



The MISSION of the
Art House Convergence
is to increase the
QUANTITY and **QUALITY**
of Art House cinemas in
North America





Ten years ago delegates came together to the first Art House Convergence.

Since then, US Art Houses have

- built a stronger moviegoing audience
- strengthened their role as economic anchors in their communities, and
- demanded their voices be heard on industry-wide issues.



ART HOUSE TALES

Art House Tales are short talks about different theaters. Each speaker presents 20 slides, each for 20 seconds – total time 6 minutes 40 seconds. We get to hear and see how these theaters got started and about the people who make them run. They were recorded "live" at the conference, which is held annually each January



ART HOUSE TALES



The Belcourt Theatre in Nashville, Tennessee, US – Stephanie Silverman



STEPHANIE SILVERMAN
BELCOURT THEATRE
NASHVILLE, TN

ART HOUSE TALES



Alamo Drafthouse Cinema, in Austin, Texas – Tim League



TIM LEAGUE

ALAMO DRAFTHOUSE

AUSTIN, TX

Impediments for European Films finding a place in the US market

Systemic Problems in US market:

- **More cinema education** needed in US schools
- **Foreign language study needs to be increased** in US schools and universities



Impediments for European Films finding a place in the US market

Problems Film Industry can address:

- Digital distribution harming European market in US
 - Industry pundits believe **digital distribution is killing foreign language cinema business** on large screens and small (in Europe and US)
- **More and better marketing** of European films required to break into the “noisy” US market
- US distributors and exhibitors must **increase audience outreach** with European films to US audiences



US Art House Cinemas are the primary place European Film will be shown in the US

- **Many US Art Houses play European Films:**
 - They have annual foreign cinema programs
 - They work with Embassies, Consulates and University departments and others to effectively program foreign films
 - They program International Film Festivals and include many foreign language films in those festivals



US Art House Cinemas are the primary place European Film will be shown in the US

- **However, US Art Houses do not do enough to play European film in part because:**
 - US film audiences, like US (and British) citizens generally, are spoiled by the ubiquity of English
 - US film audiences are essentially ignorant about world cinema and need to be exposed and better taught about it by US Art Houses (help from the EU and other national cinemas would be welcome and appreciated!)

