

t-mobile new horizons

international film festival

wrocław, poland 19–29 july 2012

Industry

31 August 2012

New Horizons open the largest arthouse multiplex in the region

As Wrocław gears up to be the European Capital of Culture in 2016, the New Horizons Association, in cooperation with the Helios cinema chain and support from the City of Wrocław, converts one of the central multiplexes in Wrocław into an art house cinema and film education centre.

From 31 August 2012, the 9-screen cinema with 2,329 seats will operate under the name Helios New Horizons. There is no other arthouse cinema in Central and Eastern Europe with comparable number of seats. Only a few venues in the whole of Europe, such as the MK2 Bibliotheque in Paris can match up to it.

Helios New Horizons opens with a range of arthouse films, such as Giorgos Lanthimos *Alps*, Adrian Sitaru *Good Intentions*, Wim Wenders' *Pina*, followed by popular titles, such as Olivier Nakache and Eric Toledano's *Intouchables*, Woody Allen's *To Rome with Love* and Mark Andrews' *Brave*. Upcoming releases include Ulrich Seidl's *Paradise: Love*, Walter Salles' *On the Road* and Mads Matthiesien's *Teddy Bear*. The cinema will host at least eight different festivals and seasons from September to November.

Until now, the Helios multiplex has been the main venue of T-Mobile New Horizons IFF and the American Film Festival. The new cinema will be run by the New Horizons Association team led by its president, Roman Gutek.

With the revamp of this venue, the T-Mobile New Horizons have found a home comparable to the ones of the Toronto and BFI London Film Festival, which will allow the organizers to prepare film events on a large scale throughout the year.

The cinema will concentrate on showing independent films, daring authors' projects, as well as quality mainstream cinema. It will also be home for festivals and film seasons. A special effort will be made to develop film education projects for children in all ages and students (regular film screenings as part of the 2-year Academy of Polish and 4-year Academy of World Cinema). New Horizons already run a film education scheme for 42.000 pupils across Poland.

Rafał Dutkiewicz, Mayor of the City of Wrocław, confirmed that Wrocław continues to support the New Horizons Association in implementing educational strategies, believing it will have major impact on widening citizens' cultural awareness.