

Report Chile 2014

Cine Arte Alameda

The situation of the film market in Chile is blooming with a total number of admissions over 10 millions for a country of only 15 million inhabitants, and where only 30% of the population can afford a cinema ticket. Mainstream, 3D and US films are the most appreciated by the audience.

The digital development covered all cinemas; screens are equipped with DCP, 2K or 4K projectors and Dolby stereo sound. Costs are reduced and it is now possible to increase the number of copies.

Art-house cinema remains at the same level in a world where Netflix, HBO and mainstream Hollywood films leave only a small room. It becomes more and more challenging to distribute independent films, but there are some successes with more than 10 000 admissions for films such as "Adieu au Langage" by Jean-Luc Godard, Woody Allen, or Chilean films like "No" or "Gloria". "The Dance of Reality" reached about 15 000 admissions in our art-house cinemas, which count now only 4 screens in the city of Santiago.

The cultural level is low and television does not help to change this tendency, so the solution remains the passion for local cinema as the main vector.

Cine Arte Alameda is the oldest art-house cinema. In Chile, there are no governmental or private funds to give more opportunities in the audio-visual sector and help short films, medium films, feature films, first time directors, and scriptwriters... It is all intellectually and culturally nourishing but we don't have enough funding to keep afloat, so we need to find other alternatives by, for instance, organizing fashion shows...

European cinema is an important part of our programming. We still hope that new generations will become more and more curious.

With more than 100 000 admissions a year, it is a central place for popular culture in Chile. We premiered more than 20 films, same as last year, from the Festival d'Annecy, Festival du Film d'Amour de Mons, and we will continue this second year with Festival de Cinéma et Femmes de Créteil, Musical Documentary Festival INEDIT, Short Film Festival MECAL in Barcelona, International Documentary Festival of Chile and other first feature films.