

INTERNATIONAL CONFEDERATION OF ART CINEMAS

ARTHOUSE NETWORKS or HOW TO REACH THE SCREENS?

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CICAE
International Confederation of Art Cinemas



Mexico, 24/02/2009
CINE SIN FRONTERAS Workshops

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INTERNATIONAL CONFEDERATION OF ART CINEMAS

FOR THE DEVELOPMENT OF ART CINEMA WORLDWIDE

•1st organization dedicated to quality cinema

- founded in 1955
- 2.000 members
- 30 countries (Europe, America, Africa)

•Objectives

- To encourage arthouse cinemas to **network** at the national and international levels.
- To obtain **support** for arthouse films from government bodies.
- To **promote** the screening of art films in order to increase audiences and foster production.

•Programmes

- **Institutional** initiatives : fostering the creation of market-influencing national groups
- **Training** : preparing the next generation of arthouse cinema managers
- **Promoting** film festivals : fostering the distribution of award-winning

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From the Festivals to the Screens, 3 steps

- International level – **CICAE**
1955, 2000 members, 20 festivals, 30 countries
- National level – **AFCAE, AG KINO, FICE...**
1955, 1000 members, 20 regional networks
- Regional level – **ACREAMP, AGIS TRE VENEZIE ...**

How the arthouse movement
benefited
El Bano del Papa ?

INTERNATIONAL PROMOTION – CICAE “ART CINEMA AWARDS”

Objectives

- To promote circulation of the films discovered.
- To help towards distribution in arthouse cinemas

Action

Selection of 12 movies per year

- International jury of 3 cinema programmers/ volunteers (1/Country)
- Meet in international film festivals (Annecy, Berlinale, Forthnight directors, Festroia, Cine en construccion, Toulouse, Locarno, Sarajevo, Mostra, FilmFest Hambourg, Cine Junior94, Pour eveiller les Regards / Aubervillirs)

Support

- Recommendation to the network (mailings, publication in the “Courier de l’Art et Essai” and on the website)
- IT/FR/DE/EN informative e-document for the members (conception, diffusion and gestion organized by the CICAE)

2006 Discovering *EL BANO DEL PAPA*

Rencontres des Cinémas d'Amérique latine Toulouse **"CINEMA EN CONSTRUCTION / WORK IN PROGRESS"**

To help the Latin American movies
to be achieved and to succeed the European markets

CC9 – the First Common Prize
MAC GUFF LIGNE (post-production)
TITRA FILM (subtitle),
KODAK (film),
MEDIAVISION (trailers)
CICAE (Promotional Prize)

Followed by :
San Sebastian Horizontes Prize...
Un Certain Regard, Cannes selection...

Sales in CH, BE, NL, ES, UK, DE, HU, FR

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NATIONAL COLLECTIVE PROMOTION French "Action-Promotion" Group

Objectives

- To promote the screening of quality movies from all over the world
- To network the theaters in order to increase audiences

Action

Selection of 24/60 movies per year (majority of the 2/3)

- 20 exhibitors/ volunteers (~1/Region)
- Meet every month
- Screens 60 films p.y. proposed by distributors

Support

- Recommendation to the network (monthly mailings, publication in the "courrier de l'Art et Essai" and on the website)
- Leaflet for the public (conception, diffusion and management organized by the AFCAE) bought by the exhibitors
- Regional screenings (2008 = 80 screenings)
- Co-ordination of print circulation with the regional associations
- Organization of cultural events (debates, meetings w/the audiences... Travel paid by the AFCAE, accommodation at the theater charge)

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2008 National Promotion - *EL BANO DEL PAPA*

Regional Screenings	Nb of viewers / exhibitors
14 /02/2008 Clermont Ferrand	24
29/02/2008 Gardanne	10
5/03/2008 Liévin	12
6/03/2008 Villeurbanne	80
13/03/2008 Carnac	40



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FRENCH REGIONAL PROMOTION GRAC, ACRIRA, ACREAMP, CINEPHARE...

Objectives

- More screens, more time, more audiences

Action

- Regional co-ordination of print circulation in partnership w/the distributor
- Theaters commitment = 6 consecutive weeks at least of circulation
- Distributors commitments = no MG

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2008 – REGIONAL PROMOTION - *EL BANO DEL PAPA* ARCALT/ACREAMP PARTNERSHIP

Objectives

- To foster LA cinema theatrical exhibition
- Create a new audience
- Support commercial distribution of LA movies in France in promoting them when released

Action

- ARCALT = Selection of 12/20 movies per year
- ACREAMP/ARCALT = Organization of LA mini film festivals + cultural events (debates...) from March to April (RCALT)
- ACREAMP/ARCALT = conception & diffusion of a common leaflet for the public
- ACREAMP = Co-ordinating print circulation of cycles of LA movies

Date	place	SCREENING w/ GUEST	FOLLOWING SCREENINGS	
		ADMISSIONS	ADMISSIONS	SCREENINGS
21/03	Agen	53	227	8
21-mars	Tarbes	61	344	9
25/03	Ramonville	105	124	2
26/03	Muret	30	45	5
27/03	Colomiers	41	235	7
28/03	Blagnac	128		
29/03	Auzielle	85	0	0
30/03	Pau tout public	137	701	11
31/03	Pau séance scolaire	89		
01/04	Cahors	57	257	8
02/04	Albi	75	224	7
03/04	Milau	90		
TOTAL		1006	2157	57

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SUM UP, *EL BANO DEL PAPA*, in FRANCE

Date of release	Nb of prints	Circulation 1 print / 1 Region	Nb of weeks	Nb of leaflets	Share of arthouse exhibitors	Admissions
19/03/08	52	14	655	37500	99,9%	80 019 (NB : 18 000 in ES)

Collective promotion =

Decreasing the expenses
Relationship with distributors
Image
Admissions

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UNITY to put the needs into relevant perspective

➤ **Visibility**

International and national Brands, Common websites, Newsletters, Collective film promotion

➤ **Collective programming and events**

Filmkunstmesse, Cinéfête, Cinema Days National Classics, Arthouse Cinema in Cannes, Young Audiences, Festival Télérama, My First Festival, Incontri del Cinema d'Essai, Mosaico Film Festival...

➤ **Substantial benefits from governments and local institutions (laws + financial support)**

AFCAE (art cinema classification + subsidy of 11.5 million euros)

Artmozi (legal regulations of the art theatres now more appropriately cater to the needs of the viewers and the art theatres)...

CICAE (financial support for Training young art cinema managers)

EUROPA CINEMAS (financial support for cinemas network & European movies screenings)

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THANK YOU !



A programme of the European Union



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