

Arrival activity (Digital Resource 6a)

What do you understand by 'arthouse cinemas'? Do you know what kinds of film they show?

Task 1

In small groups, research one arthouse/specialist cinema online. Produce a presentation (PowerPoint or Prezi) based on your findings.

These are the areas you should focus on:

- List the main films it shows.
- What other things does the cinema do – community events, education, arts centre?
- What are the other facilities at the cinema like, for example food and drink?
- Where in the city is the cinema situated?
- What does it look like – exterior and interior?
- How long has it been in operation?
- Who funds it?

Try to use graphics, images, logos, trailers to make your presentation as visually interesting as possible.

Each group should choose **one** cinema from the following to research:

Ritzy Cinema Brixton, London

<http://www.picturehouses.co.uk/>

Chapter, Cardiff

<http://www.chapter.org/>

Phoenix, Leicester

<http://phoenix.org.uk/>

Cornerhouse, Manchester

<http://www.cornerhouse.org/>

Showroom Workstation, Sheffield

<http://www.showroomworkstation.org.uk/>

Tyneside Cinema, Newcastle

<https://www.tynesidecinema.co.uk/>

Task 2

Following the presentations, discuss in your groups the following questions:

- What are the similarities and differences between these 'arthouse' cinemas?
- What sort of audiences do you think these cinemas attract?
- Do they show all Hollywood films or just a certain type of Hollywood film? Why do you think these cinemas tend to show mainstream Hollywood films as well as more independent features?
- Do you think that these cinemas should concentrate on showing films outside Hollywood in order that audiences can see a more diverse range of films?

Task 3 (Digital resource 6b)

Look at this table based on a *Sight and Sound* article from February 2014 by Charles Gant. He talked about what he called 'English language specialised titles'. These are films that, although mainstream and very often star-driven, were screened at specialist (arthouse) cinemas. As you may have seen with your research into specialist arthouse cinemas, these types of film are often prominent in their schedules, although all schedules also feature independent titles as well.

Outline the reasons why specialist, arthouse cinema programmers screen these films. (The gross quoted shows the revenue from multiplex/mainstream cinemas as well as specialist/arthouse cinemas.) You may need to find out about any films you are unfamiliar with.

English-Language Specialised Titles at UK/Ireland Box Office 2013

Film	Gross (to Feb 2014)
<i>Life of Pi</i>	£29,928,205
<i>Gravity</i>	£25,763,353
<i>Captain Phillips</i>	£15,805,169
<i>The Great Gatsby</i>	£15,737,351
<i>Django Unchained</i>	£15,736,884
<i>Philomena</i>	£10,470,225
<i>Lincoln</i>	£8,757,912
<i>Quartet</i>	£7,303,670
<i>Blue Jasmine</i>	£5,120,999

Task 4

In groups, debate how far you think film audiences see the films they want to see or the films the industry wants them to see.