

# Cinema Beyond the City

Small-Town and Rural Film Culture in Europe

*Edited by Judith Thissen and Clemens Zimmermann*

**BFI** palgrave

This collection © British Film Institute 2016  
Editorial arrangement © Judith Thissen and Clemens Zimmermann 2016  
Individual essays © their respective authors 2016

All rights reserved. No reproduction, copy or transmission of this publication may be made without written permission. No portion of this publication may be reproduced, copied or transmitted save with written permission or in accordance with the provisions of the Copyright, Designs and Patents Act 1988, or under the terms of any licence permitting limited copying issued by the Copyright Licensing Agency, Saffron House, 6–10 Kirby Street, London EC1N 8TS.

Any person who does any unauthorised act in relation to this publication may be liable to criminal prosecution and civil claims for damages.

The authors have asserted their rights to be identified as the authors of this work in accordance with the Copyright, Designs and Patents Act 1988.

First published in 2016 by  
PALGRAVE

on behalf of the

BRITISH FILM INSTITUTE  
21 Stephen Street, London W1T 1LN  
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.

PALGRAVE in the UK is an imprint of Macmillan Publishers Limited, registered in England, company number 785998, of 4 Crinan Street, London N1 9XW.

Palgrave® and Macmillan® are registered trademarks in the United States, the United Kingdom, Europe and other countries.

Cover design: Alex Connock

Cover images: Postcard Mourmelon-le-Grand, Tivoli Cinéma et Salle des Fêtes, around 1928.

Set by Integra Software Services Pvt., Pondicherry, India  
Printed in the UK

This book is printed on paper suitable for recycling and made from fully managed and sustained forest sources. Logging, pulping and manufacturing processes are expected to conform to the environmental regulations of the country of origin.

British Library Cataloguing-in-Publication Data

A catalogue record for this book is available from the British Library

A catalog record for this book is available from the Library of Congress

ISBN 978–1–84457–846–7 (hb)

## Contents

Acknowledgments .....	vii
Notes on Contributors .....	viii

Introduction: A New Approach to European Cinema History .....	1
<i>Judith Thissen</i>	

### PART I: LOCAL DYNAMICS

1 Small-Town Cinema in Scotland: The Particularity of Place .....	23
<i>John Caughie</i>	
2 Film Culture and the Catholic Milieu in the Münsterland: Billerbeck and Telgte in the 1950s .....	38
<i>Dörthe Gruttmann</i>	
3 Where the Exceptional and Everyday Meet: Post-War Cinema Culture in British Seaside Towns .....	52
<i>Tim Snelson</i>	

### PART II: REGIONAL PATTERNS

4 Cinemagoing in Sweden in the 1940s: Civil Society Organisations and the Expansion of Rural Film Exhibition .....	67
<i>Åsa Jernudd and Mats Lundmark</i>	
5 Film Consumers in the Country: The Culture and Business of Cinemagoing in the Netherlands .....	87
<i>Judith Thissen</i>	
6 Cinema and Social Life in the Rural Gironde: Insights from an Oral History Project .....	105
<i>Corinne Marache</i>	
7 Far from Swinging London: Memories of Non-Urban Cinemagoing in 1960s Britain .....	117
<i>Matthew Jones</i>	

**PART III: ALTERNATIVE EXHIBITION PRACTICES**

- 8** Corporate Film Shows and the Initiation of Rural Audiences to Film and Consumer Culture in Switzerland ..... 133  
*Yvonne Zimmermann*
- 9** 'Coming up This Weekend': Ambulant Film Exhibition in the Netherlands ..... 149  
*Thunnis van Oort*
- 10** Catholic Cinophilia in the Countryside: The *Jeunesse Agricole Chrétienne* and the Formation of Rural Audiences in 1950s France ..... 165  
*Mélisande Leventopoulos*
- 11** Alternative Cinema in the Youth Centre Movement in Germany in the 1970s and 1980s ..... 181  
*Gunter Mahlerwein*

**PART IV: CONTEMPORARY TRENDS IN HISTORICAL PERSPECTIVE**

- 12** Film Education, Technology and Popular Culture: Community Cinema in Rural Areas of the United Kingdom ..... 197  
*Karina Aveyard*
- 13** Le Pestel in Die (Drôme): Quality Cinema in a Semi-Rural Setting ..... 213  
*Kristian Feigelson*
- 14** Cinema in the 'Fog City': Film Exhibition and Sociogeography in Flanders ..... 223  
*Daniel Biltereyst and Lies Van de Vijver*
- 15** 'Town Centres First': The Relocation of the Cinema from Out-of-Town to the Town Centre in Britain. .... 237  
*Stuart Hanson*
- Index ..... 249