

# The Floating Cinema 'Extra-Ordinary 2013' launch, The White Building & CRATE Transcript

0:00 Audio

[Music]

0:14 Emma Underhill

It's really fantastic to be here this evening at the launch of *The Floating Cinema*, it's feels like it's been a really long year of kind of preparation. So to finally get to this point, it's so exciting.

0:25 Joe Morris

I think, you know the, it's been an incredible journey for both ourselves as architects, designers, but I think also for UP Projects, and all of their team and all the other sponsors and contributors to the project. And it's been incredible amount of energy and effort to kind of do something. But actually, if you look at it looks relatively simple. It's kind of basic looking thing, but the complexity sits underneath.

0:50 Audience Member

I think it's fantastic. I think it's a concept that could translate to anywhere in the world where there's nice canals.

0:59 Emma Underhill

*The Floating Cinema* can be used in many different ways, it's going to be navigating the canals of London, and we'll be moving all over the city. And we'll be presenting films to large outdoor audiences where the film is on the bank side, we will also be doing lots of things onboard to a much more intimate audience.

1:17 Audience Member

I really love this evening; I went to the last evening and what I've really loved is the evolution of the project. And so I think that the events and the screenings and the happening that are going on are quite magical.

### **1:31 Laura Harford**

We've got a 10-week programme of over 30 different events. The events range from onboard tours, onboard screenings, where we'll screen features and shorts which are specially commissioned for *The Floating Cinema* or they're specially selected by our artists in residents, Nina Pope and Karen Guthrie.

### **1:50 Nina Pope**

What people can expect from the programme is a quite a diverse range of content from performances through to documentaries, through to education projects, you know, a very sort of kind of broad spectrum in a way of projects, but all of which addressed this theme of extra ordinary.

### **2:12 Karen Guthrie**

But all the time, alongside the architecture, we were developing a programme that would take place over the summer, that would test a lot of the ideas that we had to have in previous years that we can realise. So we've really been working on choosing speakers choosing films, commissioning some new work for it. And in general, just making sure that we can spread that over the locations on the canals this summer.

### **2:35 Audience Member**

I think it's a really great concept if you've got the choice between going to some you know, horrendous multiplex, you know, in the dark during a hot summer day or coming out and coming down to the canal and, and seeing some outdoor cinema then I know I know which one I choose.

### **2:55 Emma Underhill**

So, we're hoping that people who come to *The Floating Cinema* will get a really unique experience both from a cultural point of view but also discover bits of the waterways that they may not have seen before. And start to think of it as a place where interesting cultural events can happen.

### **3:09 Audio**

[*Music*]