



Kino Dynamo ©Photo by Agnieszka Krupieczny



Museum Night, Seweryn Ptaszynski presenting ©Kamil Figas



Cinema for Children Festival, Maria and Bogdan Kalinowscy in the first row

POLAND

KINO MUZA, POZNAN

Innovative projects to present a consistent repertoire

Kino Muza is situated in the heart of the city center of Poznań: at its same location since 1908, which makes it one of the oldest cinemas in Poland and the world! It has gone through many changes including names, owners and political and social circumstances. Named "Muza" in the 1950s, it has been absolutely devoted to the idea of "the good films cinema" ever since. In the 1970s, Muza was known for "Film Confrontations" - screenings of two different films, which were compared in a discussion that followed. Also the Film Club "DKF Kamera" has always been an important part of the cinema's activity.

The motto of Muza is: WE KNOW WHAT'S ON – with our consistent repertoire, diverse but coherent. We are committed to the idea of building a clear line of programming, based on the most important arthouse releases and reviews and cycles presenting less popular modes of cinema.

Muza was managed by the distribution company Gutek Film for one year in 2007 – the period which has had a lasting influence on its profile. Since 2008, it has been managed by Estrada Poznańska, a municipal cultural institution. We are equipped with a 4K projector, but we have also kept 35 mm projectors which we use a few times each month.

The number of admissions rose from 32,000 in 2007 to 77,000 in 2015, a result that a one-screen arthouse cinema can be proud of. We are aware that we owe this rise in part to our loyal audience, who have visited us more frequently, rather than to a new client base. The goal is still the same – to connect people, develop their attachment to cinema, and create a diverse programming, which includes different groups of individuals (families, children, students), and communities (LGBT, cyclists, the disabled, including the deaf and the blind), as well as college students. We are pioneers in the field of screenings with audio description and subtitles for deaf audiences. We fulfill the mission of educating new generations of moviegoers by participating in the project New Horizons of Film Education – over 1,000 school students visit Kino Muza each month.

We also want to cooperate with institutions from various sectors (NGOs, cultural institutions, universities). We are building on the loyalty of our audience by offering a discount when they subscribe to our newsletter. Each month, we count the number of visits of each subscriber and we reward those who have seen the most films. At the end of each year we create a big summary and hold a special pre-premiere screening and a gala for the most active viewers of the year. It is always a great pleasure to meet them, reward them with special treats and shake their hands.

However, the most famous and most devoted patrons of Kino Muza are our neighbours, Maria and Bogdan Kalinowscy, known as the The Cinefiles of Poznań, who have watched over 13 000 films, including 150 at the Muza last year alone.

2015 was indeed a good year for us, as we carried out three innovative projects: "Kino Dynamo", "35 mm of Cinema History" and "Vampires in the City" in cooperation with two other cinemas. All three projects were designed to encourage the interaction between the cinema and cinemagoers, and got us to the national news. At "Kino Dynamo", we placed four bicycles in the screening room and invited the audience to pedal and generate electricity required to power the projection. The event was well-received with its eco-friendly focus, promotion of a healthy lifestyle and a "let's do it together" attitude.

The second project, "35 mm of Cinema History" was inspired by the fact that 35 mm projectors are a symbol

of a bygone era of cinema though we still use them occasionally. We took part in the Night of Museums, offering a visit to what's behind the scenes at our cinema. We presented the history of film prints and let our audience visit the projection room. Kino Muza was the second most favourite location on that special night.

We have initiated a crazy idea of making a walking film marathon, which consists of three screenings in three different arthouse cinemas: Kino Rialto, Nowe Kino Pałacowe and Kino Muza (all of them are members of Europa Cinemas), one after another, connected through the theme of vampires. The participants, dressed as vampires, march through the city during the breaks between each of the screenings. There was red wine (imitating blood) and make-up artists at each location, with fire eaters on the way and a coffin at the end to take a selfie in. It was new, it was wild, and we had so much fun doing it! And the most important thing is that: the "vampires" loved it and we have reached a new young audience.

Finally, our dream has come true – we have just received the keys to two new spaces above Kino Muza, and we are determined to turn them into screening rooms (each accommodating 50 seats) in one year's time. We have had too much content to "squeeze in" to just one screen, so gaining two new ones will offer us entirely new potential for development. We have received part of our funding for the renovation from the Municipal Office and we are going to raise the rest through a crowdfunding campaign – we put our hope in the community of Muza's fans.

WE KNOW WHAT'S ON. We want to take challenges and make a difference. We want Kino Muza to be THE spot, the place to be, the best home for arthouse cinema, a lively space, open to our audience. We are not afraid to work hard to achieve it. We love it.

— Gosia Kuzdra, Manager of Kino Muza



Gosia Kuzdra and Joanna Piotrowiak (Managers) during a movie marathon on New Years Eve 2015