



Cinema Rediscovered 2022 Festival & Tour Review

CELEBRATING THE RETURN OF THE BIG SCREEN
EXPERIENCE

Image: ©ChelseyCliff



Image: Samira Ahmed c/o ©ChelseyCliff

“Evening of absolute joy... Samira Ahmed (who I'd quite like to be when I grow up), nachos and *Lost Highway*.” **Audience Comment**

‘The UK’s leading festival dedicated to classic cinema’ (Sight & Sound) was back for a packed 6th edition in and around Bristol UNESCO City of Film.

It took place 22 – 24 July 2022 at cinemas including 20th Century Flicks, Clevedon’s Curzon Cinema & Arts and Watershed celebrating the return of the big screen experience before going on a UK and Ireland wide tour with the support of BFI awarding funds from National Lottery.

See the [full programme](#) and [tour](#).



5,127 Total Festival Audiences

3,598 Ticketed Admits (191% + on 2021)

460 Drop-in Views DJ Cheeba's Lynch inspired A/V set & *The Box* archives in Watershed's café/bar.

1069 Online Views for Philip French Memorial Lecture: Samira Ahmed streamed via Watershed YouTube (live & catch-up for one week) as well as [Reframing Film Sessions](#) and our [Pre-code Hollywood talk](#) (catch-up only.)

A record 136 Festival Pass holders.

"I've just got home from @CineRedis and head spinning from all of the incredible films, people, discourse, warmth and insights from what has to be the best year of the festival so far (from my humble perspective)..." **Audience Comment**

UK wide tour – Aug '22 – Jan '23

143 screenings in 31 cinemas (UK Ireland) to date...
4,891 Admits, 111% increase on last year

Pre-Code Hollywood: Rules are Made to be Broken co-curated by Pamela Hutchinson and Christina Newland; five of Hollywood's most risqué films, a collaboration with Park Circus. Poster by Beth Morris.

Women's Stories from the Global South (& To Whom They Belong) co-curated by Mosa Mpetha (Black Cinema Project, Hyde Park Picture House), Ajabu Ajabu, Twelve30 Collective and Lorena Pino.

When Europe Made Hollywood: From *Sunrise* to *High Noon*; an exploration of how European filmmakers shaped American popular film curated by Mark Cosgrove, a collaboration with Park Circus.



Image: Christina Newland and Pamela Hutchinson, Watershed c/o ©ChelseyCliff

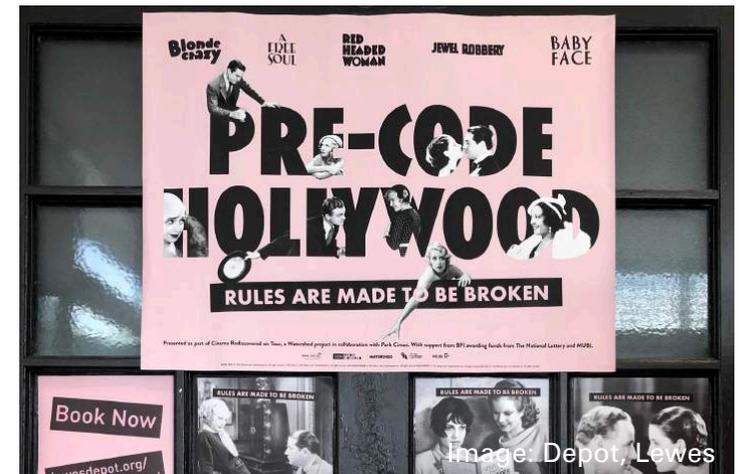


Image: Depot, Lewes

31 Tour partner venues/festivals including 12 new partners



Image: Mosa Mpeha, Showroom, Sheffield

“Keep up the good work bringing interesting films to local cinemas” **Audience Comment**

[Afrika Eye, Watershed, Bristol](#)
[AIM, Centre for Contemporary Arts, Glasgow \(NEW\)](#)
[BFI Southbank, London](#)
[Broadway, Nottingham](#)
[Cinema Lumiere, London](#)
[DCA, Dundee](#)
[Depot, Lewes](#)
[Eden Court, Inverness](#)
[Bath Film Festival, Odeon, Bath \(NEW\)](#)
[Filmhouse, Edinburgh](#)
[Glasgow Film Theatre](#)
[Gulbenkian, Kent \(NEW\)](#)
[Havana Glasgow Film Festival \(NEW\)](#)
[Home, Manchester](#)
[Hyde Park Picture House, Leeds](#)
[ICA, London](#)
[Irish Film Institute, Dublin](#)
[MAC, Birmingham \(NEW\)](#)
[National Science & Media Museum, Bradford \(NEW\)](#)
[Phoenix, Leicester](#)
[Queen Film Theatre, Belfast](#)
[Regent Street Cinema, London \(NEW\)](#)
[Riverside, London](#)
[Sheba Soul, Derby West Indian Centre \(NEW\)](#)
[Sheba Soul, Theatr Mwldan, Cardigan \(NEW\)](#)
[Showroom, Sheffield](#)
[The Hippodrome, Bo'ness \(NEW\)](#)
[The Station Cinema, Richmond \(NEW\)](#)
[The Ultimate Picture Palace, Oxford \(NEW\)](#)
[Trowbridge Townhall](#)



Image: Christina Newland and Pamela Hutchinsom, Watershed c/o ©ChelseyCliff



Image: Mark Cosgrove chatting with So Mayer at Watershed c/o ©ChelseyCliff



Image: Annouchka De Andrade and Karen Alexander at Watershed c/o ©ChelseyCliff

“Cinema Rediscovered truly helps us celebrate the films we proudly represent. We brought a bigger cohort in 2022 as there's not many places better to go to understand the magic of seeing film history back on the big screen. The festival's genuine inclusivity of audiences and the industry (local and beyond) and the curatorial diversity (in both films and curators themselves) feels quite unique, and makes Bristol an enriching and inspirational place to be for a few days in the summer. Here's to its long history ahead! **Jack Bell, Director of Theatrical Sales, Park Circus**

“The tour allows us to include flexibly curated archive films in our programme. The programmes were popular with audiences and staff alike and the additional info, access to speakers and marketing really help. Nothing better than overhearing people comparing diaries in the bathrooms as they plan to see the ‘whole run of these ones’” **Joan Parsons, QFT, Belfast**

“Working with Cinema Rediscovered was wonderful. Thanks to the team's hard work and expertise we were able to get our programming into a wide array of venues and be part of a nationwide conversation about a fascinating part of film history.” **Pre-Code Hollywood strand co-curator Pamela Hutchinson**

Reframing Film, our Industry strand was back IRL...

“Great day - left feeling inspired”

“It was really invigorating to be in a room full of fellow exhibitors excited by and committed to repertory.”

80 attendees gathered from across the UK

100% of surveyed attendees achieved/learnt what they hoped for at the event.



Images:
Reframing Film c/o ©ChelseyCliff



Image:: Reframing Film c/o ©ChelseyCliff



Joan Parsons @joan_... · 24/07/2022 ...
Heading home after a fantastic few days at @CineRedis. I've travelled around the world and through time in the brilliant films I've seen and can't wait to bring some back to @QFTBelfast soon. Thanks for the excellent hospitality @wshed @msc45 @MaddyProbst

2 2 19



Mikaela Smith @MikaelaRhiann... · 1d ...
Feeling very rejuvenated after a few days of @CineRedis. It's been so long since I sat in a cinema and didn't get caught up in the 'will this work, who is it for' that comes with the job. What a privilege to just spend some time swimming around in the glimmering magic of it all.

