative systems) will bring in its expertise to transform the cinema into an innovation hub and community center. They will enhance all CC Labs with their technological know-how for playful cinema interactions - especially during CONNECTING CINEMAS EVENTS - CONNECT and ENTERTAIN.

Amsterdam University of Applied Sciences (Netherlands) - host of CONNECTING CINEMAS SYMPOSIUM - will collaborate with their interdisciplinary research group Play & Civic Media and share their know-how for the fields of immersive, playful and civic media such as virtual reality, serious games, online platforms and digital placemaking.
They will furthermore create a special cinema gaming programme to create access for the younger audience.

4. FESTIVAL AND NETWORK PARTNERS

Public Art Lab (Germany) is a Berlin based platform for translocal placemaking and creative city making. PAL is initiator of the **CONNECTING CITIES NETWORK and FESTIVALS** which unites 45 cities and institutions worldwide dedicated to connect people and places worldwide. PAL co-curated with their network over 120 urban art projects that connect citizens in a critical, meaningful and playful interaction. PAL will share the curatorial and technological knowledge for CONNECTING CINEMAS.

b.creative network (Belgium and worldwide) initiated by KEA European Affairs is a unique community that gathers over 2.500 cultural entrepreneurs across all sectors of the arts, culture and creative / digital industries, predominantly cross-sectorial.

Europa Cinemas (Europewide) is the first network of cinemas focusing on European films. Created in 1992 at the initiative of a group of thirty cinema exhibitors, it has become in 25 years a network uniting more than 1,100 cinemas (nearly 3,000 screens) in 43 countries. Its main objectives are to provide operational and financial support to cinemas that undertake to give a significant part of their screenings to non-national European films and to put in place activities for young audiences. Neue Kammerspiele (Germany) and Kino Centras Garsas (Lithuania) are members.

Media Tech Hub Postdam (Germany) based in Postdam is the largest regional network of media and digital economies at the interfaces of policy, technologies and economies. They will be affiliated to the CONNECTING CINEMAS LAB - CONNECT in Kleinmachnow. Furthermore they will advise CONNECTING CINEMAS how to develop a sustainable network and business model within the cinema value chain.

- subcontracted partner by the Neue Kammerspiele.

5. ENTREPRENEUR PARTNER

KEA European Affairs (Belgium) is an international policy design research center based in Brussels and specialised in culture and creative industry, initiator of the worldwide b.creative network which is a unique community that gathers entrepreneurs across all sectors of the arts, culture and creative / digital industries, predominantly cross-sectorial. KEA will provide advice for the transformation of the cinemas into an innovation hub and community center. They will co-design the CONNECTING CINEMAS MANUAL together with the CONNECTING CINEMAS partners.

6. LOCAL PARTNERS

Local partners like municipalities, schools, creative technology hubs will be included in the establishment of the CONNECTING CITIES LABS and EVENTS. They will play an important role for the implementation of the CONNECTING CINEMAS programme and CC NETWORK.

5. ACTIVITIES

The **CONNECTING CINEMAS** activities focus on the urgencies of the cinema making in rural regions for which we will elaborate the thematic strands of CONNECT - ENTERTAIN - ENGAGE applied in the 18-months CC programme.

Each theme will be unfolded in an iterative process on a local & international level.

1. INTERNATIONAL PROGRAMME

- 3 CONNECTING CITIES LABS
- one CONNECTING CINEMAS SYMPOSIUM
- one CONNECTING CINEMAS EVALUATION WORKSHOP
- one CONNECTING CINEMAS MANUAL
- CONNECTING CINEMAS NETWORK

2. NETWORKED PROGRAMME

- CONNECTING CINEMAS EVENT - CONNECT
- CONNECTING CINEMAS EVENT - ENTERTAIN
- CONNECTING CINEMAS EVENT - ENGAGE

3. LOCAL PROGRAMME

- 5 CONNECTING CINEMAS LABS

1. INTERNATIONAL PROGRAMME

For a better understanding of the local context and policies and the economic production conditions, we will organise international meetings in the CC partners' hometowns to exchange knowledge, skills, visions and practices from a cross-disciplinary perspective:

- three CONNECTING CITIES LABS
- one CONNECTING CINEMAS SYMPOSIUM
- one CONNECTING CINEMAS EVALUATION WORKSHOP
- one CONNECTING CINEMAS MANUAL
- CONNECTING CINEMAS NETWORK

1.1- CONNECTING CINEMAS LABS

During the 3-days CONNECTING CINEMAS LABS, we will focus on the thematic strands of CONNECT - ENTERTAIN - ENGAGE and co-curate a programme for the CONNECTING CINEMAS EVENTS as well as generate tools and practices for the local CONNECTING CINEMAS LABS to be established as innovation hub.

CONNECTING CINEMAS LAB - CONNECT @ Kleinmachnow, Germany

time: March 2020

The cinema and culture center **Neue Kammerspiele** in Kleinmachnow (near Potsdam and Babelsberg) will be the host for the CC LAB-CONNECT facilitated by Public Art Lab | CONNECTING CITIES, Film Academy Babelsberg | Creative Technologies, the Media Tech Hub Potsdam and University for Applied Science in Potsdam | department of Interaction Design, the M2C Institute for Applied Media Technology, and Culture at the City University of Applied Sciences Bremen.

