

CINEMA FOR ALL STARTER PACK SCOTTISH EDITION 2014

The logo for 'CINEMA FOR ALL' features the word 'CINEMA' in a large, bold, black sans-serif font. Below it, the words 'FOR ALL' are written in a smaller, black sans-serif font, with 'FOR' and 'ALL' stacked vertically.

CASE STUDY #2: EDINBURGH FILM GUILD

HISTORY

[Edinburgh Film Guild](#) is one of the world's oldest film societies, having started screening films in 1930. The Guild continued and expanded on the work of the first UK film society – the London Film Society - after it disbanded in 1939, and was very important in the early development of film societies.



Rather than focusing purely on the avant-garde, as some of the very early societies did, the Guild has always strived to engage with the widest variety of film from different cultures and genres. EFG furthered this engagement by establishing the Edinburgh International Film Festival in 1947 and since 2005 has hosted the bi-annual Edinburgh International Film Audiences Conference.

PROGRAMME

For their 2012-13 season, running from late September 2012 through to April 2013, the Edinburgh Film Guild showed over 100 films. Besides the seasonal screenings at Halloween, Christmas and Valentine's Day, the films were grouped into 16 seasons. Each of these comprised six screenings of films linked by country, time-period, genre, director, performer or theme. The 16 seasons comprised both traditional film culture, such as Film Noir in France and the USA, or Silent Soviet Cinema, and a programme of more esoteric cult cinema, such as British Exploitation Films of the 1970s.

Screenings take place four times per week - on Sunday afternoon and evening, and on Wednesday and Friday evenings. Using their knowledge of film society audiences built up over the past 85 years, and taking into account the breadth of film choice already available to Edinburgh audiences, the Guild present very specialised films with the aim to challenge.

Audience feedback is taken both formally, via a reaction index, and informally, via post-film discussion. EFG believe that taking a risk with an unusual season will often pay off if you pay close attention to the quality of the actual titles you pick as part of that season.

FILM EDUCATION

EFG host a number of film education courses, both in conjunction with Edinburgh University's Office of Lifelong Learning and also independently. In the past these courses have included the Western in the context of the Cold War; the cinema of Alfred Hitchcock; Nazi cinema; and the crime film in international perspective. The Guild also provides extensive programme notes for each screening, all of which can be [read online](#).

THE FUTURE

To celebrate its 2014 season, EFG introduced a 'New Cinema' strand, focussing on unearthing films from new filmmakers that are truly independent and experimental. 84 years after setting up to bring unique film to the people of Edinburgh, the Guild continue to take programming risks and seek out the kind of films that have long defined the film society movement. [Read their passionate manifesto](#).