China Film Archive
Its Development and Strategies

SUN Xianghui, LIU Wenning – China Film Archive

# FIAF 2019 – Lausanne 2019-04-09
① Development of the Cinematheque

② Cultural Exchange

③ Nationwide Alliance of Art-house Cinemas
Development of the Cinematheque

Ten years ago, our cinematheque was only able to have 2 or 3 screenings each week. Today, we are fortunate enough to be able to have a dozen or so screenings a week. Our highest single-month screenings exceeded 140. How we are able to do that and keep the audience numbers up is to have a theme in our screenings.
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Tribute to Akira Kurosawa

15 films

2019.04.07 – 2019.04.22
Cultural Exchange
It allows our audience to be exposed to films from different countries. In the last 3 years, we had special screenings for films from many European countries; including those from Scandinavia, the Balkan, the Baltic and Central Europe. We also had films from different parts of Asia, as well as the Middle East and Central Asia.
第二届巴西电影展

购票方式:
海票（北京、上海和广州）
猫眼（上海、广州）
百老汇影城APP（上海、广州）

中国电影资料馆
12月14至18日

广州百丽宫影城（猎德igc店）
12月1至23日

上海百美汇影城（嘉里中心店）
12月18至25日

主办
British Film Institute

Shakespeare Lives

2016.11.04 - 12.17
National Film Archive of Japan
Akira Kurosawa Retrospective
2018.11.17 - 2018.12.31
Tribute to Akira Kurosawa
2019.04.07 – 2019.04.22
Cineteca di Bologna
Rossellini Retrospective
2019.03.02 - 2019.03.31
BJIFF 2019

9th Beijing International Film Festival

220 films, more than 50 countries
The Horse Thief (1986)
4K restoration Tibetan version
4K Restored

Yellow Earth (1985)
The Horse Thief (1986)
Red Sorghum (1987)
Bloody Morning (1992)
Postmen In The Mountains (1998)

4K Restoring

The Lin Family (1959)
Rickshaw Boy (1982)
Yamaha Fish Stall (1984)
One and Eight (1984)
Old Well (1986)
The True Hearted (1992)
Postmen In The Mountains (1998)

Red Sorghum (1987)
NAAC

Nationwide Alliance of Art-house Cinemas

Nationwide Alliance of Arthouse Cinemas (aka NAAC) is the first circuit of cinemas specializing in the exhibition of art-house films in China.

The alliance is created and headed by the Beijing-based China Film Archive (CFA), a state-owned cultural body that organizes film festivals and screens year-round programmes.

245 cities, 3135 cinemas, 3700 screens
Manchester by the Sea
2017.08.25

Nise, the Heart of Madness
2018.01.05

Three Billboards
2018.03.02
Domestic Boxoffice: 9,261,543$

The Third Murder
2018.03.30

Days of Being Wild
2018.06.25
Domestic Boxoffice: 2,812,973$

Bohemian Rhapsody
2019.03.22
Domestic Boxoffice: 14,075,314$