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Sinema's Film Screenings Find New Home at Golden Village

Singapore, 10 May 2012 — Sinema Old School may have closed its doors, but it does not mean a permanent goodbye to the independent film scene. Fans of auteur films will have every reason to sit up and eagerly anticipate the return of Sinema's screenings at Golden Village.

Starting September 2012 and in collaboration with Singapore's leading cinema exhibitor, Golden Village, Sinema will kick off its regular programming at GV Grand located at Great World City. The cinema will apportion a dedicated four-hour time slot from 6.30pm to 10.30pm, every 1st and 3rd Wednesday of the month for Sinema's regular programmed screenings.

Film buffs and Sinema fans can catch a wide array of feature films and shorts created by Singaporean filmmakers as well as foreign directors in the heart of town at the centrally-located GV Grand. Sinema will announce details of the programmed screenings closer to the date via Golden Village's website, www.gv.com.sg

Mr. Kurt Rieder, Chief Executive Officer of Golden Village said, "We are pleased to lend our support and provide a venue where film lovers can continue to enjoy Sinema's programming. With the addition of Sinema's alternative content to our movie offerings, we aim to provide a different experience to those who seek variety in a more accessible location."

Since 2007, Sinema has been operating at its current site of Old School on Mount Sophia earning its name *Sinema Old School*. The independent movie theatre has been a popular haven among film enthusiasts for its varied film festivals and art-house fare. Said Mr. Nicholas Chee, Co-founder of Sinema, "The high foot traffic of the centrally-located GV Grand will make it more accessible for indie films lovers to catch



Sinema’s programming. We hope to drive higher levels of awareness and patronage among the local movie watching community to the line-up of films we will be showcasing at the new location.”

The joint collaboration is also a testament of the committed efforts by both Sinema and Golden Village towards promoting the local creative industry of film making. Both parties are known for their fervent support of the Singapore-produced films with Golden Village distributing most of the home-grown films such as Eric Khoo’s TATSUMI, Gilbert Chan’s 23:59, Jack Neo’s WE NOT NAUGHTY, Kelvin Tong’s IT’S A GREAT GREAT WORLD as well as Sinema’s founding of Sinema Old School as a platform for young and aspiring Singapore film makers to showcase their works.

Details of Sinema’s Short Films Programmed Screenings at GV Grand:

- **Date:** 1st and 3rd Wednesdays, starting September 2012 onwards
- **Venue:** GV Grand, Hall 2, Great World City, 1 Kim Seng Promenade, #03-39/40
- **Time:** 6.30pm – 10.30pm
- **Duration:** Various
- **Ticket:** Tickets can be purchased via www.gv.com.sg



About Golden Village Multiplex

Golden Village Multiplex Pte Ltd is Singapore's leading cinema exhibitor with 10 multiplexes housing 81 screens with locations at Yishun, Bishan Junction 8, Tiong Bahru Plaza, Jurong Point, Tampines Mall, Marina Square, Great World City, Plaza Singapura, 112 Katong and VivoCity, home to GV's flagship cinema and Singapore's only megaplex. Golden Village was established to develop and operate modern, luxurious multiplex cinemas and is the first local cinema company to personalize the movie-going experience through its Movie Club program. The prime mover in the introduction of the multiplex to Asia, Golden Village's first imprint in Singapore was made on 28 May 1992 with the successful opening of the Yishun 10 cinema complex. Today, GV has a reputation of offering the widest choice of movies, unparalleled comfort, state-of-the-art design, prime locations and convenience.

Established in 1993, Golden Village Pictures is Singapore's leading independent film distributor, releasing a wide range of titles from blockbusters like the MATRIX and OCEANS trilogies, I AM LEGEND and SHERLOCK HOLMES to arthouse gems such as SLUMDOG MILLIONAIRE, THE READER and DEPARTURES. Golden Village Pictures is also the top distributor for most home-grown films including Eric Khoo's TATSUMI, Gilbert Chan's 23:59, Jack Neo's WE NOT NAUGHTY, and Kelvin Tong's IT'S A GREAT GREAT WORLD.

About Sinema

Sinema is a social enterprise founded in 2006. Its first incarnation was *Sinema.SG*, a weblog dedicated to showcasing Singaporean films. *Sinema Old School*, a multi-purpose independent High Definition theatre was started in collaboration with key partners, Panasonic and Old School to showcase Singaporean films, music and creative acts in December 2007. In April 2011, *SinemaTVSG*, Singapore's first independent Public Service YouTube Channel was created to champion Singaporean creative content.