With these joint expertise, the CC partners will share their ideas about how to connect cinemas and audiences in a remote livestream process beyond urban territories and explore creative technologies and interfaces for Europe-wide networked scenarios which facilitate a translocal dialogue and cultural understanding - implemented in the CONNECTING CINEMAS EVENT - CONNECT.

CONNECTING CINEMAS LAB - ENTERTAIN @ Rasnov, Rumania

time: April 2020

The CC LAB-ENTERTAIN will be hosted by the **Amza Pellea Cinema, Romania**, an old cinema based in Rasnov, a very valuable touristic location with 15.022 inhabitants. Amza Pellea Cinema will share their experience about how to create a film festival and a kids festival hosted by the Rasnov community - which relates to our main question for the CC LAB - ENTERTAIN how to transform the cinema into a community center by expanding the cinema-making process to the neighbourhoods through cultural events, film festivals, cinema making workshops and collaborations with local communities like schools? During this CC Lab the shared programme for the CONNECTING CINEMAS EVENT- ENTERTAIN will be curated by all CC partners.

CONNECTING CINEMAS LAB - ENGAGE @ Sibenik, Croatia

time: June 2020

The **Fortress of Sibenik, Croatia** will host the CC LAB-ENGAGE. As a historical 40.000 inhabitants town, they are experts in audience development and marketing strategies.

In this CC Lab we will elaborate the challenging question:

how we can we develop new forms of audience development and marketing strategies in rural areas through civic engagement by developing a participatory storytelling with the communities?

How can we implement communication strategies for urgent issues such as solidarity, humanity and social inclusion of minorities?

The collectively developed marketing strategies and storytelling practices will be implemented in the - CONNECTING CINEMAS EVENT - ENGAGE.

1.2- CONNECTING CINEMAS SYMPOSIUM

time: November 2020 | @Amsterdam, Netherlands

The CONNECTING CINEMAS partners organise the CC symposium hosted by the **Amsterdam University of Applied Sciences (AUAS)** during the **Media Architecture Biennale** in Amsterdam as a networking and advocacy event to promote the CONNECTING CINEMAS NETWORK by inviting important cinema-making networks like Europa Cinemas, CICAIE (Confédération Internationale des Cinémas d'Arts et d'Essai), UNIC (Union Internationale des Cinémas), Filmkapital Stockholm, the Creative Europe Desks of the participating CC countries Mediadesks, film companies and distributors and cinema lovers.

The Media Architecture Biennale (MAB20) expects an international expert audience from the fields of creative placemaking, media infrastructures, creative technologies, light festivals - for a 2-days conference and exhibition with the theme of 'Futures Implied'. 'Moving images for creative placemaking' will be the symposium theme of CONNECTING CINEMAS .

Audience development and dissemination:

- international networking event in the framework of the Media Architecture Biennale 2020
- sharing of expertise of CONNECTING CINEMAS NETWORK with European cinema networks like Europa Cinemas, CICAIE (Confédération Internationale des Cinémas d'Arts et d'Essai), UNIC (Union Internationale des Cinémas), film distributors

1.3- CONNECTING CINEMAS EVALUATION WORKSHOP

time: May 2021 | @Veria, Greece

Cinema Star located in Veria, a rural town of 50.000 inhabitants, 60 km far away from Thessaloniki, will host the CC evaluation workshop. Departing from the local context as expertise for the CC partner consortium, we will evaluate the potentials and opportunities of CONNECTING CINEMAS for rural regions including its thematic strands, the CC activities, digital cinema infrastructures, audience development and the transformation process from a cinema to a community center and innovation hub. The CC evaluation workshop is the research lab for the CC MANUAL.

1.4- CONNECTING CINEMAS MANUAL

time: June-July 2021 | all CC partners

The CC MANUAL will document the evaluation of CONNECTING CINEMAS and create a blueprint for other European cinemas to implement CONNECTING CINEMAS LABS and EVENTS and the CONNECTING CINEMAS NETWORK as an ongoing common platform,

Audience development and dissemination:

- PDF to download for promotion on social media channels and meet-up groups
- promotion through the European cinema networks

1.5- CONNECTING CINEMAS NETWORK

time: June-July 2021 | all CC partners

The goal is to promote and expand the idea of CONNECTING CINEMAS and establish the CC NETWORK with a pool of content to connect audiences, exchange films, marketing strategies, best showcases of engagement, participatory storytelling and formats like festivals and workshops through regular CONNECTING CINEMAS EVENTS in the monthly programme of European cinemas.

