

Press kit

CINEMA LA CLEF IS (ALMOST) BACK!

After a three-year long battle,
a collective of volunteers is getting ready
to buy the last associative cinema in Paris
in order to make it a common asset !

| | |
|---------------------------|---|
| chronology | 1 |
| press release | 2 |
| history of the occupation | 4 |
| the endowment fun | 6 |
| our supporters | 7 |
| our takeover project | 8 |

APRIL 2018

Cinema La Clef closes



A collective of film lovers and professionals - supported by local residents - initiates a citizen occupation of La Clef as well as daily screenings at a free price.

SEPTEMBER 2019

The collective creates an endowment fund, called Cinema Revival, in order to buy the building, perpetuate the cinema and make La Clef a common asset.

SEPTEMBER 2020

Outstanding mobilization against the eviction: for five weeks, more than 9,000 spectators come show their support every day as soon as 6am.

JANUARY 2022

MARCH 2022

the collective is evicted

JUNE 2022

Negotiations begin with building owner.

APRIL 2023

a sales agreement is signed

FALL 2023

definitive reopening !



We now have 6 months to raise 600 000 €!

WE'RE ALMOST THERE !

A YEAR ALREADY SINCE THE EVICTION

After occupying the cinéma for two and a half years, the collective (La Clef Revival) was evicted on March 1st, 2022, at the end of a long legal procedure with the building's owner.

On the same day, the SOS Group, a giant in the so-called social and solidarity economy, which was planning to buy the place in order to implement a lucrative project, withdrew its offer to buy it.

After two years of media battle, this is a victory for the collective, which now has a clear path to buy the cinema!

A YEAR FULL OF TWISTS AND SURPRISES

The collective decided to continue its fight to save the last community cinema in Paris and to perpetuate a collective organisation and programming, a space for a space for pay as you wish screening of rare films as well as an independent creative lab.

At the end of April 2022, the collective met for the first time with the owner of the building, the CSE of the Caisse d'Epargne Île-de-France. They announced their price, the one that the Group SOS had put on the table: 4.2 million euros.

At that time, the endowment fund had collected nearly €200,000, thanks to 2,400 donors... more than 4 million extra are needed!

For six months, we sharpened our project to take over La Clef in collaboration with the CNC, which confirmed the possibility of combining commercial ticketing and pay as you wish, as well as dozens of cinema professionals - producers, cinema operators, filmmakers. We are also supported by specialists in property ownership in order to define the legal framework that will allow us to definitively remove this local cinema from speculative pressures.

The collective also continues to consolidate its links with the film industry: many filmmakers such as Mathieu Amalric, Léos Carax and Agnès Jaoui, who already came to present films during the occupation, reaffirmed their support by contributing to the endowment fund. The collective even sent a filmed letter to Martin Scorsese - who replied last March to show his support.

