

The Floating Cinema crowdfunding campaign

Transcript

0:01 Michael Smith

It was like some party from a dream. People gathered on balmy evenings by the canals of the East End, which for so long, had been dilapidated backwaters. Come to see a cinema that floated on the waters like an enchanted mirage. I'm Michael Smith, I'm a writer and a filmmaker and last summer I made a film for *The Floating Cinema*. It was a wonderful experience. I think it's a great thing for the culture and life of the East End, and I only hope it can continue. The first year was a pilot project. But now we're building a brand new permanent boat. *The Floating Cinema* wants to commission loads in new films and performances, as well as showcasing work that just wouldn't get screened in mainstream cinemas. The cinema will reach audiences through a combination of internet on board screenings, moving performative tours, as well as bigger outdoor screenings to bankside audiences. The boat comes with its own outdoor public square, and you'll be able to project a moving image onto the water or on nearby buildings. All the bespoke events, performances and tours will also be streamed live to an international audience online. To start with, the boat will sail along the East London waterways from Islam and in Hoxton, new Olympic Park, way up into the wild and the Lee Valley, the best kept secret of our industrial history. Like arteries, the canals are bringing new life into the East End. And for the price for a rented DVD, you can help us do our bit. We've already secured \$100,000 from various funding sources, but we need another \$18,000 or £11,200 to make this happen. So don't just sit on the sofa with a DVD out the video shop, shot some of that money our way, get yourself down the canal, come part of *The Floating Cinema*. We're not just taking your money, you do get something back in return.