2. NETWORKED PROGRAMME

- CONNECTING CINEMAS EVENT - CONNECT
- CONNECTING CINEMAS EVENT - ENTERTAIN
- CONNECTING CINEMAS EVENT - ENGAGE

2.1- CONNECTING CINEMAS EVENT - CONNECT

networked live cinema events

@ Kleinmachnow, Germany

@ Šibenik, Croatia

@ Rasnov, Rumania

@ Panevezys City, Lithuania

@ Veria, Greece

time: September 2020 - April 2021

Connecting cinema screens and audiences

The EUROPEAN ARTS CINEMA DAY founded by Europa Cinemas is a one day festival in honour of the European film. Different cinemas show different European films, offer discussions and special events around the topic. We would like to take this idea further and contribute to this day the CONNECTING CINEMAS EVENT which presents a collectively selected film simultaneously by the CC in their cinemas. After the screening the big screen will open as split screen of many live windows to the rural cinemas of the CC partners and bring the audiences in realtime via livestreaming into exchange to discuss the film under local perspectives by taking into consideration Europe's cultural diversity.

Connecting audiences on bluescreen carpets

To attract and stimulate especially the younger audience for the connected CC film programme, we will create playful live interactions on screens (or projections) in the lobby of the cinemas. Here the audiences of our CONNECTING CINEMAS partners can interact with each other as remote actors on the scenes and virtual landscapes of the film programme. How does this work? Bluescreen 'carpets' and a video conferencing system and chroma key bluescreen technique are installed in the CC partner cinemas' halls and connected with each other. When the audience enters the bluescreen carpet, they will see themselves and the audience of the other cinemas inserted in the film scenes. These scenarios invite to a playful interaction and stimulation for the connected film programme on the big screens of the cinemas.

Audience development:

- connecting a European cinema audiences in rural regions through live connecting screens and talks during the CC EVENTS
- attracting and stimulating a younger audience through realtime networked interactions with other rural cinemas during the CC LABS and EVENTS
- presenting the showcase of CONNECTING CINEMAS as a large-scale live performance during the EUROPEAN ARTS CINEMA DAY and film festivals on a regional and European context

2.2- CONNECTING CINEMAS EVENT - ENTERTAIN

extended cinema programme

@ Kleinmachnow, Germany

@ Šibenik, Croatia

@ Rasnov, Rumania

@ Panevezys City, Lithuania

@ Veria, Greece

time: September 2020 - April 2021

Sharing neighbourhood activities

The CC partners will co-curate a shared programme for neighbourhood activities around the cinema. Some of the CC partners have already developed successful formats like a short film festival where children will shoot their own films and present them in the cinema (Rosnav, Rumania) or a face making workshop (Veria, Greece) or interactive projections (Šibenik, Croatia). The ENTERTAIN programme will be shared by the CC partners. The goal of these activities is to transform the cinema into a cultural center and extend the cinema programme to the neighbourhoods that enable to reach new audiences - especially young people - and transform the cinema into a community center that includes minority cultures and urgent issues of our society like climate change and socio-political radicalisation.

Audience development:

- connecting and networking audiences beyond social and cultural differences and age through a neighbourhood programme of the CC EVENT
- engage children and young people in film and cinema workshops to foster creativity around film making during the CC LABS
- transform the cinema in a place of togetherness and community
- including minority groups and creating cultural identities of diversity

2.3- CONNECTING CINEMAS EVENTS - ENGAGE

audience participation and engaging marketing strategies

@ Kleinmachnow, Germany

@ Šibenik, Croatia

@ Rasnov, Rumania

@ Panevezys City, Lithuania

@ Veria, Greece

time: September 2020 - April 2021

Sharing marketing strategies and community storytelling

Engaging the community in the cinema process is the first step to becoming a community center. In the ENGAGE programme we will test and implement participatory communication and marketing strategies:

- It starts with the idea of becoming a cooperative. Members can purchase shares and become owners of the cinema. The owners' pool resources bring about economic results that are unobtainable by one person alone with the goal of sustaining the cinema and culture in the region.
- Funding new seats: the audience can donate and choose metal plate with their name - or a poem and quote - on the back of the seat which they funded.
- Collective funding for trailers with urgent missions like democracy, social inclusion with credits of donators.
- Sensing the storytelling - film and cocktails: curating a shared film programme to split DCP and costs with THE BIG LEBOWSKY & White Russian, DR. ZHIWAGO & Krim Champagne as best showcases

These are examples which can generate a participatory storytelling with community engagement. The CC partners will elaborate these strategies in during the CONNECTING CINEMAS EVENT - ENGAGE.

Audience development:

- engaging the community through participation in the cinema-process
- choosing the legal form of a membered-owned cooperative
- making donations and engagement visible
- developing engaging forms of storytelling
- shared cinema programme with focus on urgent local issues
- promoting local films and creating an understanding of a multi-cultural Europe

3. LOCAL PROGRAMME

CONNECTING CINEMAS LABS

time: March to July 2020

The CC partners will share their knowledge and skills to build synergies during the international CC LABS and build up local CC Labs - CONNECT | ENTERTAIN | ENGAGE as a sustainable infrastructure and initiative with cross-disciplinary local stakeholders.