4 47



Image:: Reframing Film

Reframing Film Feedback

"It was really exciting to see that distributors have such a varied & exciting slate planned for the coming months to feed that appetite."

"I felt more positive about how films are curated rather than cynical. Saw radical action in the deconstructing ownership panel."

63 events and screenings compared to 42 in 2021

Including 14 UK Premieres of digital restorations, walks, live music to silent film, a film quiz, live and pre-recorded introductions and talks.



Image: Adam Murray (BBHC) ©ChelseyCliff



Image: Daisy Steinhardt & David Taylor 20th Century Flicks ©ChelseyCliff



Image: Keith Lodwick ©ChelseyCliff



Image: James Harrison (SW Silents) ©ChelseyCliff



Image: Mosa Mpetha & Annouchka De Andrade ©ChelseyCliff



Alan Simmons 🤩 @v_... · 21/07/2022 ...
The Lynchian V/DJ set from @djcheeba was incredible too. Great use of multiple projections, perfect editing and plenty of David Lynch tunes and interview clips in the mix to go perfect with a post-Lost Highway beer.
[@wshed](#) [@CineRedis](#)

Programme Highlights:

Lost Highway 4K Restoration with David Lynch



Images: Opening night c/o ©ChelseyCliff





Ian Wang
@iantwang

Sometimes I feel like an overemotional idiot who will never understand film grammar, but today I watched Kinuyo Tanaka's *Forever a Woman* and this single shot-reverse shot made me cry, and it reminded me that film is something that can be felt at the same time as it is analysed



11:07 pm · 24/07/2022 · [Twitter for Android](#)

15 Retweets 2 Quote Tweets 137 Likes



Image: Dr Rayna Denison (UoB) ©ChelseyCliff

Programme Highlight: *Forever a Woman*

We were proud to close the festival with the 4K restoration of Kinuyo Tanaka's third film c/o Janus Films.

Forever A Woman launched The Films of Kinuyo Tanaka retrospective at Watershed, Edinburgh Film Festival, GFT and BFI Southbank, London.



Araya (Venezuela, 1959)



De Cierta Manera (Cuba, 1974-77)



Door to the Sky (Morocco, 1989)



Sambizanga (Angola, 1971)



Maangazimi: The Ancient One (Tanzania, 2001)

Programme Highlights: Women's Stories from the Global South

"I am a big fan of Cinema Rediscovered as I love old movies – and being able to watch them on the big screen with an audience! I feel like we can learn so much from our past and better contextualise our global histories when we can see varied and beautiful storytelling from the past..."

This particular strand and tour I believe are so important as already women's stories, and stories from the global south are always under-represented in the wider film sector, and so being able to bring these really special and fantastic films to audiences all over the country means we are slowly normalising them being a part of the equation."

Curator Mosa Mpetha, [The British Black List](#)

I think...

Sambizanga

gave me courage <sup>thank you
for your</sup>
LOVE.

helped me grieve =====

I thought about people I love who are
suffering and felt about how much I
want them to be happy.

WATERSHED

I think...

Door to the Sky

It's an amazing Moroccan
film ~~written~~ by a female
director. A film highlighting
the role of women in a
male dominated society
with a stunning cinematography

WATERSHED

Women's Stories from the Global South



Programme Highlights: Global Women's Film Heritage Networking

Presented by the team behind **Global Women's Heritage**, this was a chance for those interested in women's film heritage to gather to talk about how we might make women and their films more visible.

Speakers included Sarah Maldoror's daughter Annouchka De Andrade, Mosa Mpetha (Black Cinema Project & Hyde Park Picture House) and June Givanni (Pan African Cinema Archive.)

With thanks to Bristol UNESCO City of Film.

Images: ©ChelseyCliff



Image: ©ChelseyCliff

Programme Highlights: When Europe Made Hollywood: From *Sunrise* to *High Noon*

"Queen Christina in 35mm got a wonderful round of applause!" **Tour Audience Comment**

"Incredible! So glad to see these movies in the cinema! I'm only 22 but a big film fan and it was amazing to get the chance to see these movies."

Tour Audience Comment

There have been great responses to this season which went on tour to GFT, IFI, Home, Showroom and National Science & Media Museum.

Curator Mark Cosgrove on [the season](#).

Partnership Highlights: Bristol Black Horror Club

Following their launch last year, we partnered up with Bristol [Black Horror Club](#) for a rare sold-out showing of Clive Barker's *Nightbreed* at 20th Century Flicks.

BBHC Founder Adam Murray also introduced pay homage to Menelik Shabazz at our preview of the newly remastered *Burning an Illusion* (1981) c/o BFI.



Adam Murray @Admagnetic · 23h ...
The ongoing support and camaraderie of the amazing @CineRedis  and being able to screen Clive Barker's *Nightbreed* @20thCFlicks + Chameleon Street + *Burning An Illusion* ✨





Partnership Highlights: Invisible Women

Archive activists [Invisible Women](#) spoke to guests So Mayer (author of *A Nazi Word For A Nazi Thing*) and Isra Al Kassi (T A P E Collective Co-founder) about reimagining film history through a female-centric lens.

They were commissioned to produce [The European women who shaped the Hollywood Golden Age](#) as part of [When Europe Made Hollywood](#) and hosted a discussion with filmmaker Nina Menkes (pictured across) following a showing of *Queen of Diamonds* which screened newly restored at the festival.



Images: ©ChelseyCliff



Image:: Dr Terri Simone Francis in conversation with Karen Alexander



Image: Mark Cosgrove and Karen Alexander at 20th Century Flicks c/o©ChelseyCliff



Image:: Karen Alexander

Partnership Highlights: Karen Alexander

"I got to see Killer of Sheep on the big screen today thanks to @CineRedis. Today is a great day." **Audience Comment**

We collaborated with the inspiration that is curator Karen Alexander on two special strands [Black Paris: Josephine and Beyond](#) (in collaboration with Bristol Ideas) and [bell hooks: Reel to Real](#).



Chay Collins 🏳️‍🌈 @cha... · 25/07/2022 ...
Replying to @CineRedis @EricDCollins and @Terri_Francis

Karen's introductions were a real highlight for me!



Cleo Lake @CleoDanc... · 22/07/2022 **
Thank you @CineRedis for a fantastic programme of films. I was completely 'thrilled' by @Spike_Lee_Joint 'Girl 6' this afternoon. With great hospitality for my first visit to @20thCFlicks 🍷🌟🎬
#CineRedis22

1 2 12

Image: ©ChelseyCliff

Festival venues

Huge thanks to our festival venues included long-standing partners 20th Century Flicks, Clevedon's Curzon Cinema & Arts and Watershed as well as Arnolfini.

"It made me realise how much I love the Watershed" **Audience Comment**

Press & Media Coverage



Cinema Rediscovered and Park Circus are also continuing a roll-out of early cinema titles in its Pre-Code Hollywood season, with six venues across the UK and Ireland booked for the coming weeks including BFI Southbank, Dublin's Irish Film Institute, the Glasgow Film Theatre and Sheffield's Showroom Workstation.

National coverage c/o Sarah Harvey PR (as well as support from Park Circus) included a full page spread in [The Guardian](#).

The festival was also featured in Sight & Sound and Screen Daily and various online publications including [The British Black List](#) and [Vague Visages](#).



There was also significant coverage of the tour in Scottish press incl. [The Skinny](#), [the Edinburgh Reporter](#), and [Falkirk Herald](#) in support of the tour c/o Pam Beddard PR.



Local Press/Media Highlights

Local highlights included the cover story in Bristol Life, a special feature [BBC Points West](#), UK Metro SW and a double-page spread on Henry Edwards Weston-born and Bristol based in [The Bristol Post](#) c/o of Pam Beddard PR.

