

EUROPA CINEMAS AUDIENCE DEVELOPMENT & INNOVATION LAB

THE CINEMA EXPERIENCE IN THE AGE OF DIGITAL DISTRACTIONS?

CINETECA DI BOLOGNA
SATURDAY 25 – WEDNESDAY 29 JUNE 2016

Simultaneous translation in two languages (English and Italian) will be provided during the five days of the seminar.

Venue (if not specified differently): Cineteca di Bologna, Sala Cervi – Via Riva di Reno 72

In an era of increasing digital availability of films, where does the cinema sit with audiences expectations and viewing habits? To what extent is the cinema experience enhanced or diminished by the emergence of virtual reality, multi-platform releases and immersive experiences? How can cinemas think creatively and playfully about creating spaces and presenting film experiences that are in tune with the next generation of film-goers and film-makers? Our focus in Bologna, within a festival that is committed to 'rediscovering' lost or forgotten cinema is on the critical issue of engaging the next generation of audiences.

The lab will be directed by **Madeleine Probst** (Programme Producer, Watershed in Bristol, Great-Britain) together with **Mathias Holtz** (Programming Manager, Folkets Hus och Parker, Sweden) and **Daniel Sibbers** (Director of Marketing, Yorck Kinogruppe, Germany).

SATURDAY 25 JUNE 2016

3:00 pm

Meeting in the entrance hall of the **Zanhotel Europa** (walk together to **Sala Cervi**)

3:30 – 3:45 pm OPENING WELCOME

Claude-Eric Poiroux (General Director, Europa Cinemas)

Gian Luca Farinelli (General Director, Cineteca di Bologna)

3:45 – 4:00 pm SETTING THE STAGE & MEET THE LAB LEADERS

Madeleine Probst (Programme Producer, Watershed, United Kingdom and Vice-President of Europa Cinemas)

Mathias Holtz (Programming Manager, Folkets Hus och Parker, Sweden)

OPEN DISCUSSION: our lab's purpose, values and rules - **Madeleine Probst** (Watershed, Bristol, UK)

4:00 pm – 5:15pm WHO ARE WE? HOW CAN WE COLLABORATE?

Getting to know each other – strengths, challenges and opportunities for collaboration

5:15 – 5:30 pm SHARING OUR STORY

Introduction to #ECBoLab2016 (Storify / takeover of the EC social media accounts / Picture of the day Challenge) - **Sonia Ragone** (Europa Cinemas)

7:00 pm

Meeting in the entrance hall of the **Zanhotel Europa** (walk together to the welcoming diner)

7:30 pm WELCOMING DINNER

Venue: tbc

9:15 pm

Departure from the restaurant for Piazza Maggiore

9:45 pm OPENING SCREENING of Il Cinema Ritrovato

Modern Times (Charlie Chaplin, USA/1936, 80')

Venue: Piazza Maggiore

SUNDAY 26 JUNE 2016

8:30 am

Meeting in the entrance hall of the **Zanhotel Europa** (walk together to the location of Multisala Odeon, Via Mascarella, 3 - Bologna)

SESSION 1: RE-IMAGING CINEMA SPACES IN MODERN TIMES

9:00 – 9 :30 am More than Cinema - Keynote - **Jean-Marc Lalo** (Atelier Architecture Lalo, Paris, France)

Field task: How do these two very distinctive cinema spaces fit into the community of Bologna? What was your 'experience' of crossing the threshold? And what perspectives does it offer on your own venue?

9:30 – 10:15 am VISIT OF THE MULTISALA ODEON - Visit & In-Conversation with the cinema team

10:30 – 11:15 am VISIT OF THE MODERNISSIMO SITE - Visit & In-Conversation with Gian Luca Farinelli (TBC)

Walk together to **Sala Cervi**

11:15 – 11:30 am Coffee break

11:30 – 11:45 am Debrief of the cinema visits by Jean-Marc Lalo (Atelier Architecture Lalo, France)

11:45- 12:15 am GROUP TASK: CINEMA SPACE – Part 1 - Dream up a cinema manifesto fit for purpose in modern times - led by Architect **Jean-Marc Lalo** (Atelier Architecture Lalo, Paris, France)

12:15 – 12:45 am Debrief of the group task

1:00 – 2:00 pm LUNCH

Venue: **Via Con Me**, Via San Gervasio 5

SESSION 2: GETTING CREATIVE: CINEMA SPACES & BRANDS

2:15 – 3:00 pm

Case studies

Daniel Sibbers (Director of Marketing, Yorck Kinogruppe, Germany) – Yorck Kinogruppe recently refurbished venues

Astrid Cats (Plaza Futura Natlab, Eindhoven, The Netherlands) – From experimental light bulb lab to cinema venue –

Andrea Mincigrucci (PostModernissimo, Perugia, Italy) – Becoming X

3:00 – 3.40 pm GROUP TASK - Part 2 - Building a cinema space for modern times - led by Architect **Jean-Marc Lalo** (Atelier Architecture Lalo, Paris, France)

3:40 – 4:20 pm Sharing back and Prize giving by Architect Jean-Marc Lalo

4:20 – 4:30 pm “CINEMA SPACE SURGERY SLOT” SESSION

5:00 pm - PICTURE & WORD OF THE DAY

MONDAY 27 JUNE 2016

9:00 am

Meeting in the entrance hall of the **Zanhotel Europa** (walk together to **Sala Cervi**)

SESSION 3: BUILDING OUR PEOPLE CAPACITY TO RESPOND TO AUDIENCES

9:30 - 10:40 am

Introduction by Madeleine Probst (Watershed, Bristol, UK)

Case Studies:

Giuliana Fantoni (Cinema Edera, Treviso, Italy) – The Family business

Jure Maticic (Mestni Kino Domžale, Slovenia) – The Small cinema

Lucie Morvan (Yorck Kinogruppe, Berlin, Germany) – The Cinema Network

Madeleine Probst (Watershed, Bristol, United Kingdom) – The Cross Art Venue

10:40 - 11:00 am GROUP TASK: People Power

11:00 – 11:45 Sharing back highlights & challenges

SESSION 4: DEVELOPING AUDIENCES FOR DIVERSE CINEMA: WHEN PROGRAMMING MEETS MARKETING...