CONNECTING CINEMAS IN RURAL AREAS ACTIVITIES' PLAN

local

the action takes place at all local CC partners by including local cross-disciplinary stakeholders
 @ Kleinmachnow, Germany
 @ Šibenik, Croatia
 @ Rasnov, Rumania
 @ Panevezys City, Lithuania
 @ Veria, Greece

Connecting Cinemas - LAB CONNECT
 locally established @all participating CC venues

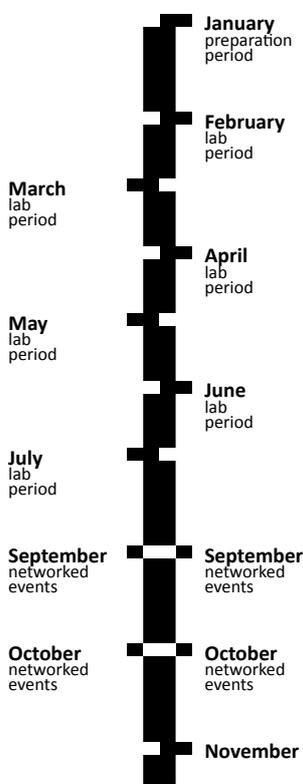
Connecting Cinemas - LAB ENTERTAIN
 locally established @all participating CC venues

Connecting Cinemas - LAB ENGAGE
 locally established @all participating CC venues

Connecting Cinemas - EVENT CONNECT
 networked live cinema events

Connecting Cinemas - EVENT ENTERTAIN
 networked live cinema events

2020



international

meetings in 5 European regions

PREPARATION of the Connecting Cinemas project

Connecting Cinemas - LAB CONNECT
 @Kleinmachnow | Germany

Connecting Cinemas - LAB ENTERTAIN
 @Rosnav | Rumania

Connecting Cinemas - LAB ENGAGE
 @Šibenik | Croatia

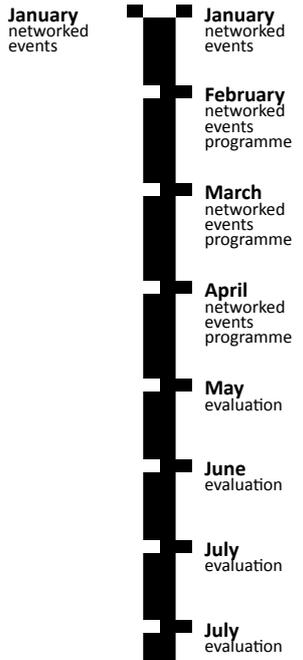
Connecting Cinemas - EVENT CONNECT
 live and networked with all CC partners

Connecting Cinemas - EVENT ENTERTAIN
 live and networked with all CC partners

Connecting Cinemas - SYMPOSIUM
 @Media Architecture Biennial in Amsterdam

2021

Connecting Cinemas - EVENT ENGAGE
 networked live cinema events



Connecting Cinemas - EVENT ENGAGE
 live and networked with all CC partners

Connecting Cinemas - EVENT CONNECT
 @participating all cinema partner

Connecting Cinemas - EVENT ENTERTAIN
 @participating all cinema partner

Connecting Cinemas - EVENT ENGAGE
 @participating all cinema partner

Connecting Cinemas - EVALUATION LAB
 workshop @Veria, Greece

Connecting Cinemas - EVALUATION MANUAL
 tool kit - all partners

Connecting Cinemas - NETWORK
 maintain the networked infrastructure

Connecting Cinemas - FINAL REPORT
 all partners input

6. COMMUNICATION

CONNECTING CINEMAS - a EUROPEAN NETWORK

With the set up of this network, we will synergize the competencies of our partners from 7 European countries. The CC partners will empower their stakeholders to promote, communicate and advocate the CONNECTING CINEMAS activities in their channels. We will have a European outreach through the **CONNECTING CINEMAS SYMPOSIUM** in Amsterdam and the **CONNECTING CINEMAS** related networks like **Europa Cinemas** (Neue Kammerspiele and Kino Garsas are members), **KEA European Affairs' b.creative** entrepreneurship network with 2.500 members and **Public Art Lab's Connecting Cities Network**. Furthermore we will suggest a livestream networked **CONNECTING CINEMAS EVENT** for the **EUROPEAN CINEMA DAY**.

PARTNERS FRAMEWORK for LOCAL OUTREACH

Most of the CC partners are organising festivals, cultural events and educational and film workshops with local stakeholders who are multipliers for the communication of **CONNECTING CINEMAS**. They bring in their own local and cross-regional network and contribute to build up the **CONNECTING CINEMAS NETWORK**.

CINEMA TRAILER and PROJECTIONS

The cinemas' extended neighbourhood programme of projections and open air will have a high visibility and invite the audience in in playful interactions. Film-related partners of **CONNECTING CINEMAS** will produce state-of-the-art trailers to promote the **CONNECTING CINEMAS EVENTS**. Before the film screening the CC partners will play the trailers to get involved the audience in the upcoming **CC EVENTS**.

NEW AND CLASSICAL COMMUNICATION

Social Media channels and customised Marketing campaigns will accompany the classical press releases to local and specialised media. Being in rural areas all channels need to be opened and played.

7. IMPLEMENTATION & METHODOLOGY

CONNECTING CINEMAS will be implemented in a co-design process with the cross-disciplinary consortium of CC partners and stakeholders from the fields of communal cinemas, culture centers, festivals, creative technologies, social gaming, film making and distribution and public authorities from 7 different EU countries.