APRIL 2023 : A SALES AGREEMENT IS SIGNED

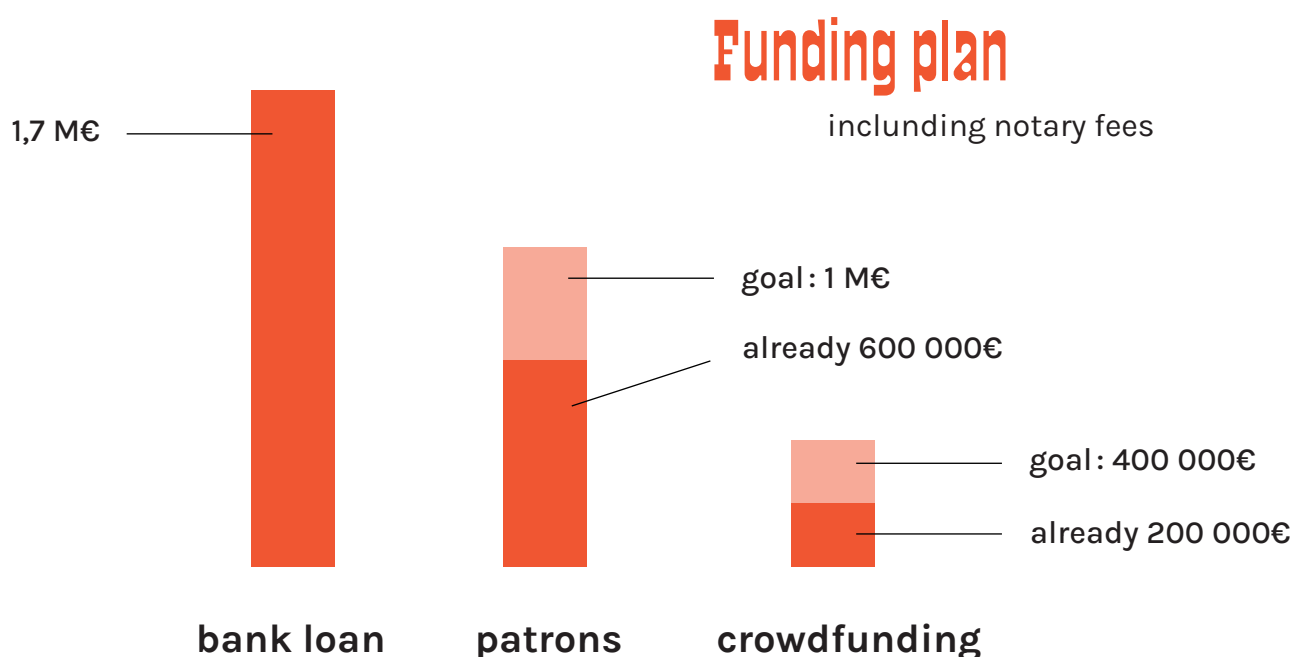
At the beginning of 2023, the collective and the owner agreed on a price : **2.9 million**.

On **April 26th**, 2023, the Cinema Revival Endowment Fund, created in 2020 by the collective to structure the purchase of La Clef and take the building off the real estate market, **signed a six-month sales agreement** with the CSE.

The countdown begins: the fund must raise the entire sum **before October 26th** !

THE FINAL STRETCH !

In addition to the donations and pledges collected over the past two years, we have also received a bank loan: to date, **we have already reached 80% of our objective**. **We still have to raise 600 000 €:**



Today, **the collective is relaunching its crowdfunding campaign** and continues to actively seek patrons. Any donation is tax-deductible up to 66% for individuals and 60% for businesses. These contributions are disinterested: patrons and donors have no decision-making power over the upcoming project, ensuring the independence of the user association.

LA CLEF REVIVAL CONTINUE DE PROGRAMMER

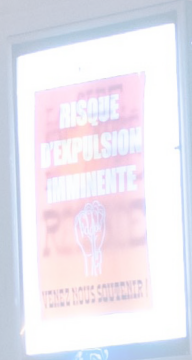
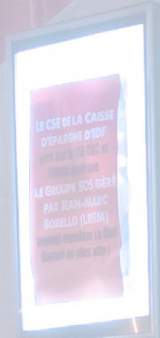
The very next day after the eviction, several alternative venues and supportive cinemas showed great solidarity to the association in order to allow it to continue its activities. After a few months of wandering, La Clef Revival has settled down at the DOC! in Place des Fêtes, and offers a pay-as-you-wish screening every Sunday. For the past few months, in solidarity with the social movement that is shaking France, all profits are donated to various strike funds. See you next Sunday!

**LA CULTURE
AHORREAU DU VIDE**

LA CLEF



CINEMA



31 months of occupation

+ 100 volunteers

+ 20 000 members

+ de 600 screenings

+ de 1000 films

1 film residency

30 workshops

2 webradio sessions

THE OCCUPATION OF CINEMA LA CLEF

La Clef is a historic cinema located in the Latin Quarter, created in 1973 and taken over eight years later by the CSE of the Caisse d'Epargne from the Ile-de-France Region. For decades cinema has been operated by several associations whose unique programming in Paris, highlights less represented cinematographies.

