

THE INTERNATIONAL CINERAMA SOCIETY

15 Dystelegh Road • Disley, Cheshire SK12 2BQ • Tel: 0663 76 2672.

CINERAMA WILL NOT AND CANNOT BE SHOWN AT ANY OTHER THEATRE

CINERAMA COMES TO Bradford

It's the newest and most exciting form of motion picture projection ever devised. Massive pictures of great clarity and depth are thrown onto a giant deeply curved screen by three projectors shooting simultaneously to cover a field of vision almost as wide as that of the human eye



The magic of CINERAMA can only be seen in the specially designed Cinerama Theatre

NEWSLETTER No. 10.
February 1993.

"A MILESTONE IN MOTION PICTURE HISTORY"
London Evening News
"TRULY SPECTACULAR"
Southern Evening Echo
"A NEVER-TO-BE-FORGOTTEN EXPERIENCE"
Chichester Observer

... sit enthralled from beginning to end in the luxurious comfort of individual seating at the

**NATIONAL MUSEUM OF
PHOTOGRAPHY
FILM AND TELEVISION**

Suggested Poster Design
from
David Coles. Australia.

SEE this great Technicolor film
THIS IS CINERAMA
... bringing you pictures of breath-taking beauty and splendour from all over the world

HOW TO GET HERE

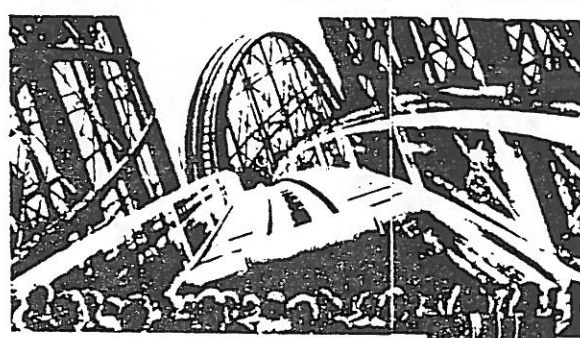
Bradford is conveniently placed on trunk roads. From the M6 and the M606, within two miles of the Museum.

Bradford City Centre Interchange: the Museum with rail, bus and National Express Bus Company.

Prince's View, Bradford

The NMPFT is part of the National Museum of Photography, Film and Television.

welcome back cinerama



Forty years ago, Cinerama changed the shape of cinema. A historic wide-screen format which drew audiences in their millions, it has not been seen in public since 1967.

In June, to celebrate our Tenth Birthday, the NMPFT will open the world's only public Cinerama screen. This unique act of restoration will save the most important wide-screen technology in the history of cinema from extinction. Over the last five years, helped by friends and colleagues all over the world, the Museum has collected or located enough equipment to save Cinerama. It will be installed in our recently opened Pictureville Cinema.

The Cinerama system employs three projectors, a deeply curved screen, and stereo surround sound to create a striking illusion of reality. The idea was conceived in the mid thirties, but it was not until 1952 that it was finally presented in New York. Two years later it premiered at the London Casino.

In the words of Alexander Korda, it was 'as big a thing as the coming of colour'. Cinerama literally changed the shape of cinema. Since its beginnings, the cinema screen had a three by four ratio - the same shape has been retained by television. Cinerama stretched the screen and made it wider and bigger, filling the audience's vision. At its peak, in the early 1960s, there were hundreds of Cineramas around the world - by 1967 they had all gone.

Saving Cinerama is an essential step in preserving our moving image heritage. For the first time in over a quarter of a century, the world will again thrill to the marvel of Cinerama.

Extract from Museum Publicity.

Over 150 years ago, photography was invented. 100 years ago, photographs began to move. Sixty years ago moving pictures were created electronically and broadcast. And ten years ago, the National Museum of Photography, Film & Television opened in Bradford. It was hailed as 'a museum for our times': a museum for everybody who has ever taken a photograph, been photographed, who has been to the cinema or watched television. In those ten years:



Kenneth Gurney
with the first Cinerama

THE RETURN OF CINERAMA

On January 12th, at the press launch of the Museum's 10th birthday celebrations Colin Ford, Head of the Museum, made the official announcement that the restored 3-strip THIS IS CINERAMA will open in the Pictureville Theatre on JUNE 16th 1993.

Eight years after the I.C.S. originally conceived the idea of preserving 3-strip Cinerama, the impossible will have been achieved with the restoration of the public exhibition of Fred Waller's original Cinerama process. Years of patience, reseach and persistance are finally reaching fulfilment with the return of the process that revolutionised the Cinema. Cinerama has not been seen publicly since the last performance of THIS IS CINERAMA at the Empire, Paris on the 2nd of July 1972.

Our dreams began to attain some substance 5 years ago when the Museum heard of our aims and suggested a project to work together to restore a small Cinerama theatre at the Musuem. This first, humble, concept has finally matured into the custom built PICTUREVILLE CINEMA, the only theatre in the world simultaneously equipped with flat and Cinerama screens and capable of presenting movies in any format.

Work will start on fitting the louvre Cinerama screen, Cineramasound and triple projectors in early March. The screen will be a full 146 degree curve, 20ft high (6.5 metres) and 51ft (17.5 metres) wide. This is the maximum width the 306 seat theatre can accommodate. A new print and soundtrack are being supplied by Cinerama Inc. The ambience for Cinerama presentation will be that of an original, late 1950's installation but using advances in projection techniques unknown in the hey-day of Cinerama.



THE SEARCH FOR CINERAMA by Willem Bouwmeester. Technical Consultant and European Rep. I.C.S.