All stakeholders will be included in a cross-innovation methodology with the iterative process circle:

1- SHARE & ANALYSE | 2- INCUBATE | 3- PROTOTYPE |

4- PROMOTE | 5- IMPLEMENT | 6- EVALUATE | 7- SUSTAIN

With this methodology we want to elaborate the cinema-making process on a regional, national and European level by analysing the **purpose** and needs for the **participation** process to develop **perspectives** through the planned actions of CONNECTING CINEMAS departing from the following 7 dimensions :

SHARE

- sharing of local perspectives, context, infrastructure, cinema business model
- bridge-building of the different disciplines (cinemas, creative technologies, local policies, distributors etc.) and understanding the cinema value chain
- transfer of knowledge and skills about the challenges and opportunities of cinema-making in the rural regions.
- co-curating the CONNECTING CINEMAS programme for CONNECT - ENTERTAIN - ENGAGE

Action: 3-days CONNECTING CINEMAS LABS | international

@ Kleinmachnow, Germany | March 2020

@ Roznav, Rumania | April 2020

@ Sibenik, Croatia | June 2020

all CONNECTING CINEMAS partners and experts will participate in these international CC Labs

INCUBATE

- establishing the local CONNECTING CINEMAS LABS
- adapting the CONNECTING CINEMAS programme to the local conditions
- building up a networked infrastructure between the CC partners
- setting up a local cross-disciplinary stakeholders' team

Action: CONNECTING CINEMAS LABS | local

@ Kleinmachnow, Germany

@ Sibenik, Croatia

@ Rasnov, Rumania

@ Panevezys City, Lithuania

@ Veria, Greece

cross-disciplinary local stakeholder meetings

from March-July 2020

PROTOTYPE

- testing the internet connectivity, livestream and interfaces for networked cinemas' infrastructure for the CONNECTING CINEMAS EVENT - CONNECT
- developing the CC programme and social interactions for the CONNECTING CINEMAS EVENTS - ENTERTAIN and ENGAGE

Action: one-day test@CONNECTING CINEMAS LABS | local

@ Kleinmachnow, Germany

@ Sibenik, Croatia

@ Rasnov, Rumania

@ Panevezys City, Lithuania

@ Veria, Greece

cross-disciplinary local stakeholder meetings

from March-July 2020

COMMUNICATE

- developing a communication and audience development strategy by including local PR partners and international PR partners and networks like Europa Cinemas, Kreativ Filmstaad Stockholm etc.
- synergizing PR activities through the channels of all CC partners
- promoting through cinema trailers, new formats like projections and outdoor screenings as part of CC EVENTS
- developing workshops for children and young people

Action: CONNECTING CINEMAS LABS | local

CONNECTING CINEMAS SYMPOSIUM

@ Amsterdam, Media Architecture Biennale

November 2020

IMPLEMENT

- connecting with the CC partners through the CONNECTING CINEMAS EVENTS
- opening media windows to our CC partners through livestream and interactive scenarios
- establishing the CONNECTING CINEMAS programm CONNECT in the monthly programme

Action: CONNECTING CINEMAS EVENTS

CONNECT - ENTERTAIN - ENGAGE

@ Kleinmachnow, Germany

@ Sibenik, Croatia

@ Rasnov, Rumania

@ Panevezys City, Lithuania

@ Veria, Greece

networked programme and scenarios of the CC partners

from September 2020 to April 2021

EVALUATE

- sharing experience and evaluating the CONNECTING CINEMAS LABS and EVENTS with the expertise of our cinema operators, action research, creative technology and social entrepreneur partners

Action: 2-days CONNECTING CINEMAS evaluation workshop

@ Veria, Greece

with all CC partners

May 2021

SUSTAIN

- CONNECTING CINEMAS LABS
@ all CC partners
including strategies and methodologies of
- AUDIENCE DEVELOPMENT
new forms of engagement and inclusion for the future cinema-making process
- MARKETING TOOLS
new forms of tailored marketing and outreach
- CREATIVE TECHNOLOGIES and INFRASTRUCTURE
networked sustainable infrastructure of CC partners
- CINEMA VALUE CHAIN
new cinema business and distribution models within the value chain
- CONNECTING CINEMAS MANUAL
best practices and strategies for CONNECTING CINEMAS in rural territories
Europe-wide for the promotion in cinema networks

CONNECTING CINEMAS NETWORK

increasing the network generated during this project

Action:

