CURZON
CINEMAS

CANTERBURY

Evening & Night Time Economy Conference

1 March 2017

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CURZON

CURZON

- The UK's leading independent film company.

- Brand log line: "unforgettable cinema"

- Integrated company comprising Curzon Cinemas, Curzon Artificial Eye and Curzon Home Cinema

- First cinema chain in the UK to pay the Living Wage

- 290 employees between Head Office in London + cinemas

CURZON

CURZON CINEMAS

- First cinema: Curzon Mayfair, built 1934

- Newest cinema: Curzon Aldgate, opened 20 Jan 2017

- Now 13 cinemas in the UK (London, Canterbury, Knutsford, Ripon and Sheffield)

- Expanding to Oxford, Colchester, plus more new cinemas to be announced in London

- Curzon Connect – Gulbenkian soon to participate

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CURZON ARTIFICIAL EYE

- Visionary film distribution label founded in 1976
- Specialist in world cinema, independent and arthouse films
- Largest number of Palme d'Or winning films in UK

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CURZON ARTIFICIAL EYE

• Historically associated with a diverse range of high-profile filmmakers including Andrei Tarkovsky, François Truffaut, Agnes Varda, Satyajit Ray

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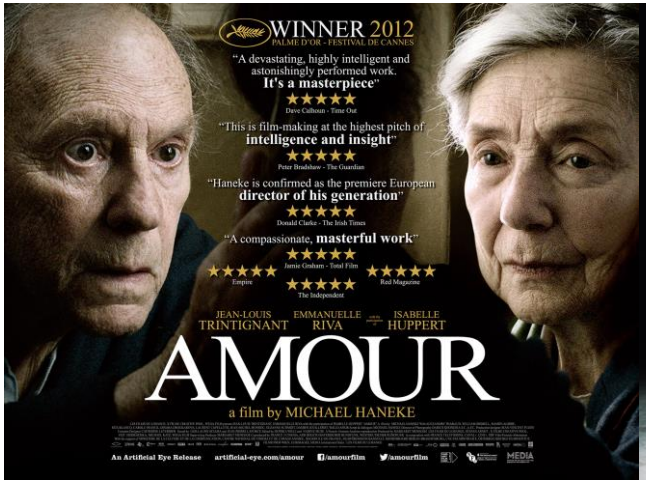
CURZON ARTIFICIAL EYE

- Released every Best Foreign Language Oscar-winning film since 2011



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CURZON ARTIFICIAL EYE

- including this year's winner Best Foreign Language Film

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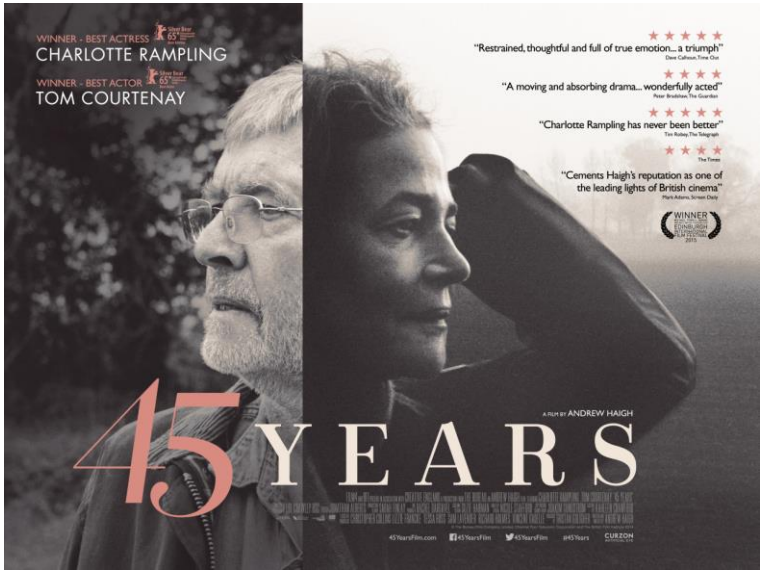
CURZON ARTIFICIAL EYE

• Recent successes with *Victoria* (2nd top foreign language film of 2016), *45 Years* (first film to reach £1m milestone on day and date)



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CURZON ARTIFICIAL EYE COMING SOON 2017

The Handmaiden (Park Chan-wook)

The Other Side of Hope (Aki Kaurismäki)

Borg/McEnroe (Janus Metz Pedersen)

