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 – Stephane Silverman
STEPHANIE SILVERMAN
BECOURT 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:
  o US film audiences, like US (and British) citizens generally, are spoiled by the ubiquity of English
  o 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!)