



## EUROPEAN ART CINEMA DAY EXPANDS FOR 2018

**Directors Christian Petzold, Alice Rohrwacher, Michel Ocelot Confirmed to Participate as Ambassadors.**

**Continued Expansion Beyond Continental Europe Includes US, UK, Middle East.**

**European Art Cinema Day**, set to take place worldwide on October 14th, 2018, has announced its ambassadors for this year's program as well as a series of ambitious new initiatives for its 3rd Edition. **European Art Cinema Day** is the first common international initiative undertaken by exhibitors to actively promote European films and the local cinema experience, in direct collaboration with distributors, producers, rights holders and filmmaking talent.

Launched in 2016 by the **CICAE** (International Confederation of Art Cinemas) in partnership with **Europa Cinemas**, **European Art Cinema Day** celebrates and fosters the growth of European arthouse film and theatres through specially curated programs all taking place on a single day. This includes preview screenings, children's films and cinema classics, as well as a wide variety of guests, events and exhibitions curated to attract local audiences.

The initiative gives participant cinemas, located inside or outside Europe, the opportunity to actively highlight their identity and display a European focus in terms of their programming as well as in the areas of promotion and innovation, with the aim of increasing global audiences and circulation for European films. The event is designed to celebrate the artistic diversity of European arthouse film as well as to champion the work of the various cinema venues and networks who participate, in Europe but also well beyond the continent's borders.

As part of its worldwide scope and audience, **European Art Cinema Day** has embraced flexibility as a key ingredient of its model. EACD contributes programming suggestions, marketing materials and collaboration in setting up specific events. At the same time, cinemas also have complete freedom to participate at any level and to create their own locally targeted program on the condition it includes European films.

The 3rd edition will also focus specifically on young audiences by inviting all participating cinemas to organize additional school screenings on October 12th and 15th, in addition to the regularly scheduled events of October 14th.

Three renowned European filmmakers have been confirmed to serve as ambassadors for the event in 2018. German director **Christian Petzold** (TRANSIT, PHOENIX, BARBARA), French animation pioneer and BAFTA winner **Michel Ocelot** (DILILI IN PARIS, KIRIKOU AND THE SORCERESS, AZUR & ASMAR), and Italian director **Alice Rohrwacher** (HAPPY AS LAZZARO, THE WONDERS) will be Ambassadors for EACD in 2018, participating directly in events as well as spreading the word about the initiative through their networks. Ambassadors for the event's two first editions included Palme d'Or winners **Ruben Ostlund** (THE SQUARE) and **Laurent Cantet** (THE CLASS) as well as **Maren Ade** (TONI ERDMANN).

**Christian Petzold** stated about his EACD ambassadorship: "I feel very honoured to be invited as ambassador for the third edition of the European Art Cinema Day and support the important role cinemas play in our society."

A total of **600 cinemas in 34 countries** participated in European Art Cinema Day 2017. New countries now confirmed for the event in 2018 include The United States, Iran and The Netherlands.

UK Participation, which extended to 17 cinemas in 2017, is another growth area for 2018, following the announcement by the **BFI London Film Festival** that Matteo Garrone's Cannes prize winner **DOGMAN** will receive a special UK Premiere on European Art Cinema Day October 14th, 2018. Curzon Artificial Eye in collaboration with the BFI London Film Festival have also confirmed 40 simultaneous live previews for DOGMAN which will be available via FAN network cinemas across the UK especially for European Art Cinema Day, and feature live retransmission the BFI London Film Festival's Q&A with director Matteo Garrone and Cannes Best Actor winner Marcello Fonte.

**Olimpia Pont**, former director of sales at Coproduction Office, is heading up the project on behalf of the **CICAE**, building on her relationships with talent, producers and distributors to expand the impact of the event. **Pont** commented: "European Art Cinema Day is a beautiful opportunity to innovate and bring new momentum to European cinema, as we work closely together with our many partners worldwide. We will continue to develop original and creative outreach mechanisms as well as new marketing strategies in 2018 and years to come. The significant growth of the event in such a short time clearly demonstrates that European film and the idea of the cinema experience are alive and very vibrant, with great potential for dynamic new forms of audience development to evolve."

The **CICAE (International Confederation of Art Cinemas)**, the umbrella organization gathering ten national arthouse cinema associations including France's AFCAE, Germany's AG Kino, and Italy's FICE, in partnership with **Europa Cinemas**. The **CICAE** brings together over 4000 screens via 10 national structures, independent cinemas in 27 other countries, 22 festivals, as well as a number of film distributors.

CICAE statistics show that arthouse cinema admissions in Europe alone reach over 100 million.

The **CICAE** is also present at the **Venice Film Festival**, where it oversees an international training program for professionals working in the arthouse exhibition industry. **The ACAM (Art Cinema = Action + Management)** program brings together 30 trainers and 50 participants from around the world for an 8-day program of lectures, workshops, case studies and screenings on San Servolo Island.

European Art Cinema Day is supported by **Creative Europe MEDIA, Europa Cinemas, the CNC, the FFA, the BKM (Bundesregierung für Kultur und Medien)** and the **Medienboard Berlin-Brandenburg**. Partners on board for the 2018 edition include **Eurimages, the LUX Prize, the European Film Academy, Unifrance, EAVE** and **Titrafilm**.

Venice, 31<sup>st</sup> August 2018.