Beat: Entertainment

CineCina Film Festival announces Films on the Wall projection presentation

Celebrate NY State reopening on May 15

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USPA NEWS - The CineCina Film Festival announced CineCina Presents: Films on the Wall (#filmsonthewall), an event which will project 15-minute mashups of scenes from classic NYC-set films to celebrate the first phase of New York State´s businesses reopening from shelter in place measures on May 15. With a theme of “Victory for New York ““ when you can´t come to the cinema, the cinema comes to you,“ the outdoor presentations will potentially take place through the end of May into June.
New York State Governor Andrew Cuomo announced that the statewide shutdown will end when the “pause“ expires on Friday, May 15, marking a pivotal week in New York's months-long fight against the coronavirus. A number of regions have met his requirements to begin reopening Friday, while others are on the cusp. Certain low-risk businesses and recreational activities will be able to resume across the state on May 15. Those include landscaping and gardening, drive-in movies and outdoor activities like tennis that are conducive to social distancing.

In celebration of the state beginning the process of reopening CineCina FF will present the projection of the 15-minute mashup of classic film scenes about New York and/or set in New York, starting with a debut on the All Saints Free Church (333 Madison Street) on the Lower East Side, with plans to expand to additional locations throughout the city from there. The initial projected presentations will take place May 15-17 starting at 9:00PM, and then return the following weekend, May 22-24 at the All Saints Free Church location. Additional locations will be announced on the organization´s website at https://cine-cina.co/. Among the films included in the 15-minute mashup projections celebrating the city of New York will be; BREAKFAST AT TIFFANY´S, CAROL, THE GODFATHER, LEON, TAXI DRIVER, and WONDERSTRUCK.
Like many arts organizations that call New York City its home, CineCina (which presents the CinaCina Film Festival and the Project Horizon Film Competition, as well as additional film screenings and events throughout the year), has been forced to postpone and reschedule planned programming as the city´s inhabitants and businesses stay on lock down. During this time, CinaCina has turned its attention to what it could do to contribute to the fight against COVID-19 beyond complying with “stay at home“ restrictions to assist in flattening the curve of the people infected with the virus. Last month, the organization obtained more than 800 KN95 masks, which it donated to the New York State Department of Health.
CineCina Film Festival Founder and Director Vina Sun, said, “Each day, we join with our fellow New Yorkers in making the best of our current situation and working toward a way forward from the shut down and the health crisis caused by COVID-19. We are heartened by the progress that has been made, knowing there is so much more to do and a long road still ahead. However, it´s important to mark the successes and, as measured as it is, reaching the first phase of the reopening process is an accomplishment to be celebrated. These projections of film scenes and images reflecting the unique style and beauty of the city as depicted by these classic films seemed like an appropriate and fun way to do that.“ As described by the state of New York, the first phase will allow construction, manufacturing, wholesale supply chain businesses to reopen, as well as some retailers for curbside pickup. With regards to retail, many nonessential businesses throughout the state have already been offering curbside pickup. Businesses that cannot offer that, like retailers inside shopping malls, will not be eligible to reopen. After two weeks, state and regional officials will evaluate the outcomes of the reopening and decide whether or not various regions can move onto the next phase.

(CCFF) ABOUT CINECINA FILMS FESTIVAL----------
CineCina Film Festival (CCFF) is the only New York-based film festival dedicated to promoting excellent Chinese films. Founded in 2018, it was conceived by a group of young film scholars and filmmakers active in New York. CCFF aims to bring the best international films to New York. Starting from the exhibition of wonderful Chinese films, the committee of CineCina is committed to making CCFF a platform for the export of Chinese culture, and increasing opportunities for the development and distribution of Chinese films in North America. Meanwhile, CineCina is going to expose the rapid development of Chinese film to more audiences, and enlarge the influence of Chinese cultural industry in North America. At the same time, CineCina is devoted to becoming the entry point in the development of many a young filmmaker. Through exploring young filmmakers and supporting the development of potential new films, it established a platform for young Chinese directors to display their works. For additional information about CineCina and the Cine Cina Film Festival, please go to: https://cine-cina.co/.Source : CineCinaFilms

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