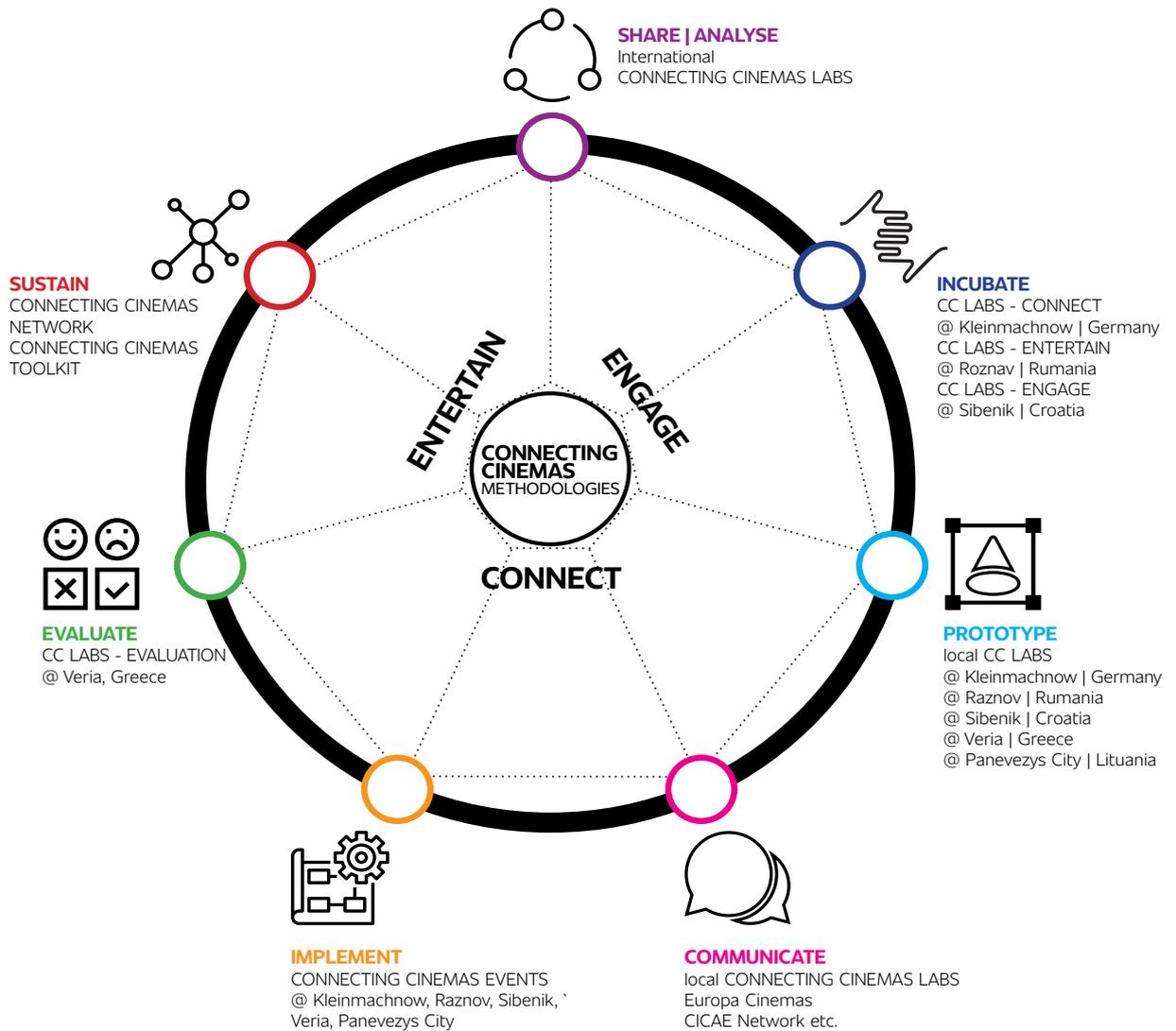
CONNECTING CINEMAS LABS

CONNECTING CINEMAS NETWORK

CONNECTING CINEMAS manual

all CC partners |

May to June 2021



8. MONITORING

The sum of cinemas in European territories contribute to the diversity and the sustainability of the industry itself and take an active part in the value chain as in the transmitting of identity forming values. In Germany, arthouse cinemas have more than 50% market share compared to multiplexes and last year lost - on average - only 2,1 % of admissions while multiplexes lost 13,9 %.

This shows that arthouse and small personal venues have a stable audience and - if supported - will probably win more people to go to the cinema.

For the monitoring of CONNECTING CINEMAS, we wil apply the following tools:

1. SWOT Analysis of the CC Partners

Diversity is the risk and the special appeal of a European cooperation project. Diversity in culture, operating business models and associations, local context, needs and challenges. The most important part is to know the strengths, weaknesses, opportunities and threats of our partners. During the application process we already applied the SWOT analysis for our partners to define responsibilities which will have an impact on the activity plan. For more detailed information please have also a look at e) Quality and organisation of project team and grouping

2. Distributing Responsibilities

Every project implementation needs a strong and at the same cooperative leadership which is in general the project lead. The project lead should be financially stable and know well the field of expertise which s/he is related to the project. The more tasks are distributed within the consortium the more responsible the partners implement them - and the more committed the partners are. For the successful implementation for our consortium we need the following expert knowledge and lead roles:

CONNECTING CINEMAS PARTNERS	LEAD ROLE RELATES TO ACTIVITY	EXPERTISE IN
	LEAD OF CONNECTING CINEMAS KEY VISIONS	
Neue Kammerspiele Kleinmachnow, Germany	lead of the CONNECTING CINEMAS consortium	overall management, implementation & finances
	host of CONNECTING CINEMAS LAB CONNECT	testing new digital technologies
	outreach, marketing and communication	customised marketing, targeted audience development
	networking	member of Europa Cinemas Initiator of Women in Cinemas Network
	advocacy & policy making	member-owned cooperative
	community activities	transforming a cinema into a cultural center
Amza Pellea Cinema Rosnav, Rumania	host of CONNECTING CINEMAS LAB ENTERTAIN	
	advocacy & policy making	private-public partnership
	cinema & film making	film festivals
	access to children and youth	eduactional workshops
Fortress of Sibenik Croatia	host of CONNECTING CINEMAS LAB ENGAGE	audience development
	advocacy & policy making	private-public partnership
	community activities	building up a cultural center
	film festival	projections and video mapping
Cinema Star Veria, Greece	host of CONNECTING CINEMAS EVALUATION WORKSHOP	
	cinema & film making	open air festival
	creative technologies	VR cinema