There were also various pieces in [Bristol 24/7](#), [Visit Bristol](#), Western Daily, [Westbury Voice](#), [365 Bristol](#), [North Somerset Times & Weston Mercury](#), The Bristol Magazine and local radio shows (Ujima, BCFM, [BBC Radio Bristol](#)) and Visit Bristol.



Samira Ahmed @Sa... · 17/07/2022

Film fans...Finalising my Philip French Memorial Lecture for @CineRedis at @wshed this Wednesday. Low brow high brow. From Bond and Carry On to Pasolini. There will be a quiz! Tickets here to come in person or watch online:

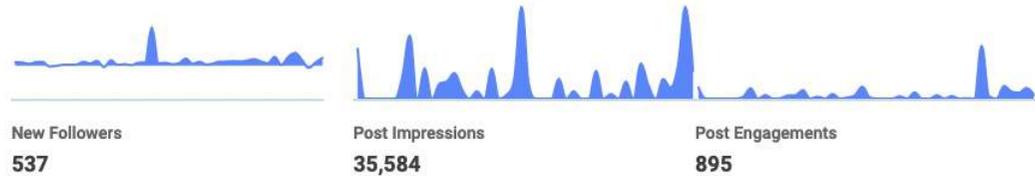


watershed.co.uk
Philip French Memorial Lecture:
Samira Ahmed

5 28 124

Festival Socials

Campaign pulse



The main Watershed social media campaign (from 9 June – 24 July) tracked on Buffer, reached 22,141 followers, gaining 537 new ones. Post impressions were 35,584 and engagements were 895 across Twitter, Facebook, and Instagram.

Impressions and engagements remained fairly steady across the campaign, with the peaks below coming as a result of particularly popular posts celebrating the other Bristol venues (1 July – the big peak in the middle) and posts rounding up the last day of the festival (24 July)

Online advertising (with a £500 spend), had a total reach of 13,938 and total impressions of 77,398. Advert in the 10 days leading up to the Festival were the most successful.

Festival / Tour Socials – a few highlights



There was also a considerable increase in engagement via Cinema Rediscovered's dedicated Twitter, Facebook and Instagram channels.

High profile collaborators, friends and guests of the festival such as Samira Ahmed, Christina Newland, Clive Nwonka, Pamela Hutchinson, Robin Baker and Matthew Sweet, high reaching partners and film critics workshop alumni all helped boost the visibility of the festival.

Our top tweet, with 54k impressions was our season highlight announcement in May 2022, with almost 1,000 engagements on the post. At 22.7k Twitter impressions, the festival trailer also performed well. This was our best performing post on Facebook and Instagram with a reach of over 11k.

Other unique video content received good engagement, with short clips featuring additional content from the strand curators and incorporating audience vox pops gaining up to 12.2k impressions on Twitter and 6k reach across Facebook and Instagram.

Clive Nwonka @CJNw... · 23/06/2022 ...
 One of the highlights of the @CineRedis festival at @wshed : a screening of Camile Bishops and James Hatch's moving documentary Finding Christina, considered here in the context of bell hooks landmark collection of essays/ interviews on film, Reel to Real [watershed.co.uk/whatson/11289/...](https://watershed.co.uk/whatson/11289/)



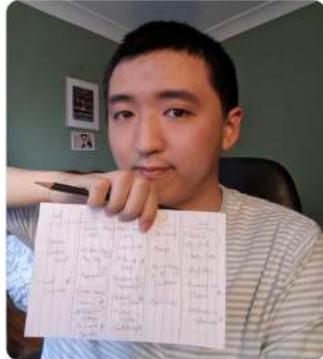
9 replies 15 likes

Pamela Hutchinson · 22/07/2022 ...
 Fans of hermaphrodite snails and Conrad Veidt will be disappointed to have missed Magnus Hirschfeld's campaigning hybrid documentary silent THE LAWS OF LOVE (1927) beautifully introduced by @Such_Mayer at @CineRedis #CineRedis22



2 replies 7 retweets 30 likes

Ian Wang @iantwang · 12/07/2022 ...
 I am very excited to be going to Cinema Rediscovered this year! Bristol and/or film friends, I will be there July 20th to 24th, say hi! 🙌



4 replies 2 retweets 45 likes

Cinema Rediscovered · 08/07/2022 ...
 🍷 Hyped to present the #CineRedis22 festival trailer!

With just under 2 weeks to go 'til the fest kicks off in & around #Bristol @wshed @ArnolfiniArts @CurzonCleveland & @20thCFlicks, get a flavour of what we have in store.

👉 to @silkfactoryav & co

watershed.co.uk/cinema-rediscovered



4,077 views
 2 replies 51 retweets 62 likes

Festival Socials – a few highlights

Christina Newland · 25/07/2022 ...
 My @CineRedis highlights: meeting some truly lovely fellow cinephiles, getting to use the phrase 'the best ass in christendom' [Cagney said it] onstage, Jean Harlow's sparkly fringed evening gown in Red-Headed Woman, and catching The Afterlight, which was monumentally poignant.

1 reply 2 retweets 20 likes

Lisa Harewood · 25/07/2022 ...
 Brilliant 3 days at @CineRedis repping @twelve30coll to intro De Cierta Manera.

Personal highlights - Trinh T. Minh-ha's Reassemblage & Sara Maldoror's Sambizanga. Mind blown by Wendell B. Harris Jr's Chameleon Street!

Sheba Soul Ensemble · 26/07/2022 ...
 So many great highlights from @CineRedis that we are all still on a high! #CineRedis22



2 replies 13 likes

Alice Quigley @aliceq... · 22/07/2022 ...
 Cannot encourage Bristol people enough to go watch films @CineRedis film festival this weekend. Seek out things you've never heard of. I watched three revolutionary films last night and my head is 🤯🤯🤯 in a very enjoyable way.

1 reply 5 retweets 37 likes

Podcasts and Online

 **Jose Arroyo** @JoseArr... · 22/07/2022 ...
We continue our discussion of [@CineRedis](#) 2022 with a round-up of the first full day of programming and two of the events that kicked off the program yesterday: The Philip French Memorial Lecture with **Samira Ahmed** and the Lost Highway restoration. notesonfilm1.com/2022/07/21/thi...



1 2 11

 **Frame to Frame** @fra... · 23/07/2022 ...
We had a Frame to Frame outing to [@wshed](#). As part of the amazing [@CineRedis](#) series we experienced Harold and Maude (for [@andywilliams250](#) the first time!) A really lovely film with a fantastic introduction by [@mslacewing45](#). Will absolutely manufacture a pod theme around it soon!



2 15

 **Rife Magazine** @rifem... · 28/07/2022 ...
"By the end of my Cinema Rediscovered journey, I had viewed 13 films and 4 lectures in 5 days"

[@HardieWrites](#) wraps up Days 4 & 5 of [@CineRedis](#) with some well known Hollywood Classics and wraps up his thoughts about the week.



rifemagazine.co.uk
Hardie Writes: Cinema Rediscovered 2022: Day 4 & 5 - Rife Magazine

2 5

 **Black Film Bulletin** · 17/07/2022
On The Radar: #CineRedis22 [@CineRedis](#) present a special preview of [@MenelikShabazz](#)'s seminal debut BURNING AN ILLUSION (1981), newly remastered c/o [@BFI](#). Intro'd by [@Admagnetic](#) ([@ComeTheRev/](#) [@BrisBlakHorrorC](#)) at [@wshed](#) (Sunday 24 July 4pm) ahead of its cinematic re-release.