How has it been achieved ? Where has all the unique equipment for the extinct process come from? It was rather like searching for the Titanic! We knew it was there, if only we could find it. It really started at the Museum who already had two Cinemeccanica Cinerama projectors from a closed Cinerama theatre, but these had been converted to 35mm 4perf/70mm many years ago and were used to present standard 35mm and 70mm presentations in the Imax Theatre. Luckily the Cinerama gates had survived with them. An original Cinerama machine was located in the ex-Rotterdam Cinerama theatre though this too had been converted to 35/70mm. A second machine from that theatre had been sold to a theatre in Nymegen, Netherlands. After some negotiation, the ICS purchased these and rebuilt them. One went to replace the Imax Theatre machines whilst the other was to be used for the Cinerama project. We now had three projectors but no sound machine (dubber) intelock (selsyn) motors and the special Cinerama sprockets and central B machine gate were missing. Again fortune shined on the project as three selsyn motors were located in a theatre in the Hague. During a visit to the biannual Photokina Exhibition in Cologne, Germany, contact was made with Cinemeccanica concerning the missing parts. Whilst they were sympathetic, they no longer had any of the missing items in store and manufacturing these specially would be too expensive. However they contacted all their agents in Europe and asked if they would try to find these essential items. By some miracle almost all the parts on our shopping list were found in Helsinki, Finland. Now we were only missing a set of sprockets and a few but vital dubber parts. Again, Cinemeccanica came to the rescue with the original drawings, which they copied and forwarded to us. The owner of Cine Materiel in Paris, also a Cinerama enthusiast, arranged for the missing set of sprockets to be made. The next year was spent stripping, rebuilding and restoring the projection equipment to as new condition. Harkness Screens in England, still had a stock of Cinerama screen louvres, and could supply the towers, curtain motors and all the other screen fittings, but one essential item was missing, the Louvre Guide Boards. These are metal guides fitted at the top, centre and bottom of the screen frame, which hold the individual louvres at precisely the correct angles. These had not been manufactured since the sixties. As the popularity of Cinerama declined, the louvred screens were removed and scrapped but, after a long search, an abandoned set, in poor condition, was discovered by a Belgium Cinerama fan. He knew the former console operator from the Brussels Cinerama Theatre, who remembered that some had been stored in the basement of the theatre. With some difficulty these were retrieved. They were in poor condition and set to the wrong curvature and angles. An ex-Cinerama employee advised us as to the correct angles and settings which involved drilling out the old brackets and making nearly 5000 new spotwelds. Like all happy endings in the movies, we now come to the credits. CINEMECCANICA, MILAN for help and assistance in finding thirty year old projector parts. CINE MATERIEL, PARIS for making missing parts. HARKNESS SCREENS, HERTS, England for the louvres, Screen frame and equipment. PIX FIX , LOS ANGELES for the restoration of the print. SOUND ASSOCIATES , LONDON for the Cinerama sound equipment for the theatre. TECCON ENTERPRISES, SAN DIMAS, CALIFORNIA for restoring the original Cinerama dubbings making super b new 7 track magnetic heads and painstakingly restoring the soundtracks. MICHAEL FOREMAN AND JAMES HUDSON OF CINERAMA INC who went along with the dream of a few Cinerama enthusiasts. And a very special thanks to the MUSEUM and the members of the INTERNATIONAL CINERAMA SOCIETY who have together made it possible to once again say:

LADIES AND GENTLEMEN, THIS IS CINERAMA.

The Museum currently have a small Cinerama exhibit in the Pictureville Foyer which includes Fred Waller's CINERAMA CAMERA No 1, which was used for the entire shooting of THIS IS CINERAMA. This camera's last visit to the UK was to film the Edingburgh Military Tattoo for THIS IS CINERAMA in August 1951. The camera is on temporary loan from Cinerama Inc. When rediscovered two years ago, it still contained film in the magazines. It's last know shoot was on CINERAMA HOLIDAY in 1954 but it still runs & powered up. Incidentally by 1968 when the general distribution of 3-strip prints ended, VARIETY listed THIS IS CINERAMA as the 23rd biggest grosser of all time. HOW THE WEST WAS WON was 10th, SEVEN WONDERS OF THE WORLD and CINERAMA HOLIDAY were 36th and 38th respectively.

The Museum are anxious to trace any 70mm prints of the later so-called Single strip Cinerama films. If you know the whereabouts of any of these, please let Rod Varley at the Museum know. They would like to present such titles as 2001, a Space odyssey as originally intended, on the Cinerama screen, but this entails finding good 70mm prints.

IMPORTANT INFORMATION.

All enquiries regarding performance times, dates and seat reservation MUST be made directly with the Museum. The theatre capacity is limited and programmes vary, subject to the needs of a living, working museum. This is particularly important for overseas members planning visits to the United Kingdom Enquiries should be addressed to:

National Museum of Photography, Film and Television. Pictureville.
Bradford. West Yorkshire. BD1 1NQ.

Phone: (0) 274 727488. The U.K. International Country Code is: 44

CINERAMA DOWN UNDER.

An interesting recent development is a project, currently in the early planning stages, to produce a new short Cinerama film . John Lasher of the Fifth Continent Recording Corporation in Sydney, Australia, is the driving force behind the idea to produce the 15 minute Cinerama movie which would promote New South Wales. Several ex-Cinerama staff have already offered to donate their services and expertise. Details remain under wraps pending successful camera tests and the resolution of problems caused by the absence of certain pieces of key equipment.

FINALE .

The succes of the Bradford Project now rests on your shoulders. We must put Bottoms on Seats if there is to be any hope of restoring the other 3-Strip titles. So spread the word and get the maximum publicity for the Museum.

Keith H. Swadkins. M.B.K.S. President. I.C.S.
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