Kino Centras Garsas Panevėžys City, Lithuania	participating in the CONNECTING CINEMAS LABS & EVENTS	
	policy and advocacy	public-private partnership
	access to children and youth	eduactional workshops
Public Art Lab Berlin, Germany	co-initiator of the CONNECTING CINEMAS project	management & implementation of EU projects
	expert for CONNECTING CINEMAS' key visions of CONNECT - ENTERTAIN - ENGAGE	artistic direction
	expert for CONNECTING CINEMAS EVENTS	expert of connecting people and places
	European networking	initiator of the Connecting Cities Network
	CONNECTING CINEMAS MANUAL	action research
	CREATIVE DIGITAL TECHNOLOGIES	
Film University Babelsberg Konrad Wolf Babelsberg, Germany	facilitator of CONNECTING CINEMAS LAB & EVENTS	expert of creative film technologies
M2C Institute for Applied Media Technology and Culture at the City University of Applied Sciences Bremen Germany	facilitator of CONNECTING CINEMAS LAB & EVENTS	expert of urban interfaces and civic media
Amsterdam University of Applied Sciences Netherlands	host of CONNECTING CINEMAS SYMPOSIUM	expert of Play + Civic Games
	CREATIVE ENTREPRENEURSHIP	
KEA European Affairs Brussels, Belgium	CONNECTING CINEMAS MANUAL	expert of creative entrepreneurship
	advocacy & policy making	initiator of the b.creative network
	NETWORKS	
b.creative network worldwide	CONNECTING CINEMAS symposium	promotion of CONNECTING CINEMAS NETWORK
Connecting Cities worldwide	CONNECTING CINEMAS symposium	promotion of CONNECTING CINEMAS NETWORK Europewide

3. Developing a curatorial baseline of joint activities

For monitoring the successful implementation of the **CONNECTING CINEMAS** project, it is important that the partners have regular meeting to exchange their ideas, knowledge and inform about their challenges and opportunities and create the programme together. We have created a baseline of joint activities and meetings:

3 CONNECTING CITIES LABS

@ Neue Kammaerspiele, Kleinmachnow, Germany

@ Fortress Sibenik, Croatia

@ Amza Pellea Cinema Rosnav, Rumania

CONNECTING CINEMAS EVALUATION WORKSHOP

@Cinema Star Veria, Greece

CONNECTING CINEMAS SYMPOSIUM

@ Amsterdam University of Applied Sciences Netherlands

4. Creating the CONNECTING CINEMAS MANUAL through action research

The implementation of the international activities of **CONNECTING CINEMAS** will be accompanied by an action research process conducted by our cross-disciplinary research partners:

- **Amsterdam University of Applied Sciences Netherlands** is an expert for Play + Civic Games
- **M2C Institute for Applied Media Technology and Culture at the City University of Applied Sciences Bremen Germany** share their expertise for connecting the cinemas' infrastructure and applications
- **Public Art Lab Berlin** is expert for curating connecting scenarios and has successfully initiated the Connecting Cities Network.
- **KEA European Affairs** is an expert for developing a creative entrepreneurship model for **CONNECTING CINEMAS**.

All partners will attend the **CONNECTING CINEMAS LABS** and the **EVALUATION WORKSHOP** to monitor the guidelines for the successful implementation.

The **CONNECTING CINEMAS MANUAL** will be a collection of best practices and strategies which have been generated during the **CONNECTING CINEMAS** project. Like a blueprint the manual can be forwarded to other partners who want to implement a networked infrastructure to connect cinema and audiences.

5. Sharing Results during the CONNECTING CINEMAS SYMPOSIUM and the project related networks

Once having generated the strategic ability to collect, baseline, report and analyze our CC activities, it is important to share its insights with experts who can truly benefit from monitoring results. This requires knowing our audience. The Media Architecture Biennial 2020 in Amsterdam seems the right framework to communicate the results.

Furthermore we will constantly update our **CONNECTING CINEMAS** related networks like the worldwide Connecting Cities, b.creative network and Europa Cinemas to promote **CONNECTING CINEMAS** as a new model for cinema making.

6. Quantitative Monitoring through admissions

The project aims at more cinema goers - which is easily measurable. Every cinema operator regularly controls the number of admissions.

The project is successful

- a) if the general admission increase as a consequence of installing certain marketing tools, projects and formats and
- b) if the admissions connected to a certain event increase.

7. Qualitative monitoring through press clippings

The event earns positive feedback from audience and press and attracts publicity. Press relations therefore are a part of the work as are clippings and analysis. The event becomes talk of the town - all evidence that the event is a success.

Furthermore likes and clicks on social media is a measurement tool.

