

One day to celebrate
art cinemas and the diversity
of European films

09 | European Art
10 | Cinema Day
2016



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Idea

On 9th October 2016 the first »European Art Cinema Day« will take place in European CICAÉ theatres.

On this day, more than 1.000 theatres will celebrate the diversity of European film with previews, classics and films aimed at children. Discussions, receptions and exhibitions will demonstrate the engagement of art cinemas in favour for a living cultural diversity. Support from local and national media partners is aimed at.

The »European Art Cinema Day« will take place every year in Autumn.

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Objectives

Increase the visibility of art cinemas and the work they do for film diversity

Promote the image of European film

Provoke enthusiasm for European film in young film-goers with innovative measures

Valorise cinemas as meeting points in local communities

To extend the European art cinemas network

To consolidate the European idea of unity in cultural diversity and international understanding



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Participants

More than 1.000
cinemas in Europe

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Patrons

Ms Monika Grütters, member of the Bundestag, Minister of State to the Federal Chancellor, Federal Government Commissioner for Culture and the Media (Germany)

Ms Audrey Azoulay, Minister of Culture and Communication (France)

Artistic patrons

Artists from Germany, France and Italy will support the project

Maren Ade, Isabelle Huppert, Nanni Moretti, ...



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Background

The »*European Art Cinema Day*« will show the strength and importance of European cinemas, the cultural enrichment they provide as well as the economic activity they bring with them. With more than 100 million film-goers art cinemas irreplaceably contribute to the programming diversity, the discovery and promotion of young talent and the cultural exchange in Europe.

On this special day, the CICAЕ will show that movie theatres are still public cultural meeting points and centres of attraction – with an important social function in their neighbourhood, rural environment or region.

The »*European Art Cinema Day*« will seek to promote innovative approaches to attract new audiences from all age groups to European film. To do so, the CICAЕ and the national associations will develop new programming and marketing ideas together with the cinemas.

Art cinemas exist (almost) throughout Europe. In every country where supporting structures and organisations exist, one can observe greater cinema and film diversity linked to a broader anchoring of European film. Therefore this project should support the cinemas in countries without national associations and contribute to developing structures and reinforcing the visibility of European film.

Initiator

The CICAIE – International Art Cinemas Association – is a network of national cinema associations, independent cinemas, festivals and film distributors. Since its creation in 1955 in Wiesbaden by the German, French, Dutch and Swiss art cinemas associations, the CICAIE has been advocating cultural diversity in cinemas and festivals, and promoting the distribution of important films from all countries.

The CICAIE in figures

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- More than 4.000 screens in 36 countries
- 11 national art cinema associations:

AFCAE	France
AG Kino – Gilde	Germany
AIACE	Italy
AQCAE	Canada
Art Mozi	Hungary
CineArte	Spain
Diagonale	Belgium
FICE	Italy
Gran Cine	Venezuela
Independent Pictures/SSV	Switzerland
VAC	Belgium
- 22 film festivals (among which the Panorama and Forum sections of the Berlinale, the Directors' Fortnight in Cannes, the Sarajevo Film Festival, the International Film Festival of San Sebastián)
- Europa Cinemas (international network of cinemas for the circulation of European films)
- 46 independent members from 26 countries worldwide

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The European Art Cinema
Day is an initiative of



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In partnership with

