



31 May 2007
07/33

BFI SATURDAY MORNING AT THE PICTURES

Odeon West End, Leicester Square

Saturday 23 June, 10.30am

in conjunction with West End Live

Celebrating the launch of a new Kids' strand in the BFI Southbank's Mediatheque, the BFI has joined forces with the Odeon West End cinema in Leicester Square and the West End Live festival to stage a special one-off re-creation of a traditional Saturday morning at the pictures on 23rd June 2007.

Our Saturday celebration will be very different to the experience of cinema as most of today's children know it. There will be quizzes, prizes, entertainment, audience participation and, of course, films with 1950s commissionaires adding atmosphere. Grandparents and parents will remember the fun and hectic chaos of the Saturday Matinees and children will just have a great time! The main attraction will be the screening of **4D Special Agents**, a crime story based around a group of children in the East End of London. Total programme running time approximately 90 minutes.

This exciting adventure will delight and enthrall children from aged 5 upwards. It's also **COMPLETELY FREE** so bring all the family for a great start to the fun of West End Live, a series of events and activities promoted by Westminster City Council around the West End. All West End Live events are free, but tickets for the Saturday morning at the Pictures must be booked in advance by calling: **0207 930 5252**

During the day there will also be a BFI Film Activity Tent in Leicester Square. Drop in and discover how to create an animated film using claymation or 2D effects and also discover the history of animation using optical toys such as a Praxinoscope and Zoetrope models. There will also be a unique opportunity to view films from the BFI Mediatheque collection.

For more information about West End Live see www.westendlive.co.uk

What is a Mediatheque?

A Mediatheque is a place to enjoy hundreds of British films and television programmes from the BFI National Archive, totally free, at the click of a mouse. Most are not available on DVD, and a mediatheque is the only place you can enjoy many of these well loved classics.

The Mediatheque offers a window on the collections of the BFI National Archive, the most significant film and television archive in the world. More than 400 hours of material are available at the touch of a button at the Mediatheque allowing unprecedented access to our film and television heritage. From July a special section of film and television just for kids will offer a great new family-friendly addition to the collection.

The first Mediatheque is at BFI Southbank and the next is due to open at the Quad, Derby in 2008. The BFI is working towards creating a network of Mediatheques across the UK.

What is there to see?

The Mediatheque programme will bring archive film and television alive for the widest possible range of audiences. Every month under the banner The Box of Delights we will present a new selection of films for children. Here are some to try in July:

- **Hue and Cry** (1946) shows post-war inner city children roaming around the South Bank and getting into scrapes and a big adventure
- **The Monster of Highgate Ponds** (1961) features an charming mild-mannered monster in NW3
- **Daleks – Invasion Earth 2150 AD** (1966) is an episode of the much-loved sci-fi TV series featuring Doctor Who on a visit to the South Bank
- **Jemima + Johnny** (1966) focuses on the friendship between a black girl and a white boy in racially divided Notting Hill
- **Melody (aka S.W.A.L.K.)** (1970) is a tale of young love in Lambeth with Mark Lester and Jack Wild among its stars

You can watch as much or as little as you like at a mediatheque: sit back and enjoy an entire feature film or take a quick look at fondly remembered advertisements; use the database to search on a variety of subjects or browse to discover unexpected delights.

The BFI Mediatheque is open daily Tuesday 13.00 – 20.00; Wednesday – Sunday 11.00 – 20.00. Book in advance for a viewing station which can seat between one to four people, or simply turn up. Book for as little as 15 minutes or as much as two hours.

Tel: 020 7928 3535 or simply turn up.

Research what you'd like to view in advance www.bfi.org.uk/mediatheque

- ends -

Press contact: BFI Press Office

Brian Robinson, tel: 020 7957 8940 or email: brian.robinson@bfi.org.uk

Notes to Editors

1. For more information on the BFI, including details of the BFI's theatrical touring programmes, DVDs and books, visit www.bfi.org.uk
There's more to discover about film and television through the BFI. Our world-renowned archive, cinemas, festivals, films, publications and learning resources are here to inspire you.

2. The BFI National Archive is one of the world's largest and busiest archives. It contains more than 230,000 films (features, shorts and documentaries) and more than 675,000 television programmes. The collection also contains internationally renowned holdings of posters, stills and designs along with the papers of major directors.

The collection is made available through public screenings at festivals and cinemas throughout the UK including regular screenings at BFI Southbank alongside video and DVD releases, and online through the BFI's screenonline website.

The Mediatheque on BFI Southbank opened in March 2007 and it is hoped to establish a range of satellite facilities across the UK which will allow free access to curated programmes of film and television from the archive. The archive is regularly used by documentary film-makers for its extensive range of material from across more than 110 years of film-making.

3. A selection of images for press use are available at www.image.net in the section marked BFI mediatheque.