3 8

AnalogueFilmScotland · 11/08/2022 ·
Replying to @AnalogueScot

Sometimes you think about how often a film has been screened, or how long it may have been since the last time it was especially on 35mm. Lucky to have seen this tonight! Quite a picture. Thank you @glasgowfilm @CineRedis



1 2 6



Cinema Rediscovered · 26/08/2022 ·
Hear from Annouchka de Andrade, daughter of the great Sarah Maldoror, ahead of SAMBIZANGA's screening @filmhousecinema (30th Oct).

Coming soon to:
@BFI Southbank, London (3 Sep)
@showroomcinema, Sheffield (4 Oct)
@ICALondon (Oct)
@QFTBelfast (18 Oct)
@HydeParkPH Leeds (Date TBC)



1,149 views
1 21 38

Cinema Rediscovered · 15/08/2022 ·

Just a few of the reasons why you should head to your local cinema for @christinalefou & @PamHutch 's inspired touring season Pre-Code Hollywood: Rules are Made to be Broken feat. Blonde Crazy, A Free Soul, Red Headed Woman, Jewel Robbery & Baby Face c/o @ParkCircusFilms

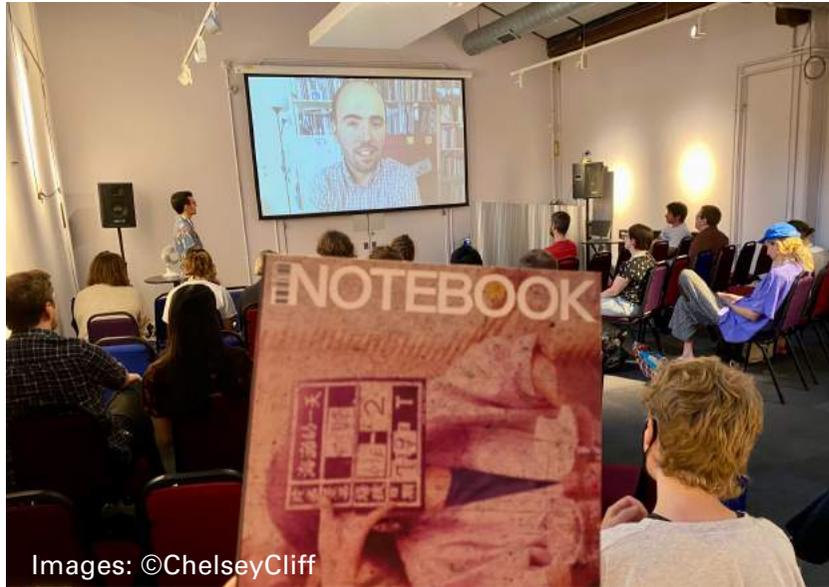


2,611 views
1 21 50

Tour Socials – a few highlights



Tour Socials – a few highlights



Images: ©ChelseyCliff



2022 Film Critics Programme: Video Essays

“One of the great pleasures of attending a film festival is engaging with the multitude of responses to the films being exhibited, whether they be instantaneous responses overheard whilst filing into the foyer after a screening, or snatched chats with fellow cinephiles over a drink should one’s schedules allow enough time for this. As the leader of the Film Critics Workshop, I had the additional privilege of prolonging this period of discourse with this year’s cohort, seeing them develop their ideas about the programme into a collection of video essays.” **Film historian, programmer and video editor Jonathan Bygraves**

[Meet the participants...](#)



Image: ©ChelseyCliff

Watch the 2022 Video Essays

Jo Reid's *An Elegy to Intertitles* examines intertitles in *Sunrise: A Song of Two Humans*.

Lara Callaghan's *All the President's Men* responds to the festival's Pre-Code season.

Chay Collins's *Queen of Time* was a hot take overheard after the screening of *Queen of Diamonds*.

Amaya Bañuelos Marco's *Speaking Nearby* focuses on two docs *Reassemblage* (1982) and *Araya*.

Joy Hunter's *A Picture Paints a Thousand Lies* explores Julie Dash's *Illusions*.

Esther Okorocho's *Pat's Political Awakening*, reframes *Burning an Illusion*.

Jennifer Doveton's *Social Mobility & Black Performativity On Screen* inspired by *Chameleon Street*.

Daniel Turner's *Blue in Green* uses *Paris Blues* (1961) as an anchor point for his own journey of discovery.

Elle Haywood's *Spectral Sceance* takes a deep dive into *The Village Detective: a song cycle*.

Film Critics workshop: What did participants enjoy the most...



Katie @Kadd93 · 25/07/2022
@MaddyProbst @CineRedis @iambags @wshed Thank you all for such a magical festival and this great workshop! Memories forever! 🥰



2 3 11

"Been one of the most magical times in my life!"

"Everyone was so lovely, the festival was amazing and attending the festival in the capacity of a critic illuminated more of how that world worked."

"I really loved hearing and learning about the processes from other video essayists and learning about different styles and approaches... I'd wanted to make one myself for ages but never got round to it, so this was a great and inspiring push!"

"The community formed through it was excellent and it was a really lovely team."

"The workshop was great in providing a space to try out new things in a safe space. Besides, attending Cinema Rediscovered and being immersed in an environment where films are well taken care of, contextualised by people who've taken the time to bring these films into light, was really a personal highlight.."

Film Critics Workshop: What they got out of it & could be improved

"I will be bolder and braver when it comes to pitching and creating video essays."

"I have definitely thought about the form in different ways and extended my knowledge of the videographic criticism world."

"I want to make more video essays!! I just need the time (and more film files availability!)"

"More expenses covered and more practical sessions of sharing work and getting feedback."

"For those with NO IDEA of film editing, a practical session around this would be great."

"Feeling stressed in making the essay."

"I may suggest putting the bulk of the workshops on the other side of the festival so there could be more time to workshop together on our essays and feedback."



Festival Branding

In-venue branded assets included floor and mirror stickers, t-shirts, seed paper badges, a standee, printed schedules as well as logo slides...



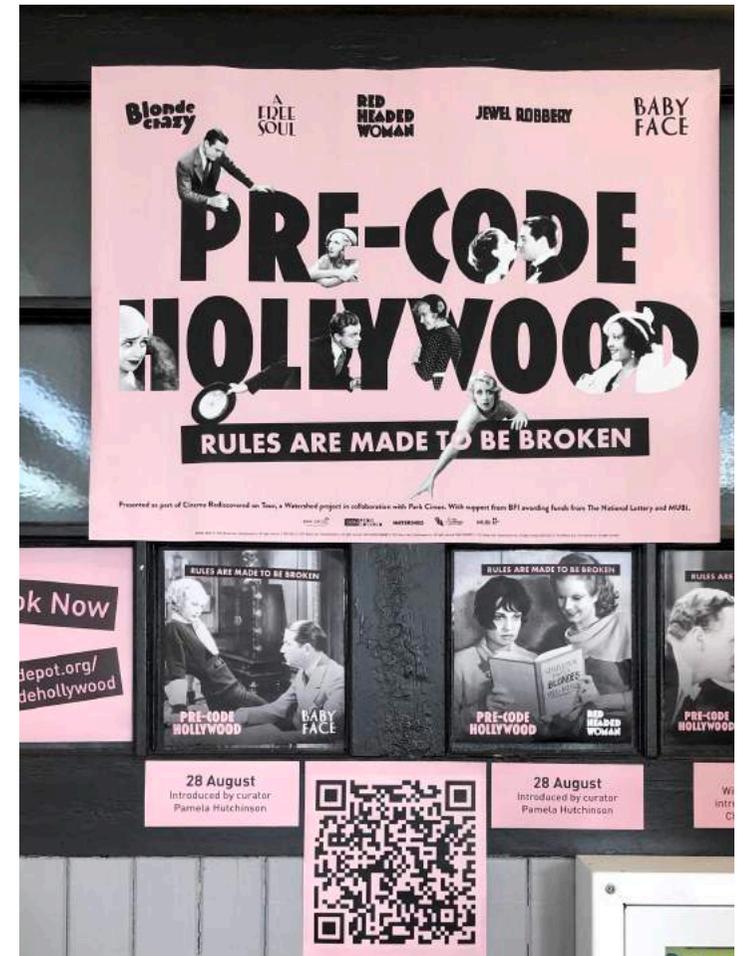
image: ©ChelseaCliff

Tour - Assets

Beth Morris was commissioned by Park Circus to create the poster artwork for Pre-code Hollywood: Rules are Made to be Broken as well as a whole suite of social media assets.