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CURZON HOME CINEMA curzonhomecinema.com

• Established in 2010 and relaunched in 2014, Curzon Home Cinema has pioneered releasing award-winning films at home the same day as they appear in cinemas. This included the UK's biggest ever simultaneous release, *45 Years*

• Video on demand platform with reach into 7.5 million + homes, Curzon's virtual venue

• Catalogue curated by the experts at Curzon cinemas

• 500 quality, award-winning films on the service, which is constantly updated

• Service available on a range of devices and platforms including BT TV, Amazon Fire TV, Apple TV and Chromecast

• Exclusive content – live-streamed film festivals and Q&As, to exclusive brand new films

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BAFTA win for Outstanding British Contribution to Cinema over 80 years (12 February 2017)

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CURZON CANTERBURY

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CURZON CANTERBURY

- Opened 17 October 2014
- 15 staff members (7 are UKC and CCCU students)
- 3 screens
- Designed by Afroditi Krassa

- Café bar – hi-spec, stylish and comfortable but not luxury

- Programming: mix of quality mainstream (best of Hollywood, culturally significant titles, distinguished craft, etc) and breakout independent titles, plus foreign language and some arthouse

→ **Films & Events**
Live via satellite broadcasts very successful
Live events – growth area

500+ films played since opening
Admissions: 2016 - 90,718 (up 90% from 2015!)

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CURZON CANTERBURY

BOX OFFICE TOP 10 – SINCE OPENING

1 Star Wars: The Force Awakens (2015)
2 SPECTRE (2015)
3 La La Land (2017)
4 Rogue One: A Star Wars Story (2016)
5 Bridget Jones's Baby (2016)
6 Fantastic Beasts And Where To Find Them (2016)
7 Revenant, The (2016)
8 The Girl On The Train (2016)
9 Bridge Of Spies (2015)
10 Absolutely Fabulous: The Movie (2016)

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ARTIFICIAL EYE TITLES TOP 3

1. Love & Friendship (36)
2. 45 Years (38)
3. Still Alice (57)

FOREIGN LANGUAGE TOP 3

1. Julieta (82)
2. Force Majeure (99)
3. Wild Tales (105)

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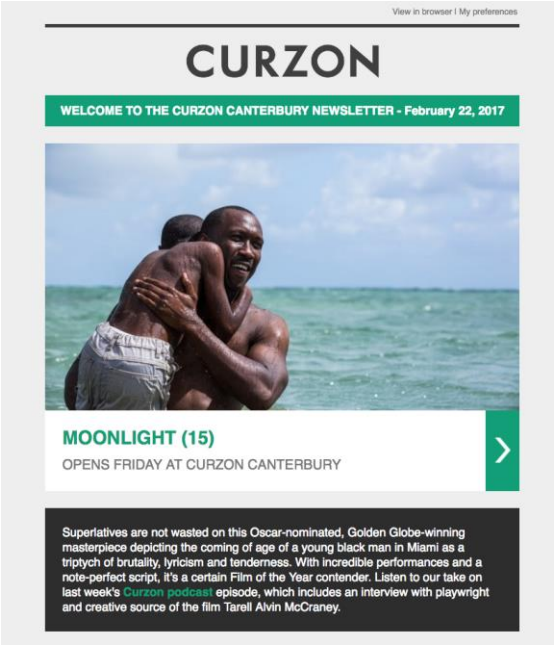
MARKETING

Head Office / local marketing



Newsletter

6,500+

Membership

2,500 Member

26% of admissions come from Members

Curzon Canterbury social

Twitter - 1,600+

Facebook – 5,500+

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Podcast – team based in Canterbury, recorded at UKC student radio facilities. High profile interviews (Louis Theroux, Isabelle Huppert, Tarell McCraney). Team includes Helen Seymour (local spoken word artist), and staff members with a promising future in journalism, arts and media