11:45 – 13.00 pm

The Marketeer - Daniel Sibbers (Director of Marketing, Yorck Kinogruppe, Berlin, Germany) – Building a Brand for diverse cinemas and audiences

The Programmer - Mathias Holtz (Programming Manager, Folkets Hus och Parker, Stockholm, Sweden) – Case study from Sweden – Heritage Films

1:00-2:00 pm - LUNCH

Venue: **Da Bertino**, via Lame 55

2:00 pm – 2:30 pm SMALL GROUP TASK: Create a dynamic on and offline marketing campaign for a repertoire film with a focus on engaging young people

2:30 – 3:00 pm Share Highlights & Key Learnings

3.00 pm – 3.45 pm

CASE STUDIES PROGRAMMING WITH & FOR NICHE COMMUNITIES

Introduction by **Daniel Sibbers** (Yorck Kinogruppe, Berlin, Germany)

Didi Wu (Broadway Cinematheque, Hong Kong) - Hong Kong Asian Film Festival

Fanny Garet (Art Plaza, Mons, Belgium) - Retro Movie Club

Nina Selig (Endstation Kino, Bochum, Germany) – Programs for/from refugees

3:45 – 4:15 pm OPEN SLOT SESSION

Share a problem you need help with the lab

Pitch an idea to the lab

Share highlights/learnings from an initiative/approach that you think the lab can benefit from

4:15 – 4:30 pm PICTURE & WORD OF THE DAY

TUESDAY 28 JUNE 2016

9:00 am

Meeting in the entrance hall of the **Zanhotel Europa** (walk together to **Sala Cervi**)

SESSION 5: CO-CREATION / CURATION OF SPACES AND FILM EXPERIENCES

9:00am – 10:00 am Introduction by **Madeleine Probst** - Co-creating and curating film experiences and offers with young people

Co-curating - Case Studies:

Greet Stevens (MOOOV, Turnhout, Belgium) - Co-curating with children

Piotr Lenkiewicz (Kino Studyjna Awangarda 2, Olsztyn, Poland) – Engaging young audiences in detective films

Malgorzata Strzyżewska (Pionier 1907, Szczecin, Poland) - Children are making movies

10:00 – 10:15 am Coffee break

10:15 – 11:00 am

GROUP TASK: Introduction by **Madeleine Probst**

Create a film “experience” for children/teens

10:45 - 11:30 am Present Experience / Share highlights

SESSION 6: WORKING WITH PARTNERS TO REACH NEW AUDIENCES

11:30 -12:30

Case studies:

Daniel Sibbers (Yorck Kinogruppe, Berlin, Germany) – Partnerships in marketing

Irene Musumeci (Curzon, Canterbury, UK) - Partnership with University of Kent and co-curation with university students

Sara Sveding (Biograf Reflexen, Kärtrorp, Sweden) - Partnership with the Youth City Council

12:30 am – 1:00 pm

GROUP TASK: Discuss best practices and challenges in partnership led audience development towards Europa Cinemas’ partnership toolkit

1.00-2.00 pm - LUNCH

www.europa-cinemas.org | [@europacinemas](https://twitter.com/europacinemas) | [#ECBoLab2016](https://www.instagram.com/europacinemas) | [storify.com/europacinema](https://www.storify.com/europacinema) | Instagram: europa_cinemas

Venue: **Da Bertino**, via Lame 55

SESSION 7: HOW WELL DO WE KNOW OUR AUDIENCES – MAKING THE MOST OF DATA

2pm – 2:45 pm

Daniel Sibbers (Yorck Kinogruppe, Berlin, Germany) – Kinoabo and Yorck-Karte

Anais Flores (UGC, Paris, France) – UGC Illimité -26 ans

Madeleine Probst (Watershed, Bristol, UK) - 24 & Under Ticket Offer –

2:45pm – 3:15 pm

GROUP TASK: How well do you know your audiences (and potential new audiences)?

Discuss strategies for capturing data & what to avoid, make sense of data to build loyalty and engage new audiences

3:15pm – 3:30 pm Coffee Break

3:30 pm – 4:30 pm OPEN SLOT

Share a problem you need help with the lab

Pitch an idea to the lab

Share highlights/learnings from an initiative/approach that you think the lab can benefit from

PICTURE & WORD OF THE DAY

WEDNESDAY 29 JUNE 2016

9:30 am

Meeting in the entrance hall of the **Zanhotel Europa**

WORKSHOP DEBRIEF & RETURN STRATEGY

10:00-12:30 am - WORKSHOP DEBRIEF & RETURN STRATEGY

Led by Madeleine Probst (Watershed, Bristol, UK)

SMALL GROUP DISCUSSIONS: Actions you plan to take back to your venue, identify obstacles and potential solutions and partners? How might the Europa Cinemas network help you develop your ambitions?

Share key learning & obstacles with the rest of the group.

12:30 – 2:30 pm CLOSING LUNCH

Venue: **Da Bertino**, via Lame 55