



PRESS RELEASE

CECIL COURT'S
FLICKER ALLEY SUMMER FESTIVAL
SATURDAY 24 JULY 10AM -8PM

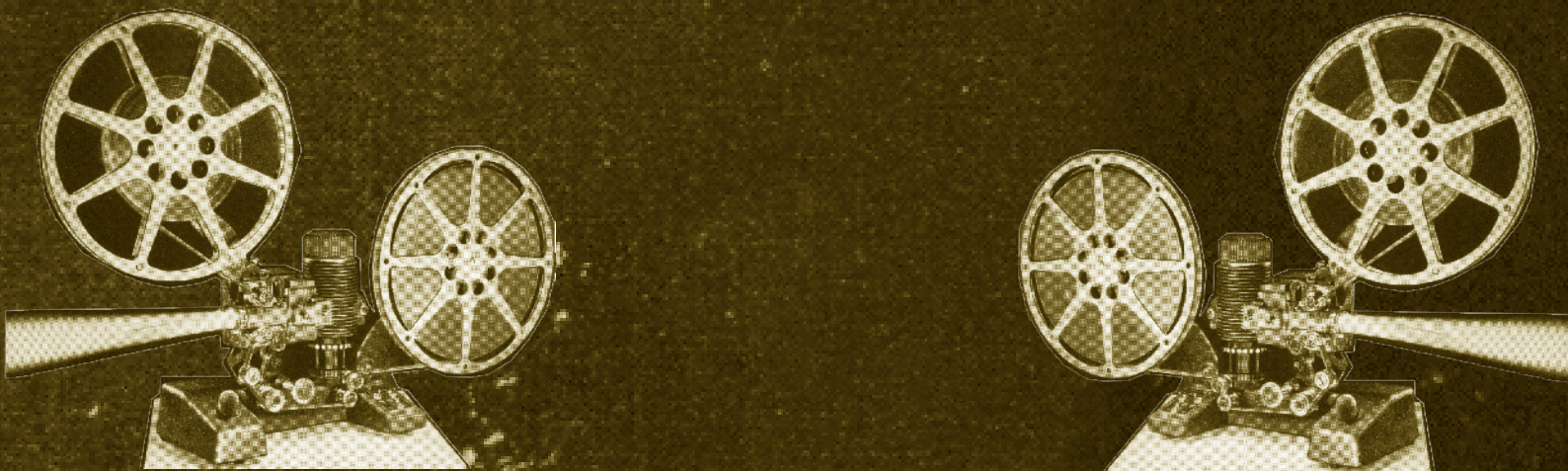
At the dawn of this new decade Cecil Court looks towards the future by embracing the flickering memories of its past. This summer it will host a *Flicker Alley* themed series of events; a festival that will both explore the heritage of this unique British thoroughfare and celebrate its contemporary presence.

Flicker Alley was the nickname given to Cecil Court during the time it was the central hub of the early British film industry (early 1900's). In the decade leading up to the First World War almost 40 film-related businesses had premises on the street including many famous names in early cinema: Hepworth, Nordisk, Gaumont and American Vitagraph.

Today, Cecil Court is known worldwide for its independent, experienced and knowledgeable shop owners. This enchanting Victorian thoroughfare hosts an eclectic selection of specialist shops that trade in first edition books, antiques, art, prints, engravings, and maps. Present day Cecil Court remains an indispensable destination for a variety of 'one-of-a-kind' objects and precious collector items.

The two pages below outline the events and activities of the Cecil Court Summer Festival. For any additional information please contact the coordinators of the festival:

Etan Ilfeld or Sunshine Frère (Tenderpixel Gallery):	tenderpixel@googlemail.com
Tim Bryars (Tim Bryars Ltd):	tim@timbryars.co.uk
David Drummond (Pleasures of Past Times):	pan.drumm@virgin.net
David Headley (Goldsboro Books):	david.headley@goldsborobooks.co.uk





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GUEST LECTURES & SPECIAL PERFORMANCES

Dr Simon Brown lectures on Flicker Alley and the early days of British Film

The Cecil Court Trade Association is also pleased to announce the involvement and consultation of film historian Dr Simon Brown, author of the most recent published in-depth study of Flicker Alley: <http://www.manchesteruniversitypress.co.uk/uploads/docs/FS1002.pdf> Simon Brown will be giving a lecture on Flicker Alley, Cecil Court and the Emergence of the British Film Industry. His Lecture will start at 2pm.

