

Cinema 4 You(th)

Interview with Éva Demeter, Tizsa Mozi (Szolnok, Hungary) by Stefano Radice

We have launched the Cinema 4 You(th) project - C4Y - because we strongly believe that arthouse cinemas can play a key role in supplementing young people's media education. As school teachers have limited time and opportunity to bring students to arthouse cinemas during school hours, it is essential for the cinemas to provide opportunities for students to watch quality European films on a big screen and discuss them in a cinema environment. Therefore, the main goal of the Cinemas for the Youth project is to educate and entertain young audiences while, simultaneously, (re)creating a habit of going to arthouse cinemas, encouraging them to see more European films.

Can you please describe the project?

In the scope of the C4Y project, the young audiences (aged between 13 and 25) attend regular European film screenings & discussions – led by media teachers/film professionals at The arthouse cinemas, before reviewing the films they have seen and participating in movie quizzes live & online. A select group of students from the partner countries participate in two international film festivals in Hungary. At the two Hungarian film events, Cinefest in Miskolc and Alexandre Trauner ART/ Film Festival in Szolnok, students have the opportunity to meet each other, see a wide range of European films, participate in workshops, masterclasses and other partner programmes of events. They also have the opportunity



Film Quizz, Béke és Uránia, Miskolc, Hungary © All Rights Reserved

to get to know international filmmakers, directors and other well-known film professionals with whom they can conduct written or audiovisual interviews. The goal of the programme is also to increase young people's attendance at arthouse cinemas.

What are your expectations?

The goal for us as coordinators is to reach at least 100 young people who regularly attend the screenings every fortnight from September 2023 to May 2024. The partner cinema also aims to increase the number of their young viewers and to regain that audience, especially after Covid. We hope to find the most active and talented students who can review films and share the materials on their social media so that the cinemas can reshare them. We aim to build the number of attendees on each

occasion through contacting schools, teachers, local dormitories, youth centres, etc.

How do you involve young people?

After each European film screening, we host a popular media teacher/film critic/director or film professional who can share their insights about the film. Every third month, the students in each of the three partner countries attend a film quiz which will be managed by an experienced quiz master both on-site and online. The quiz will, partly, be about the films seen, but it will also contain general questions on film history, film education, etc. The winners receive gifts from film distributors and free tickets to the local cinema, encouraging them to come more regularly.



Students at the summer workshop © All Rights Reserved



Film Quiz © All Rights Reserved

What could its impact be at a local and national level?

The short-term impact of the project could be that partner cinemas will fill their screening rooms with young students on a bi-weekly basis. The long-term impact of the C4Y programme is that this project can provide a professionally stable example, a useful method, for increasing the growth of young audiences, which can easily be adapted and widely spread among other arthouse cinemas within the Europa Cinemas Network. In more detail, the project will also serve to improve circulation of EU films: young audiences will see new European films that they cannot see anywhere else as part of the programme of film screenings & discussions. The local impact of the C4Y project is that it reaches a wide range of young audiences, especially those who do not, currently, attend arthouse

cinemas and regularly watch European films. On a national level, the C4Y program shows that the cinema experience is for everyone regardless of social status, religion, gender, etc.

Partner cinemas:

Tisza Mozi, Szolnok, Hungary (Coordinator)

Kino Urania, Osijek, Croatia

Kino Úsmev, Košice, Slovakia

Béke és Uránia, Miskolc, Hungary