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LISTEN TO THE

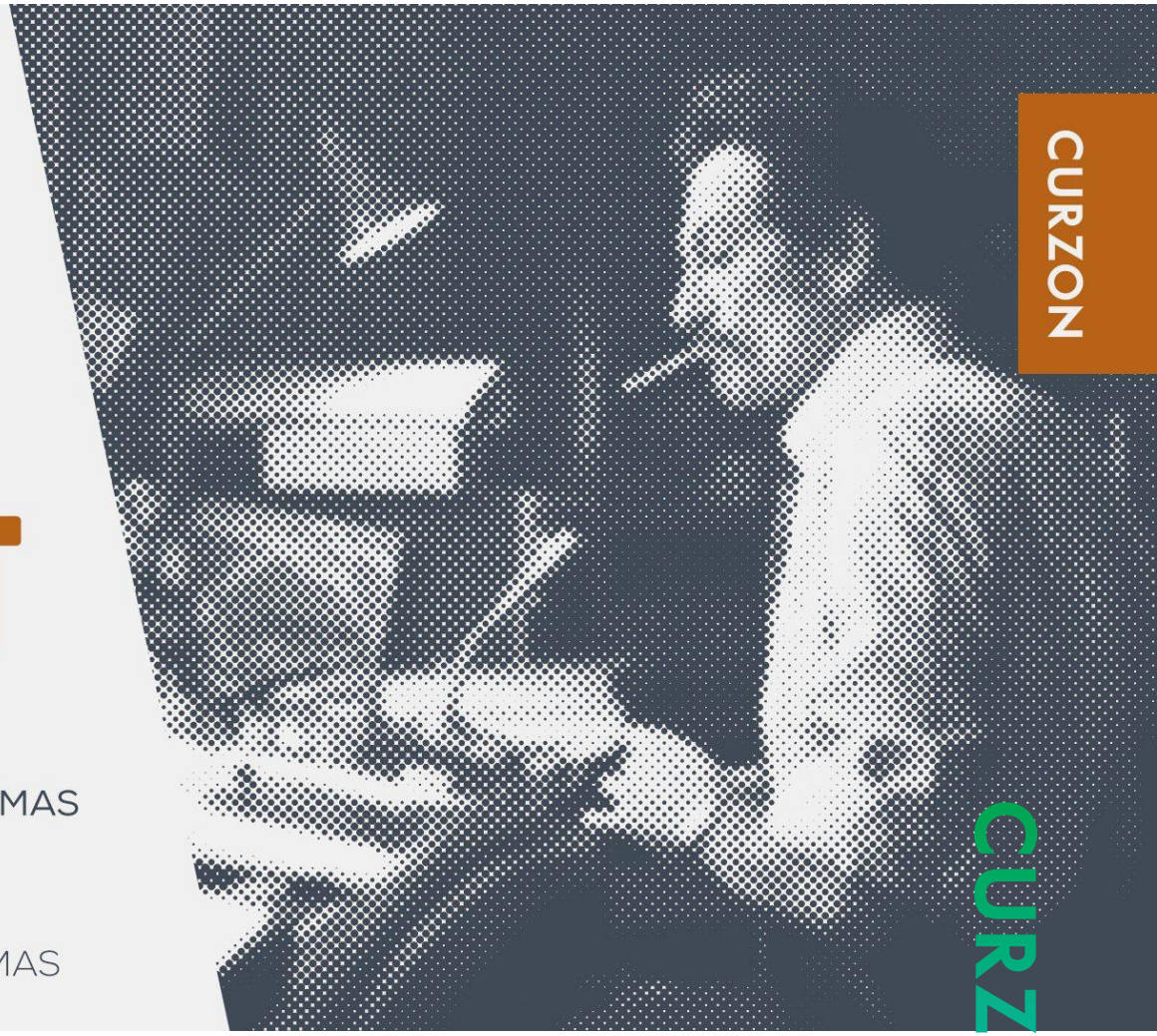
CURZON FILM PODCAST

EVERY FRIDAY

SOUNDCLOUD.COM/CURZON-CINEMAS

OR FIND US ON ITUNES

CURZON. COM | @CURZONCINEMAS



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HOW DO CURZON ENGAGE WITH THE LOCAL COMMUNITY?

• Programming: feedback from local staff, flexible on dates

• Events: high profile and local interest events – growing this side

• Grassroots marketing and outreach – e.g. Freshers' Fayre and students initiatives (e.g. quiz nights; CUFF – festival led by students who are staff members, hosting this year at no cost)

• Staff members are local (50% are students!)