Silk Factory also produced an animated theatrical trailer based on that artwork as access to clips proved impossible. We also commissioned accessible social media assets such as short “reasons to watch...” videos by the curators involved and pre-recorded introductions as well as longer form talks such as this [Pre-Code talk](#) and [Programme notes](#).

We also provided PR templates and a box office briefing.



Outdoor Poster Campaign

Total reach and impact for the Harbourside location is 240,666 reach and 350,310 impact.

The Temple Meads location delivered an average of 492,000 impressions.

Cinema Rediscovered 2022 was featured in a scrolling 6 Sheet in a prime location on the Bristol floating harbour, at the end of Watershed's walkway, and in two locations in Bristol Temple Meads Train Station, from 20 June until 31 July.

Both were in charge for six weeks.



Jake Ola Jide Abatan · 25/07/2022

Sad that @CineRedis is over but had a blast. So glad I got to see The Afterlight, as well as Double Indemnity on the big screen finally. Thanks to @wshed staff and everyone I met for making it a great fest



1 3 18

• CULTURE •

FILM | CINEMA REDISCOVERED



Cinema Rediscovered: Pre-Code Hollywood: Rules are Made to be Broken

If you want to see women centre-stage and expressing their own desires, or criminals so charming you'll pray they get away with the loot, step this way.

Dreama team Pamela Hutchinson and Christina Newland introduce Pre-Code Hollywood: Rules are Made to be Broken. Exploring the fabulous and often surprising films produced in Hollywood's wilderness years, when the restrictive censorship of the Hays Code wasn't worth the paper it was written on, Watershed will have screenings of brand new restorations of five classic Pre-Codes, from the sparkling *Jewel Robbery* (1932) to classic crime caper *Blonde Crazy* (1933).

This event will take place at Watershed on Thursday 21 July. Find out more: wshd.to/precodehollywood

Use Watershed's Multi-Ticket Packages deal to get 20% off when you book 4-10 Cinema Rediscovered screenings / events. Find out more here: wshd.to/ticketingvenues

Local Advertising

We took out two adverts over two issues of Bristol Life magazine, a half page and full-page ad with a reach of appx 80,000. We also ran two adverts in the Bristol Post newspaper. Each Bristol Post issue has a readership of 15,115 and circulation of 5,807.

Cinema Rediscovered
Wed 20 - Sun 24 July

The film festival returns for its sixth edition, celebrating the return of the big screen experience with a line-up of movie magic, from brand new restorations and rediscoveries to film curiosities.

Tickets: £2.50 - £8.50

Free online booking: watershed.co.uk

Also showing

A Chiara *The Good Boss*
Eric Bankovic: Drawn To War *Wen Wenders Retrospective*
Itzhak

WATERSHED
1 Cannon Road, Hartcliffe, Bristol, BS3 9TZ



Image: ©ChelseyCliff

96% of audience members would attend screenings and events like this again

14% of surveyed attendees were new to the venue

"I had an exquisite time watching some amazing films and meeting lovely people." **Audience Comment**

"Feeling quite emosh now #CineRedis22 has come to a close. So impactful to see well-programmed films on the big screen with an audience." **Audience Comment**

Festival Audience Survey Highlights



Image: ©ChelseyCliff



Top ways of finding out about us:

Word of Mouth	30%
Browsing Watershed	28%
Watershed e-newsletter	26%
Twitter	21%
Facebook	9%
Poster in Watershed	8%
Instagram	5%
Website or blog	5%

“#CineRedis22 was incredible. The best film festival I’ve ever been too. Such good programming, strands and films that were different but spoke to each other.”

Audience Comment



Image: ©ChelseyCliff

Festival Audience Survey Feedback

150 responses 24% Audience sample

"As well as seeing great films, it's been a joy to chat in person to some knowledgeable cinephiles. Next year, I'm planning to get a festival pass..."

"Gotta say, I'm mightily impressed with the festival and the Watershed. I just wish there were more venues like it."

"It's been an incredible week up @wshed @CineRedis was exceptional and all the guest speakers, collectives and curators shared so much knowledge, passion and insight."

"I find the ticket office staff very approachable and helpful."

"Loved the introductions especially by the Precode organiser Christina [Newland]. Knowledgeable and clearly a fan of material."

"The multi buy offer was excellent value, and a great idea for those of us only seeing a couple of films per day."

Some constructive criticism...

"I really appreciate the project to update the lobby toilets but it did make for some awkward pre and post screening rushes!"

"Would have been useful if the handout available in the venue had more info on the films (eg brief paragraph about each event)."

"A shame the bar was not open after the last film each night and the bar staff seemed so keen to clear the space at that point."

"I found the ticket booking experience clunky and digging so many pdf tickets out of my inbox was always a challenge."

"Scheduling meant meals often rushed or skipped - would be good to offer some sort of pre order option for meals from the café."

"I think the programme needs to be released before the early-bird tickets, as this would help people know how long they could book their stay."

"Would have been helpful to have wider between-screenings food options, and healthy snacks available!"

"It was a little difficult for me to book tickets from Germany. Credit cards aren't as common here as in the anglosphere."



Image: Havana Glasgow Film Festival at GFT

Tour Audience Survey Feedback

85 responses / 2% response rate

"It's been a special experience and I want to see more Cuban films. This was surprising, and thought provoking, inspiring and so relevant still today."

"Fantastic opportunity to see these great films on the big screen in the best cinema in Belfast."

"Really interesting with good background info and lovely food."

"Good! Really enjoyed the film, loving the opportunity to see these pre-codes at the cinema."

"It was fantastic to see Garbo on the big screen, such a rarity in the regions."

"I loved seeing 'The Killers' for the first time."

"It's so good to have the opportunity to see non-mainstream films, at accessible local venues with affordable ticket prices. Thank you."

Tour Audience Survey

98% Would attend a screening / event like this again.

