

Regional Synergy for New Cinema Going Experience

Interview with Ivona Kopilovic, Bioskop Eurocinema (Subotica, Serbia) by Stefano Radice

A new model for approaching young audiences

Why did you launch this project?

Regional Synergy for New Cinema Going Experience is our second project to be supported through Collaborate to Innovate. As the audience is one of the key elements of cinema, investing in young audiences means investing in the future; our main idea was to work with the “next generations” and to create future lovers of European cinema. In 2020, we chose primary and secondary school students as our target groups to work with to increase demand for European film, and we have seen a significant improvement, especially among children aged 11 to 14. The conclusion from that project was that, for secondary students, we need a different approach.

What do you mean?

With this new generation, we have to completely change our perspective and, instead of trying to attract them to the cinemas, we have to bring cinemas and films closer to them by creating a kind of “social space” where they get not only the film but some additional value, also. There are two ways of achieving that: doing and listening. We presented our idea and found three partners in nearby countries: Mestni

Kino Ptuj (Ptuj, Slovenia), Kino Velebit (Koprivnica, Croatia) and Belvarosi Mozi (Szeged, Hungary).

Can you please describe the project?

Project Regional Synergy for New Cinema Going Experience is based on two aims. The first is establishing a regional cinema network to create a new model for approaching young audiences to increase demand for European films. Involving youngsters in educational activities including short filmmaking with mobile phones, which will then go through a process of peer selection before being screened, will make cinema-going more attractive to them. The second is learning through examples of best practice and taking advantage of digital technologies. This became apparent during preparation for the project, as Mestni Kino Ptuj have a CRM system which has proved invaluable for better understanding the younger generations. As such, part of the project will include a three-day presentation and training workshop in Ptuj in order to prepare partners for a six-month trial of the CRM system in their cinemas.

What are the challenges you face?

Every partner in this project faces the same challenges: decreasing audience numbers and a lack of audience diversity .

Each of the cinemas has a certain audience who attend European films but struggle with a younger demographic who prefer non-European productions. Project partners are involved in organizing occasional activities such as special screenings or media campaigns that aim to attract young audiences in order to develop the habit of visiting a cinema to watch European films. This collaboration will try to do the same but in the opposite way, we will try to take cinemas and film closer to youngsters, offering programmes that involve young audiences in the process of filmmaking, programming and exchanging cinematic experiences with their peers from the region.

What are your expectations?

We expect that, through film education, filmmaking, peer selection and the big screen experience that younger audiences will appreciate film as art. Our expectations for introducing the CRM system is to become closer to our audience, responding to their needs and, eventually, adjusting our programming to their tastes. Using the same tools will help project partners compare data and join up resources, experiences and expertise to design different customer related activities to increase cinema engagement, especially with young audiences.

REGIONAL SYNERGY FOR NEW



GOING EXPERIENCE



Creative
Europe
MEDIA



EUROCINEMA
SUBOTICA, SERBIA

BELVAROSI MOZI
SZEGED, HUNGARY

KINO VELEBIT
KOPRIVNICA, CROATIA

MESTNI KINO
PTUJ, SLOVENIA

© All Rights Reserved

What prospects open up with this project?

Through peer selection, young people will have the opportunity to watch European films that cater to the interests and tastes of their generation which will encourage them to take more of a chance on contemporary European feature and documentary films. This, in turn, will bring a new generation of cinema lovers closer to shared European social and cultural values. Regional peer selection is innovative for the majority of partners and it provides opportunities to screen films which are not part of the regular distribution cycle. This innovative mode of film selection

may open up new perspectives and approaches for future programming. Through the short films, made by young people participating in the project, the cinemas will also promote their cities, adding considerable social and cultural benefits for their local communities. The addition of the CRM system may encourage other smaller art cinemas to adopt digital technologies.

Partner cinemas:

Eurocinema, Subotica,
Serbia (Coordinator)

Belvarosi Mozi, Szeged, Hungary

Kino Velebit, Koprivnica, Croatia

Mestni kino Ptuj, Ptuj, Slovenia