



## Cinemas as innovation hubs - The EU empowers cinemas to innovate in local communities

In July 2019, the European Commission launched a 2M € call for proposals to create innovative cultural hubs around cinema theatres, notably in areas where there is limited cinema and cultural infrastructure. Some months later, the five selected projects are ready to kick off their activities.



European Commission

### CINE Project

Cinema communities for Innovation, Networks and Environment (CINE) is the project run by Slow Food and its international partners aiming to support cinema and revitalising the role of films within local communities.

Launched in May and running until the end of 2021, the project will promote film in communities where cinemas don't exist or are disappearing, focusing on their ability to serve as venues for cultural and social aggregation, while sowing the seeds of environmental and food culture among younger generations.

What makes CINE innovative is its desire to bring together film and activism, entertainment and civic engagement. As well as supporting the smallest cinemas and involving local communities, Slow Food also wants to introduce younger generations to issues around the environment and food, getting them to participate directly in activities.

[More information](#)

## **Connecting Cinemas in Rural Areas**

Connecting Cinemas in Rural Areas is a project led by Neue Kammerspiele (Kleinmachnow, Brandenburg) and Public Art Lab aiming to bring the concept of European cinemas a step further by connecting audiences and cinemas in rural regions across Europe and by establishing a networked infrastructure to share live events, programs and knowledge.

The objective is to build a strong sustainable partnership network together with three European cinemas: Fortress Sibenik in Croatia, Amza Pellea Cinema in Rasnov, Romania and Cinema Star in Veria, Greece. Public Art Lab will share its experience in urban media art and digital placemaking with partners, that will share their skills and cross-disciplinary knowledge about a new notion of cinema experience enhanced by creative interaction technologies targeting the young audience.

The project will therefore bring the local European communities closer together through a networked cinema-making infrastructure. This aims to enhance the local cultural life by creating a space for joint action and engagement - and thus making a stronger impact on the cultural, social and economic development of cinema.

[More information](#)

## **Generation Z**

The aim of the "Generation Z" project is to develop a new film and cultural offer in cinemas of less privileged city districts for a young European audience to gain dynamic, collective experiences. The activities around the project will enable the younger generations to position themselves as more than just a spectator: as a programmer and maker.

The partners have divided the age groups among the three organizations: Kinograph (Belgium) will focus on students (18+), La Friche la Belle de Mai (France) on teenagers (13-17 years old) and Oxville (The Netherlands) on children from 8 to 12 years of age. Each of them will develop an educational route and infrastructure in which we translate the wishes and needs of the participants to the silver screen.

"Generation Z" will contribute, through a shared online platform, to ensure that new innovative practices are created and to develop cultural and social synergies.

[More information](#)

## **Movies in Motion**

The Movies in Motion project brings film screenings and accompanying events to the Croatian and Slovenian parts of Istria, a Mediterranean region belonging to the two countries. The project will help people in local communities to develop interest in watching auteur and European films and to stay up-to-date with the latest European cinematic accomplishments.

By July 2021, 134 screenings in 13 small towns will be organised both in outdoor venues and in former theatres, including participation of film artists, educational workshops, special events such as pop-up cinema, secret screenings, dinner&movie events and screenings accompanied by live music. Almost half of the films will be targeting children and young people, in order to educate them about film, cinematic language and filmmaking process.

The participants in this project are Motovun Film Festival (project coordinator and organizer of events in Croatia), Kino otok Izola, Slovenia (organizer of events in Slovenia), Croatian Film Association (organizer of educational workshops and side events), Live Cinema UK (organizer of special screenings), and Filmmaking Academy Bologna, Italy (organizer of educational workshops).

The project is organised in cooperation with the cultural associations of the local communities involved as the long-term goal is to encourage them to continue organising film screenings after this project is completed.

More information

## **Resonance Cinema - Cultural Hub for Curious Mind**

Resonance Cinema aims at creating cultural hubs around four main cinema theatres in Central and Eastern Europe: Cinema House, Sofia/Bulgaria; TISZApART Mozi, Szonok/Hungary; Centre for free time activities Ptuj/Slovenia; Cinema Urania, Osijek/Croatia.

The project will bring communities together building a social space to share experiences through different cultural content in an attractive way by using new technologies, focusing on the young audience and involving them in educational and creational activities. The offer will cover a variety of European films and cultural forms from different areas, including innovative VR content and targeting also videogaming communities.

Some of the activities include educational workshops, concerts with screenings and social gatherings, wine and food tasting, street art, debates, conferences and children corner.

The ultimate goal is integrating audiences with disabilities by offering adapted content while sharing the experience with the regular audience.

More information

### **Related topics**

MEDIA programme  
Supporting media and digital culture

---

#### **Source URL:**

<https://digital-strategy.ec.europa.eu/news/cinemas-innovation-hubs-eu-empowers-cinemas-innovate-local-communities>