79% Increased their awareness of film heritage and history

71% Inspired to watch more films like the one they have just seen

11% were new to the venue

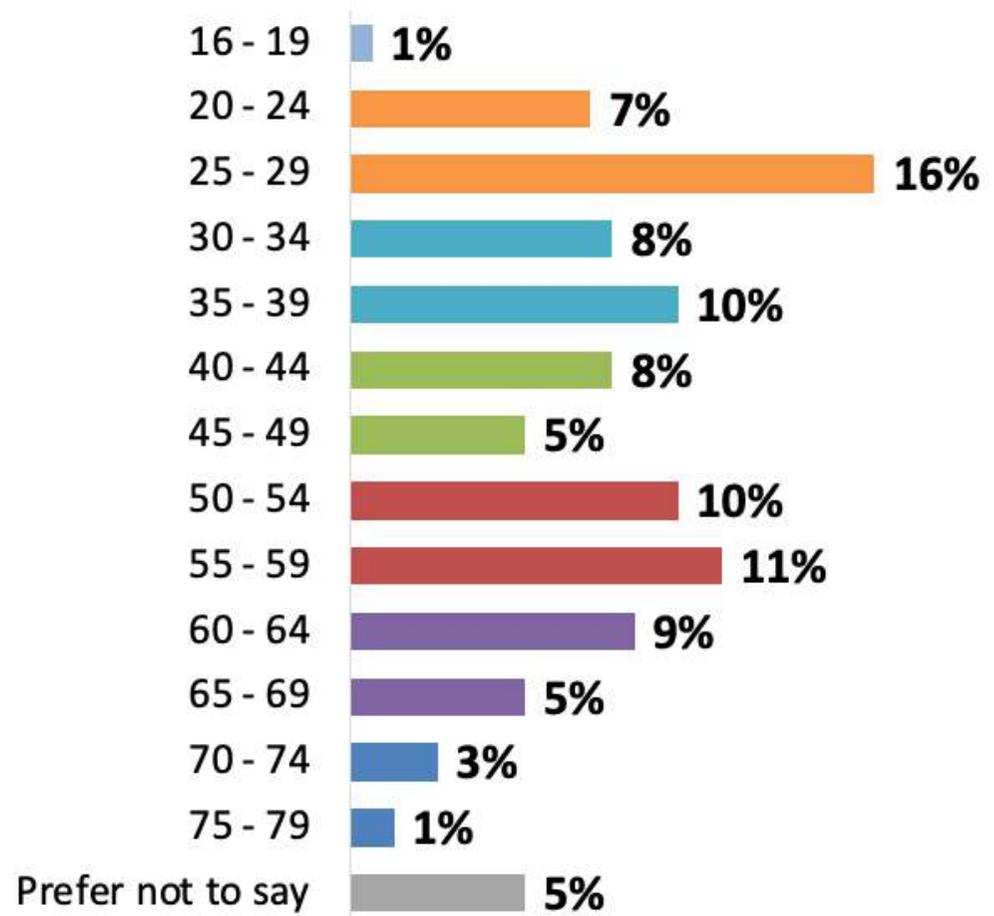


Festival

Demographic Data:

Which of the age groups do you belong to?

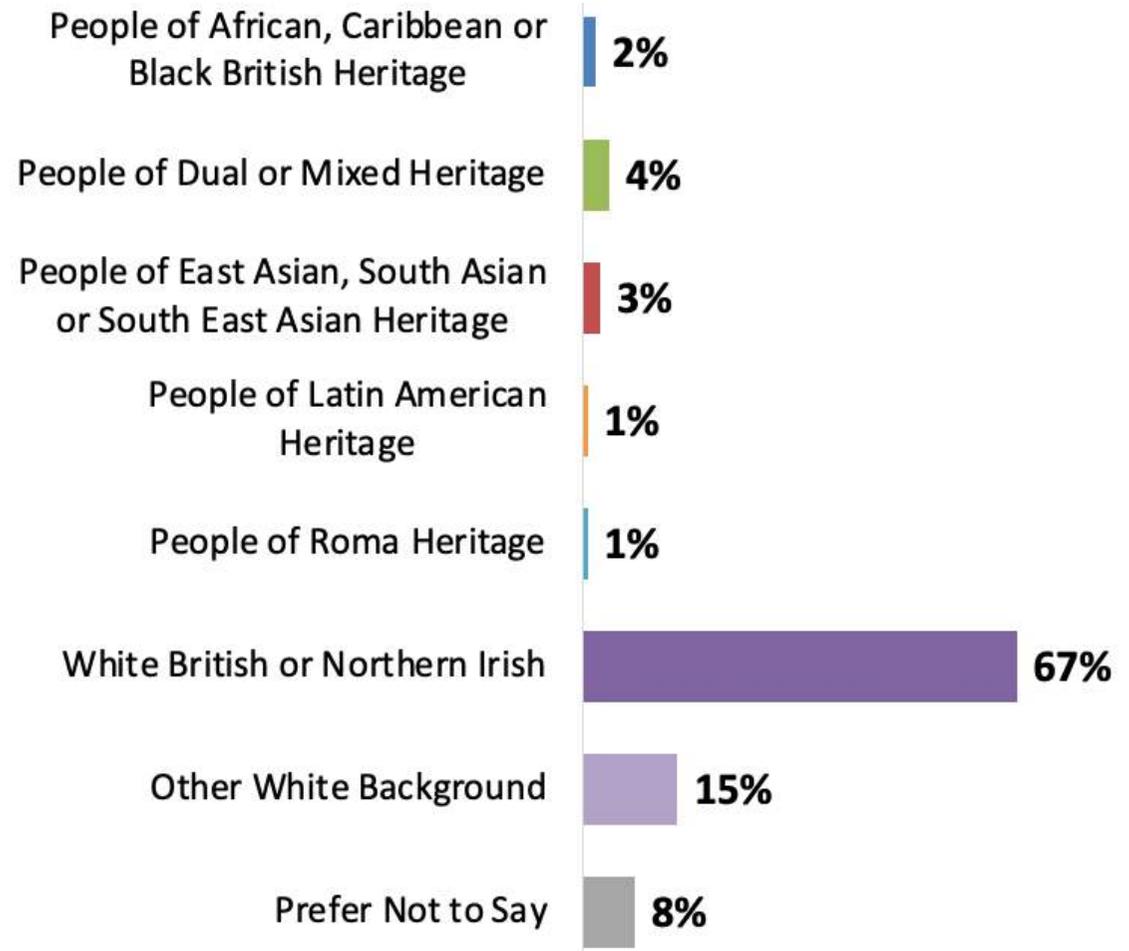
32% of Audience were Under 34 compared to 28% in 2021



How do you describe your Ethnicity?

We are committed to being as accessible and inclusive as possible.

To that end, we are monitoring how well we are connecting with specific audience groups.