Gary (Valentine) Lachman lectures on Aleister Crowley

Writer and musician Gary Lachman (a founding member of Blondie, and later accompanied Iggy Pop on guitar), will talk about the influence of **Aleister Crowley** on film, including the work of maverick American film maker and occultist **Kenneth Anger**. As a writer, Lachman has contributed to The Guardian, Mojo, Times Literary Supplement and other journals. His first book, Turn Off Your Mind: The Mystic Sixties and the Dark Side of the Age of Aquarius, a revisionist history of the 1960s counter culture, appeared in 2001. It was followed in 2002 by New York Rocker: My Life in The Blank Generation, an account of his years on the New York (CBGB) and Los Angeles music scene in the 1970s. Gary's lecture will run from 4-5pm.

Early Film Screenings & the Musical Musings of John Sweeney

Featuring the original Alice in Wonderland Film (Hepworth, 1903, 8 minutes).

One of the court's most exciting projects will be a recreation of an early film screening: a century ago showmen would have watched the latest films in Cecil Court, before choosing which ones to hire and take on tour. The Cecil Court Association will be playing showreels featuring the work of film pioneers procured from the BFI archives. Tenderpixel Gallery will once again be converted into a screening cinema in order to show them. In keeping with the spirit of a early film screening recreation, pianist John Sweeney will be providing musical accompaniment to these otherwise, silent gems. One of the films that will be screened is the first ever film of Alice in Wonderland (recently restored by the BFI). This film has its origins here in Cecil Court, it was made by Hepworth in 1903 and distributed from Cecil Court. Screenings will be held at 1-2pm and 3-4pm.

Currents of the contemporary: Tenderflix film screenings & DVD Launch

In conjunction with this glimpse into the past will be an explosion into the future. During the festival, Tenderpixel, in collaboration with Rushes Soho Shorts, will also be showcasing a jury selected series experimental short films, providing audiences with a sample of talented emerging British films and filmmakers. These films will also debut on a special limited edition DVD (Tenderflix 2010 -100copies) that will be available for purchase from Tenderproduct Shop from the July 24th launch evening onwards. The Tenderflix screenings will occur from 5-9pm on the 24th of July, and also daily throughout the Tenderflix Film festival (The 22nd to the 30th of July).



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FESTIVAL DISPLAYS & SPECIAL ACTIVITIES IN THE COURT

CECIL COURT THEMED SHOP DISPLAYS

Many of the shops in Cecil court will be participating in the festive atmosphere by contributing special themed window displays. Below is but a small sample of the planned window exhibitions:

Cameras and magic lanterns in Mark Sullivan Antiques	9 Cecil Court
'Cars on Film' in Motor Books	13-15 Cecil Court
'Books on Film' in Nigel Williams	25 Cecil Court
'Alice on Film' in Marchpane	16 Cecil Court
Film Stars' Autographs in T. Alana Brett	24 Cecil Court
Film Stars' Jewellery in Christopher St James	14 Cecil Court
'Italian Cinema' in the Italian Bookshop	5 Cecil Court
Early Cinema Posters in Tenderpixel Gallery	10 Cecil Court
Tenderflix & Tenderpix Special DVD Display	6 Cecil Court
Cecil Court & the Early Film Trade' in Greening Burland	27 Cecil Court

+ several other shops specialising in the performing arts here in the centre of theatreland

FLICKER ALLEY BLUE PLAQUE INSTALLATION

Also installed in the windows of all of the shops in Cecil Court are a series of Blue Historical Plaques, a series of 'Flicker Alley' plaques, identifying where and when film companies and other noteworthy persons had their premises.

MICROPERFORMANCE SERIES FROM THE SHORT FILM MOVEMENT

The Short Film Movement is a collective dedicated to bringing filmmakers, actors, writers, musicians, dancers and many other types of artists together to form a network for inspiration and collaboration via the medium of Short Film. There are planned micro performances by members of the Short Film Movement held throughout the day in the court, keep your eye out for them.