In 2015, the owner decided to sell the building. Failing to find a buyer at the asking price, the cinema closed its doors in April 2018. In September 2019, people from alternative venues, artists, and film professionals, supported by local residents, initiated **a citizen occupation of La Clef in order to preserve the last associative cinema in Paris.**

The collective thus formed programs of a different film every evening, at a free price - without hierarchy of genre, duration, or means of production, and with particular attention to little-distributed works. Whenever possible, films are presented by their director or artistic and technical collaborators. This permanent festival receives enthusiastic support from spectators, the press, film professionals, and institutions.

From month to month, the activities of the venue diversify: outdoor screenings during lockdown, cinema initiation workshops offered to children of the neighbourhood, ephemeral radios... The collective also inaugurated a laboratory of creation, Studio 34, which supports five short film projects in their whole production process and offers free training workshops in cinema techniques.

For two and a half years, La Clef has become a privileged place for exchanges and transmission of knowledge between confirmed professionals, budding filmmakers, and cinephiles.

Despite this effervescence, the owner initiates legal proceedings against the occupation. On March 1, 2022, regardless the exceptional mobilisation of its supporters, the collective was evicted by the police.

The association La Clef Revival then initiates a dialogue with the owner and revives the Cinéma Revival endowment fund in order to acquire the building.

THE ENDOWMENT FUND CINÉMA REVIVAL

Rather quickly, the collective seeks to perpetuate its actions and to this end develops a project for the legal takeover of the cinema La Clef. To take shape, they created an endowment fund in September 2020: Cinéma Revival.

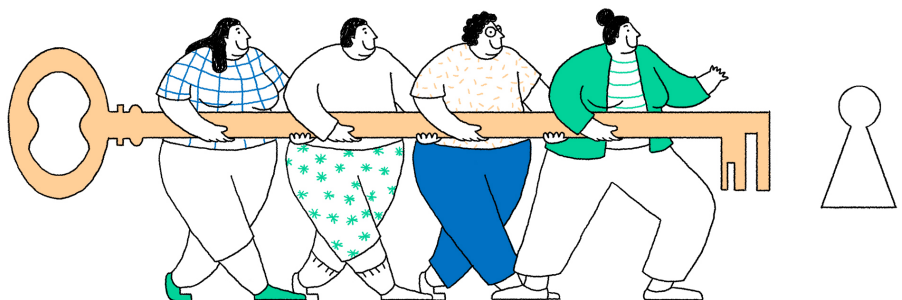
An endowment fund is a public interest structure, without shareholders, which allows the collection of donations, gifts and tax-free legacies in the framework of a public interest mission.

In this case, Cinéma Revival's aim is to safeguard cultural venues with a mainly cinematographic vocation, whose management is the responsibility of the users brought together in associations that tend towards a horizontal, self-managing and participatory organisation, and implement independent and collective programming.

Its role is to structure the cinema's purchase offer, notably by organising the fundraising and taking out a bank loan.

Once it becomes the owner of La Clef, the endowment fund will entrust its management to the association La Clef Revival. In this model of «ownership by use», it is neither the owners of the buildings nor the patrons - whatever the amount of their donation - but the people who keep the cinema alive who freely organise its activities.

This arrangement guarantees not only the independence of the user collective, but also the continuity of the cinema's operation: if La Clef Revival ceases its activity one day, Cinéma Revival will ensure the transfer of the premises to another collective project defending films that are not widely screened and offering solidarity-based prices.