• Local contacts network

• F&B offers from local producers (sustainability major goal for our future)

• Marketing swaps – joining the conversation on what's going on locally, supporting each other

• Local partnerships – Turner Contemporary, UKC

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LOCAL INITIATIVES – EXAMPLES
STUDENT ACTIVITES

LOCAL INITIATIVES – EXAMPLES

Partnerships with Universities in Canterbury:

• Live introductions with lecturers that are specialist in their field / topic of the film: *Fences* with Assistant Lecturer Grant Gozik; *Macbeth* with Professor Michael Neill

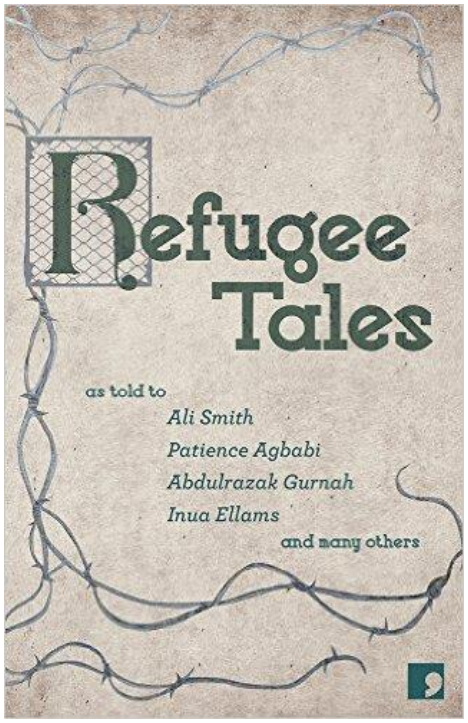
• LGBT+ interest events: *Carol* and *Tangerine* with Centre for Gender, Sexuality and Writing and the LGBT societies of UKC and CCC

• *Paterson* Poetry Slam with Creative Writing department UKC

LOCAL INITIATIVES – EXAMPLES

Partnerships with Universities in Canterbury:

• Post-film discussions with our guests: *Fire at Sea* with David Herd (UKC School of English, Refugee Tales)



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Kent produce – Food & Beverage range

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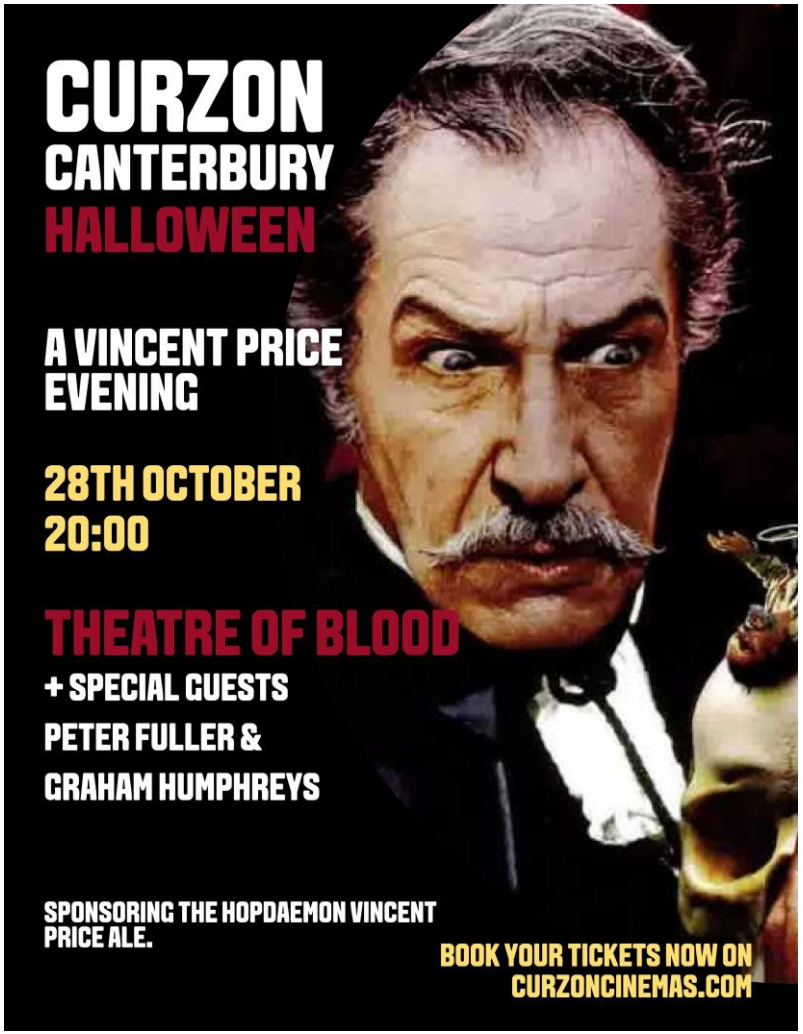
LOCAL INITIATIVES