8. Marketing evaluation

To have a reliable measurement, the CC partners will work out a questionnaire. It will be mandatory to give out the real admissions 2019 and box office numbers, but also questions about already installed marketing tools, target audiences and number of special events/screenings.

The questionnaire will involve a self-estimation of every partner of how the influence of the project will enroll in their cinema. Intermediate results as well as final results will be inquired and compare to the starting questionnaire to ensure adjustments if necessary.

The German national film funding Filmförderungsanstalts (FFA)-Sheet for performance review may serve as a guideline. Difference being that the process is accompanied the whole time and progress continuously monitored

Cinemas play a key role in the intermediation of the cultural diversity of Europa by opening a perspective to local values and production at the same time.

5. REFERENCE - BEST SHOWCASES

Neue Kammerspiele and Public Art Lab originally initiated the project to synergise their expertise of cinema programming and special events as a cultural center with the experience of Public Art Lab to connect people and places beyond urban geographies.

This section will present some of best showcases from Neue Kammerspiele for cinema making in the rural context with a strong impact on the local communities, customised marketing and its impact as a cultural center. Public Art Lab will present two projects which better depict what we mean with connecting people and places with meaningful interactions.



Neue Kammerspiele's community trailer against right-wing views and violence

Neue Kammerspiele offer a well-curated program of classical arthouse movies with a twist and a focus on European Cinema and cultural events such as concerts, readings, parties and theatre performances.

Special screenings of retrospective programme along with a favorite drink related to the movie create a cinema experience reaching out for cult status for the cinema lovers of the region. Since the very beginning they offer this absolutely special cinema event like *Big Lebowski* with a White Russian, *Dr Schiwago* with a Krim Champagne and *Psycho* with Hitchcock's favorite cocktail.

Before the screening of the cult movie *La Boum* from the 80s, the cinema operator also presented a selection of former cinema advertising trailers which was a great surprise and was received with an extra applause.

One of the main focus is the building of networks and empowering the community against right-wing views and violence. In 2018 - after a crowd in Chemnitz showed offensively nationalistic attitude - Neue Kammerspiele produced a **cinema trailer against Neonazis** and asked their cinema goers to take part in it. Roundabout 400 citizens of all ages, genders and social backgrounds followed the call and became walk-ons for one day united for democracy.

The trailer was shown in social media as well as before the main movies at Neue Kammerspiele.

Furthermore they got other cinemas to follow their example. Since they had partnered up with the 'F. C. Flick Stiftung gegen Fremdenfeindlichkeit, Rassismus und Intoleranz' (Foundation against xenophobia, racism and intolerance) they were able to support those cinemas financially.

In August this year - and again as a partner of the Flick Stiftung - Neue Kammerspiele organized an Anti-Nazi-Festival named '**Schöner leben ohne Nazis**' / '**Live Better Without Nazis**' with concerts, debates, theatre, party and the screening of THE GREAT DICTATOR for the community with free admission. Again more than 250 people followed the invitation and joined a very interesting debate with a locally engaged audience.

An improvisation theatre group - selected by an open call - made a theatre performance. They played the GREAT DICTATOR in the original version to enjoy the perfect German of Charly Chaplin. All those activities are only the beginning in these days of radicalisation, the political strength of a cultural institution has to be empowered and improved.

The format **BINAS NACHT** (Binas Night) is conceived by the Kammerspiele itself. It is a talk show with a local moderator interviewing local people - celebrities, personalities or the person next door. The show takes place on the cinema counter - the foyer is the audience room - in the corner there is a two man band entertaining the guests and accompanying the local musical guest and the singing moderator. The audience enjoy a night with music, sing themselves the opening song and always have a unforgettable Tuesday evening.

Four years ago, the Neue Kammerspiele were one of the initiators of the in the growing **Kinofrauenstammtisch Berlin-Brandenburg** - a network that originally addressed female cinema operators in Berlin and Brandenburg. Especially in the arthouse field there are quite a few and the need for exchange of experience and best practice was immense.

In this context this spring they started a collective cinematic programme with a joint marketing campaign around International Women's Day with five network cinemas participating.

The network has grown and by now includes the feminist network Proquote Film fighting for gender equality within the cinema value chain. In September in collaboration with the Filmkunstmesse Leipzig and Proquote Film, the network featured its own showcase by presenting six female movie directors and their project to give female film creatives more visibility and a platform.



Public Art Lab has curated and produced over 120 urban media art projects that engage the citizens into a creative process of citymaking and create awareness about urgent issues like climate change and social intolerance. The most relevant project is **CONNECTING CITIES** which is Europe-wide and meanwhile world-wide network - co-funded by the European Union - to open commercial advertisement screens and connect them with artistic scenarios.

In 2015 for the first time in history the citizens of Guangzhou / China and Perth / Australia were meeting on the public screens in both cities while interacting with each other.

In 2016 when the refugees arrived in Berlin, Public Art Lab provided them a communication platform to write meaningful sentences through the interactive project of **Digital Calligraffiti** which was projected while writing and even connected citizens from two locations.

These are the projects which we would like to explore together with the partner consortium of **CONNECTING CINEMAS**.



9. CONTACT

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