Identify as Deaf, disabled or
have a long-term health
condition



15%

Non-Disabled



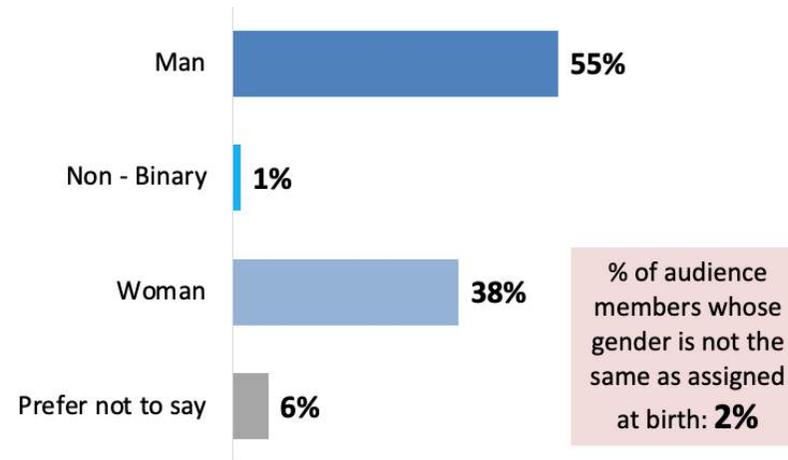
81%

Prefer not to say

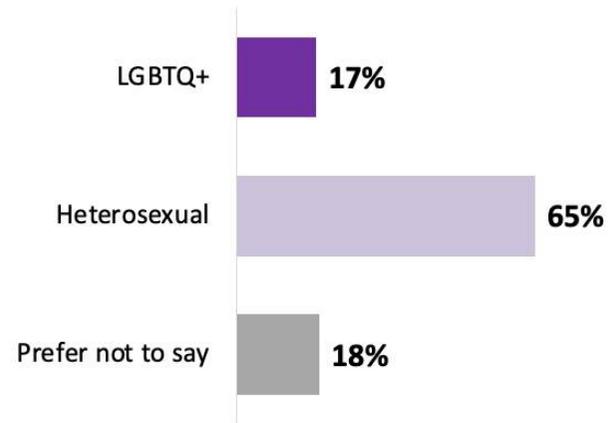


5%

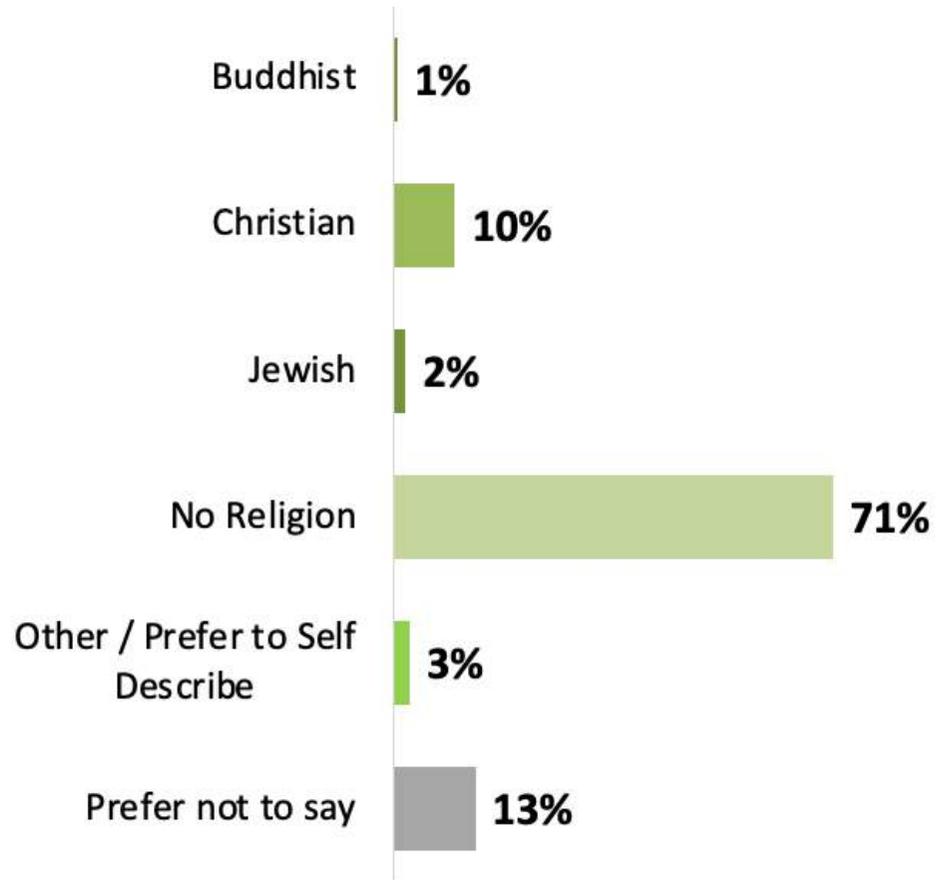




How do you describe your Gender?



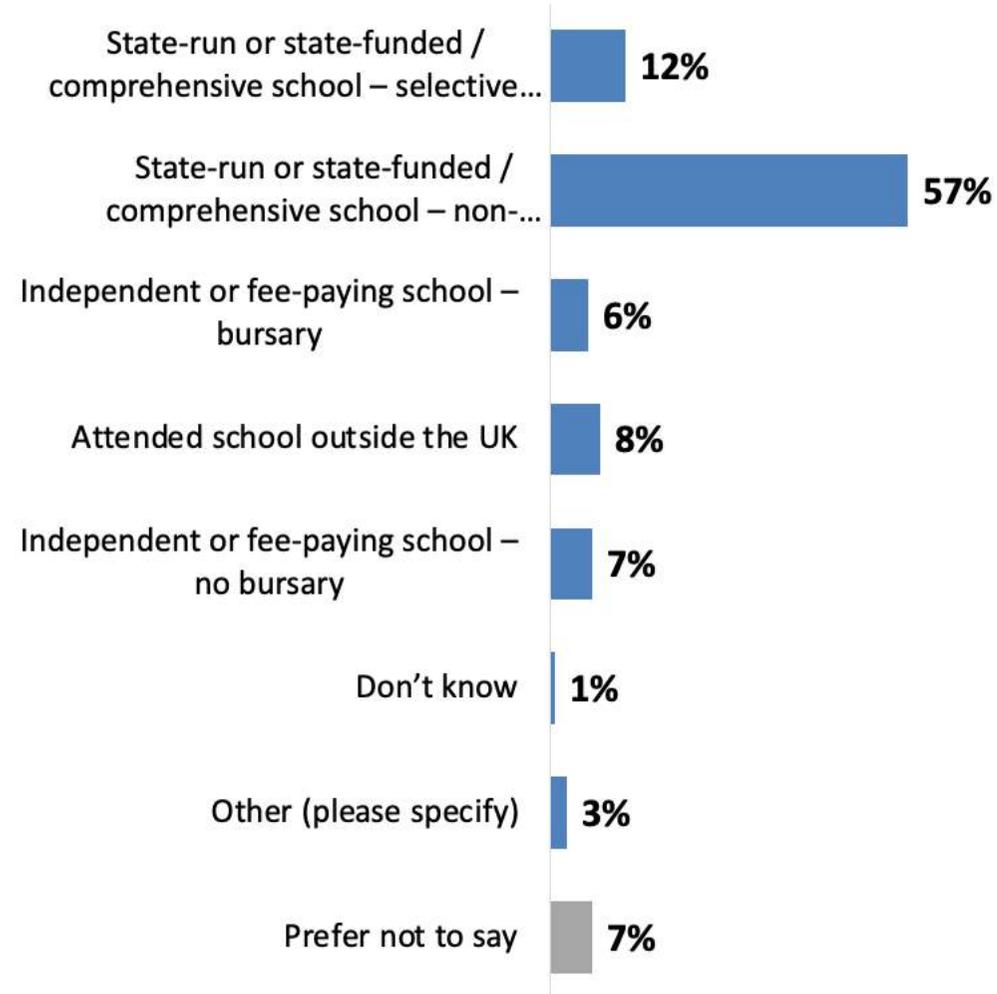
What is your sexual orientation?