Kent produce – Food & Beverage range

12 Days of Christmas promotion – A Treat on Every Seat
Products from Simply Ice Cream, Beardy Baker, Kent Crisps, Naughty Floss, Hopdaemon t-shirts,

It's a Wonderful Life on Christmas Eve
Free glass of bubbly with Chapel Down wines reps

HALLOWEEN: VINCENT PRICE ALE & THEATRE OF BLOOD



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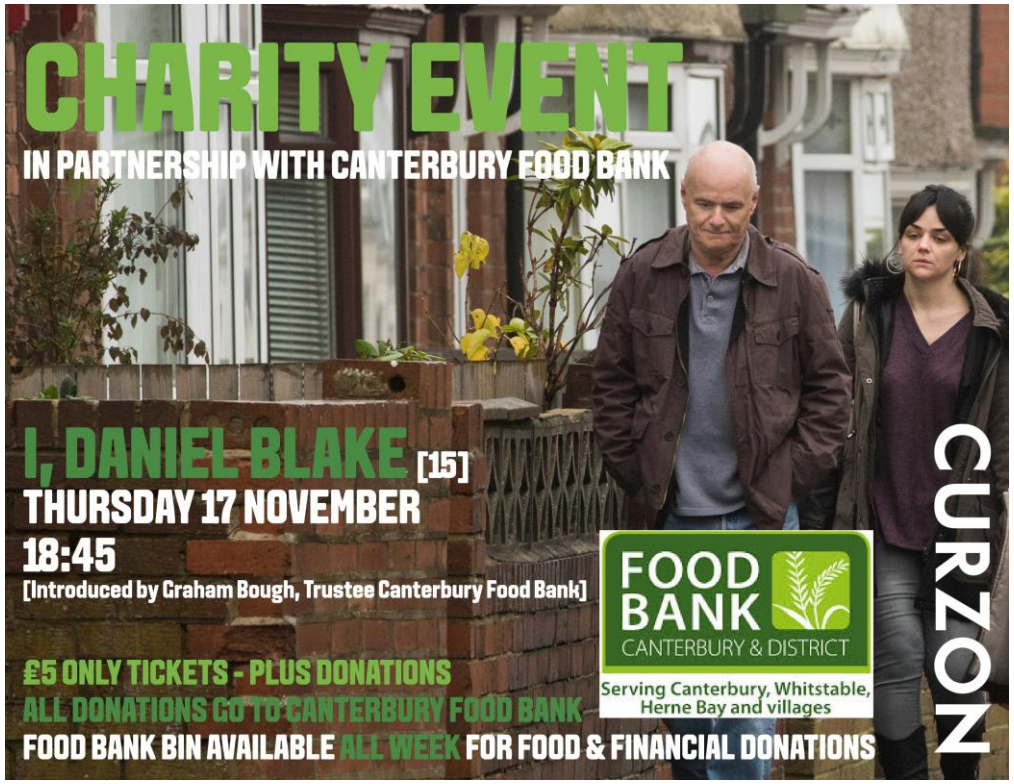
LOCAL INITIATIVES – SUPPORTING LOCAL CHARITIES



PRIVATE HIRES

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LOOKING FOR A VENUE FOR YOUR CHRISTMAS PARTY?
PRIVATE HIRE AT CURZON CANTERBURY
3 LUXURY SCREENS.
SPACE FOR DRINKS RECEPTIONS.
CHRISTMAS, CLASSIC OR CURRENT FILMS.
IN-SCREEN PRESENTATIONS, QUIZZES OR GAMES.
FOOD & DRINK PACKAGES AVAILABLE.
CONTACTUS FOR MORE INFORMATION:
MANAGER.CANTERBURY@CURZON.COM
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KENT VEGAN FESTIVAL – Private hire with marketing support

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COMING SOON

TICKETS NOW ON SALE.
BEFORE BEAUTY AND THE BEAST THERE WAS...
LA BELLE ET LA BÊTE
by Jean Cocteau
Witness the original cinematic masterpiece.
Sunday 12th March I 15:30pm
Includes Special Introduction
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CURZON Q&A
SATURDAY 11 MARCH
VICEROY'S HOUSE
EXCLUSIVE Q&A WITH DIRECTOR GURINDER CHADHA
Book your tickets now on curzoncinemas.com
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