OUR SUPPORTERS

They made a donation to Cinema Revival :

Mathieu Amalric - Swann Arlaud - Olivier Assayas - Frank Beauvais
- Sébastien Betbeder - Pascale Bodet - Agathe Bonitzer - Lucie
Borleteau - Guillaume Brac - Nicole Brenez - Mikael Buch - Dominique
Cabrera - Robin Campillo - Leos Carax - Alain Cavalier - Guy Chabanis
- Ali Cherri - Richard Copans - Judith Davis - Alice De Lencquesaing -
Sophie Fillières - Sylvain George - Denis Gheerbrant - Yann Gonzalez
- Diego Governatori - Arthur Harari - Mikhaël Hers - Agnès Jaoui -
Valérie Massadian - Guillaume Massart - Callisto McNulty - Louise
Narboni - Jacques Perconte - Jean-Gabriel Périot - Nelly Quettier -
Régis Sauder - Céline Sciamma - Brigitte Sy - Jacques Tardi - Melita
Toscan du Plantier - Virgil Vernier - Valérie Zenatti - Rebecca Zlotowski



OUR TAKEOVER PROJECT

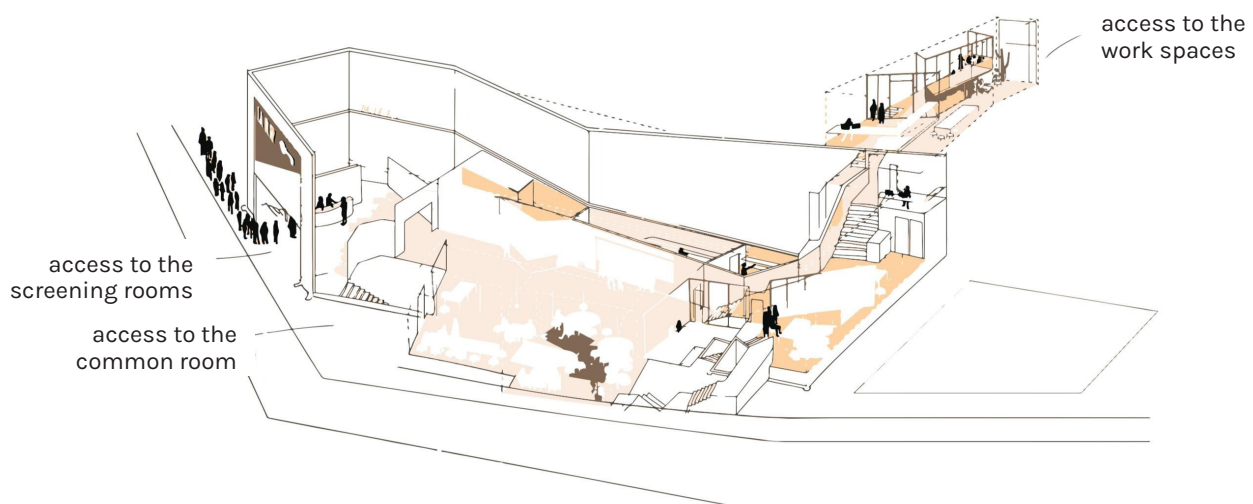
The collective came to save a building, but what was invented inside La Clef - the collective programming, the open price, etc. - became just as important in the fight.

The association La Clef Revival therefore developed a project for the legal takeover of the cinema, nourished by two and a half years of effective management and sustainable in the long run.

This project is based on the sharing of spaces and a continuous use of the space: creative activities during the day; screenings, debates and meetings in the evening.

It combines collective programming, meetings with professionals and support for emerging creation :

- the two historic screens of the cinema will host **at least one screening every day** - to which will be added cartes blanches, the hosting of festivals, concerts, conferences... **always at a pay-as-you-wish price!**
- the multi-purpose space will be preserved in order to extend discussions at the bar after the screenings, or to host workshops on image education.
- the parts of the building not used until now will be converted into **creative spaces** (image and sound editing rooms, offices for writing workshops). Half of the year, these spaces will be rented at solidarity rates to emerging professionals; the rest of the year, they will be reserved for the free and open workshops carried out by Studio 34.





**SEE YOU SOON
AT LA CLEF!**

MORE INFO

laclefrevival.org

CONTACT

contact.laclefrevival@gmail.com / 06 86 04 31 59