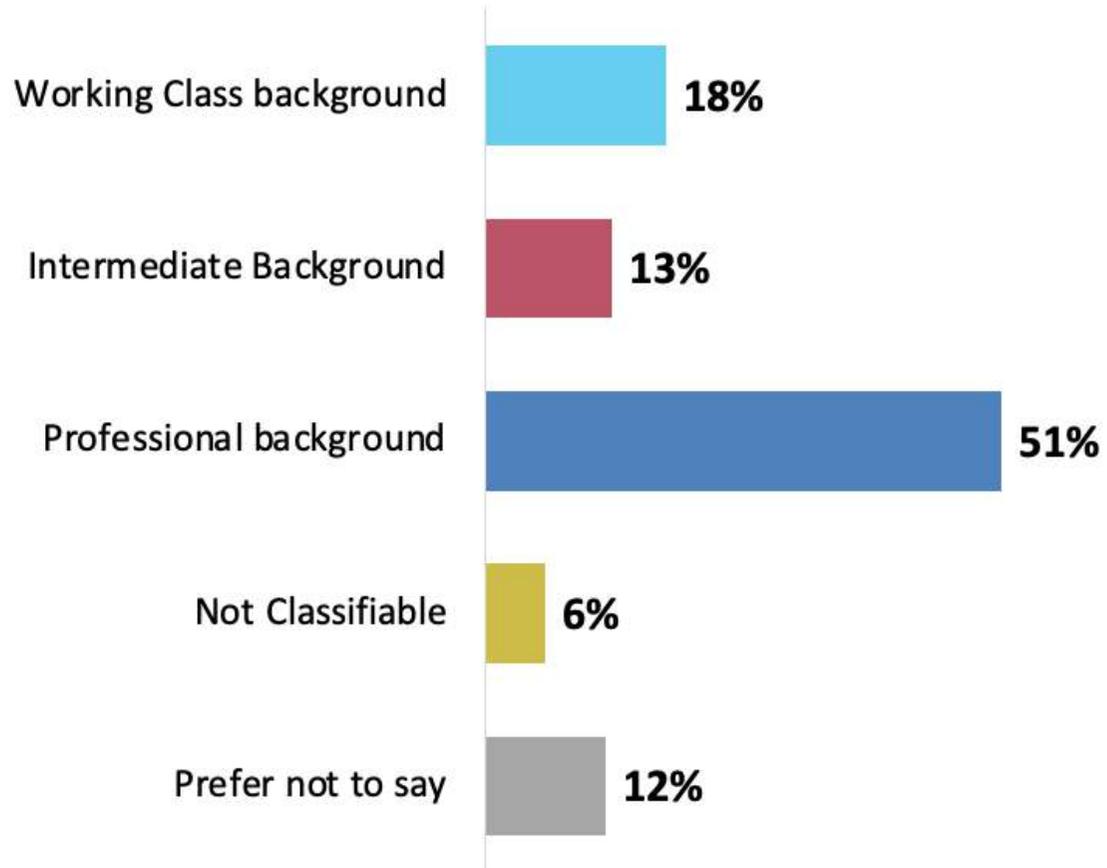


What is your Religion/Belief?

What type of school did you mainly attend between the ages of 11 and 16?

Note that this question and the next were asked in line with BFI guidance to collect standardised data on socio-economic background and monitor our progress in the future.





Estimation of Socio-Economic Background based on NS-SEC

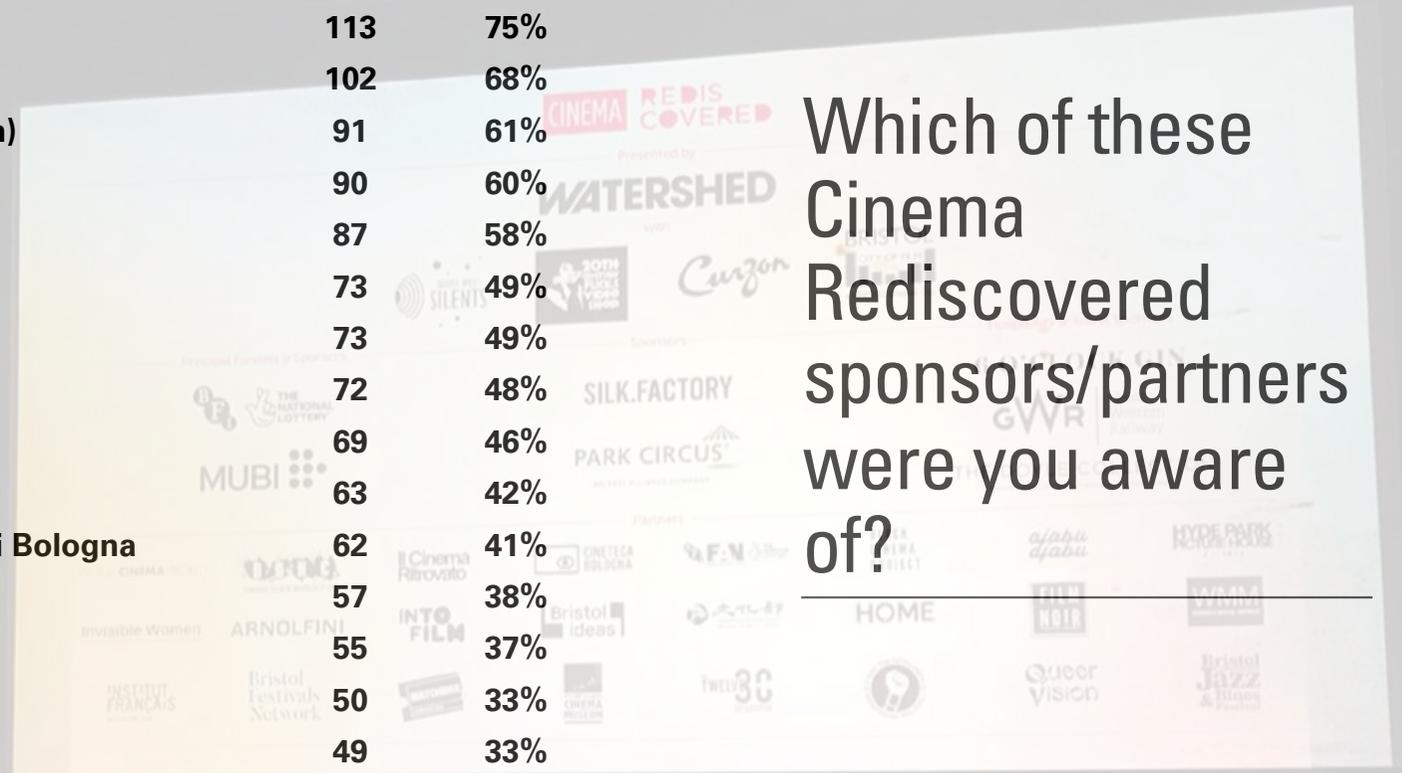


Images: ©ChelseyCliff

Thanks to our sponsors and partners

British Film Institute (BFI)	120	80%
MUBI	113	75%
Arnolfini	113	75%
20th Century Flicks	102	68%
Curzon Cinema & Arts (Clevedon)	91	61%
The National Lottery	90	60%
National Lottery Heritage Fund	87	58%
Bristol Ideas	73	49%
GWR (Great Western Railway)	73	49%
BFI Film Audience Network	72	48%
South West Silents	69	46%
Bristol City of Film	63	42%
Il Cinema Ritrovato / Cineteca Di Bologna	62	41%
Film Hub South West	57	38%
Park Circus	55	37%
Bristol Black Horror Film Club	50	33%
6 O'Clock Gin	49	33%
Bristol Festivals	46	31%
HOME	45	30%
Film Noir UK	42	28%

Which of these
Cinema
Rediscovered
sponsors/partners
were you aware
of?



Curio corner...



 **Cinema Rediscovered** · 31/07/2022
👁️👁️👁️

 **Paul Llewellyn** @A... · 31/07/2022
5 years ago tonight we met on these steps for the @cineredis @20thCFlicks quiz. Today she said yes to my one question.



🗨️ ↻️ ❤️ 6 📌 📊

 **James Harrison** @jam... · 26/07/2022

One of the stand out films I saw @CineRedis wasn't a classic film produced in Hollywood but one made in the south west called THINK: A @20thCFlicks Film (1987); I've named it that anyway. Felt like David Lynch's Inland Empire where the essence of time and space stood still! 😊



🗨️ 1 ↻️ 4 ❤️ 22 📌

 **Katie** @Kadd93 · 25/07/2022

I'm having separation anxiety from @CineRedis and my fellow workshopers 🌸😞

 **Chay Collins** 🇧🇷 · 25/07/2022
This was the film critics workshop @CineRedis



🗨️ 1 ↻️ 2 ❤️ 3 📌