



CONFÉDÉRATION INTERNATIONALE DES CINÉMAS D'ART ET D'ESSAI

PRESENTATION OF THE CICAÉ THE INTERNATIONAL CONFEDERATION OF ART CINEMAS

Although our tastes and preferences draw us towards original and inventive works, our group is not encumbered by any preconceived aesthetics, recommends no model, adheres to no chapel, nor depends on any school of thought or political party. It only wishes to promote quality in the cinema, quality in its genre without any discrimination.

We do not want to work only for a so-called elite nor do we refuse to reach the general public. That would mean giving up the raising the level of that public, forcing it to return to the distractions for which we could hardly reproach it later. We do, however, disapprove of that opposite pitfall into which consists of going against the public taste in all circumstances and to recognise only that which is exceptional, rare or unusual, be it mediocre.

We do recognise the need for a commercial cinema, a profitable cinema, and while we wish to be in the forefront, among the avant-garde of our colleagues, we do not wish to lose contact with them under any circumstances.

Armand TALLIER

First President of the C.I.C.A.E

WHAT IS CICAÉ?

The CICAÉ is the only international association of arthouse cinema theatres worldwide

The CICAÉ is a non-profit organisation. It is directed by a Board and by a Committee, elected among its members. Its annual Assembly is held in Cannes. The CICAÉ is recognized by the Council of Europe, has a seat in the Bureau of the International Council for Cinema, Television and Audiovisual Communication (IFTC – Unesco), and of Media Salles, and has been a member of the Coalition for Cultural Diversity since its inception in 2003. It collaborates with Europa Cinemas, receives support from UNESCO, the European Union's programmes: MEDIA, Europe Creative and Euromed Audiovisual II, the CNC (France), the FFA (Germany), the DGC (Italy), to name but a few.

History

The CICAÉ was founded in 1955 by the national art house cinema associations of Germany, France, The Netherlands and Switzerland. The collective and concerted action of these pioneers led to the emergence in each country of a real market for quality films, as well as national schemes aimed at supporting theatres that took a stand in favour of this "high-risk" cinematographic art form.

MISSION & ACTIONS

Today, the CICAÉ brings together about 3,000 screens via 9 national structures (France, Germany, Italy, Switzerland, Hungary, Belgium, Venezuela, Canada, Senegal), independent cinemas in 24 other countries, about 20 festivals, as well as a number of art house film distributors. The CICAÉ is a network of networks and a bridge between festivals and theatres.

Institutional Objectives:

- > To encourage arthouse cinemas to come together under a common umbrella on a national and international level.
- > To obtain support for arthouse cinema from government and supranational bodies.
- > To foster the distribution of high quality films from all countries, in all countries.
- > To promote the screening of art films in order to increase audiences and foster production through targeted cultural initiatives.

Fields of Action:

- > Training for arthouse cinema managers and operators, and other industry professionals, like festival programmers, distributors, producers and public or private film institutions that would like to enhance their knowledge and skills or are planning to open an arthouse cinema (over 600 professionals trained since 2004).
- > Promotion of art films from festivals to art cinemas: each year the CICAÉ award is given in a dozen festivals (among them Cannes, Berlin, Venice, Sarajevo etc). The distinguished films are then supported in the cinemas of the network.

C.I.C.A.E.

Confédération Internationale des Cinémas d'Art et Essai / International Confederation of Arthouse Cinemas

Operational Office - Bureaux: Rankestrasse 31, 10789 Berlin, Germany Head office : Siège: 12, rue Vauvenargues, F-75018 Paris, France

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MEMBERSHIP

Categories:

According to its statute <http://cicae.org/en/status>, the CICA E's membership is divided into 4 categories:

- > Category A (Active members): National associations of art cinemas
- > Category B (Active members): Independent art cinemas as well as cinematheques located in countries where such associations do not exist
- > Category C (Special members): Festivals, associations or government bodies that support the goals of the CICA E
- > Category D (Associate members): Natural persons or legal entities undertaking a specific action of cultural diffusion through film, without representing a cinema

THE ARTHOUSE SECTOR: 100-MILLION-STRONG AUDIENCE IN EUROPE

In countries where the art cinema sector is well developed, art house films account for 10 to 25 per cent of all tickets sold. Art cinema upholds "quality cinema without borders", although, de facto, the bulk is made up of European productions and co-productions. Statistics show that in several countries art house cinemas draw up to 80 per cent of audiences for quality European films; they are also the most appropriate setting where moviegoers can discover African, Arab, Asian, Latin American and "independent" films from the USA. Thus, art house cinema sector is well and truly (also) a market, which provides quality filmmaking with its main outlets in the largest markets.

WHAT DOES IT MEAN TO BE A CICA E MEMBER?

PUBLIC POLICIES

> The CICA E defends your rights in front of national and international public bodies

Art cinemas are in danger, in Europe and everywhere else: every day one or more arthouse cinema theatres close and cultural diversity is threatened by the vertical integration of the film industry. The quality of the programming and job that the arthouse operators do every day with their public is still not considered enough as a social, economic and political fundamental value from the public bodies. The main goal of the CICA E since 1955 is to defend the cultural diversity and the diffusion of the quality and independent films worldwide. Being part of the CICA E means to belong to the only association who can defend your rights and your quality job to the national and international public bodies, such as the European Commission.

FESTIVALS

> Represent your institution and the CICA E at major European festivals

The CICA E has established partnerships with festivals and festival members all over Europe. Part of these partnerships is based on hosting an international jury of CICA E members that will assign the CICA E ART CINEMA AWARD. You too could become member of one of these juries! Check the list of the festivals on <http://cicae.org/en/festivals-jury-application> and apply directly online, then travel to the festival with a special jury accreditation! As a jury member your name and your institution will be quoted in all information and press releases sent by the CICA E.

> CICA E: Your source of information from the arthouse industry

Be directly informed about the CICA E ART CINEMA AWARD's winners and receive all information about the awarded film: distributors' and sale agents' contacts and, most importantly, film recommendations from your colleagues!

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The CICAÉ ART CINEMA AWARD is given at major European festivals by an international jury of independent cinema programmers. This award aims at promoting high quality film in the art cinema community, also promoting films from young directors and productions coming from less-recognized countries. The award also encourages this film's circulation and helps finding an audience in art cinemas.

PROMOTION

> **Logo rights**

Obtain the rights to use the CICAÉ- logo on your promotional material and website.

> **Benefit from the CICAÉ well developed network on the web**

Inform the CICAÉ about any action or news in your cinema/institution and we will promote it throughout the website and the newsletter to 1600 members. We will also transmit it to about 1500 Facebook friends in more than 31 countries.

ART CINEMA =ACTION + MANAGEMENT

> **Art Cinema = Action + Management, the only International training for arthouse exhibitors**

Arrived to its 11th edition, Art Cinema = Action + Management gathers together around 50 participants, 30 trainers, from around 20 different nationalities. The training is organised within the framework of the European Union's MEDIA Programme and is simultaneously translated in 4 languages (English, French, German, Italian).

Send us your suggestions about a specific topic: you could be invited to give a speech! If you or someone from your institution is looking for professional development, don't hesitate to apply as a "junior" or "executive" trainee on our website: www.cicae.org

NETWORKING

> **The CICAÉ network**

Benefit from the full contacts of the CICAÉ network published in the members' catalogue.

> **Be always informed**

Be always informed about all successful actions undertaken by the CICAÉ and its partners on the international and European political scene.

OTHER

> **The CICAÉ membership card**

Ask your personal CICAÉ member card. The card gives you and your accompanying person access to all CICAÉ cinemas worldwide

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