



News release

21 May 2013

The 'Archive Alive' mobile cinema tour launches in Clacton on Sunday 2 June!

Norwich's Heritage Economic and Regeneration Trust (HEART) is launching its Digital Heritage Project's Archive Alive tour at the Town Square in Clacton on Sunday 2 June from 9.30am – 12.30pm.

This exciting and unique tour features a 1960s vintage mobile cinema stopping at 17 locations across East Anglia to offer screenings of local archive films aboard the 22 seater digital cinema. Admission is free and there is no need to pre-book, visitors are invited to just turn up on the day.

The Archive Alive tour starts in Clacton on Sunday 2 June and completes its journey in Hunstanton on Monday 10 June, bringing the archive alive to people throughout Essex, Cambridgeshire, Suffolk and Norfolk.

Visitors to the mobile cinema at Clacton Town Square will get a special chance to see archive film of the area shot during the last century. There will also be the chance for visitors to view and explore the archivealive.org website on a state of the art touchscreen.

Jane Jarvis, Digital Heritage's Project Manager said: "We are very excited to be taking the Archive Alive tour to Clacton - it is a great way to help spread the word about what a fantastic resource archive film is. With more of these unique images now available online they can be viewed to enhance our learning and understanding of our region and the way we used to live. We hope lots of people, of all ages, will come aboard and enjoy bringing the archive alive."

Alan Goggin, Tendring District Council's Cabinet Member for Tourism, said the Council is pleased that Clacton has been chosen as the launch location for the tour.

“We are delighted to welcome the vintage mobile cinema to the Town Square and I am sure that the archive film will be of great interest to both residents and visitors alike,” he said.

“It is a new attraction, albeit for one day, but we hope that if it is well received it may well make a return at a later date.”

The Digital Heritage Project is a cross-channel initiative between Norwich HEART, the University of East Anglia and Pole Image Haute-Normandie and is funded by Interreg IVA Channel (France) - England. The archive film footage has been researched and selected for digitisation by HEART working closely with the UEA’s East Anglian Film Archive. Rouen based screen agency, Pole Image have worked similarly with the archive of the Mémoire Audiovisuelle of Upper Normandy. As part of the cross-channel project, the 1960s mobile cinema, restored and renovated to screen digital film, will tour Upper Normandy in May to present its archive films to audiences in a number of locations including Le Havre, Deauville, Gisors and Rouen.

One of the aims of the Archive Alive tour is to promote the website www.archivealive.org which showcases hundreds of digitised archive films from across East Anglia. It also features a selection of archive films from Upper Normandy with the opportunity to compare and contrast our social history on both sides of the channel.

For further information on the tour itinerary, locations and timings please visit www.archivealive.org

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Notes to editors:

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About Norwich HEART

Norwich Heritage Economic and Regeneration Trust (HEART) is a private, charitable trust set up to act as an umbrella organisation for all of the heritage on offer in Norwich. We

strategically plan, regenerate, manage and promote Norwich's heritage and act as a best practice model internationally for developing heritage as a social and economic regeneration vehicle. HEART receives support from bodies including the University of East Anglia and Norwich City Council and has received project funding from a variety of sources including European Union, HM Treasury, the East of England Development Agency and Norfolk County Council.

www.heritagecity.org

About the Digital Heritage Project

The Digital Heritage Project is currently working with the East Anglian Film Archive (EAFA) to digitise hundreds of archive films from Norfolk, Suffolk, Essex and Cambridgeshire from as far back as 1896. With an aim of bringing the archive alive, the Digital Heritage Project is working with two major film archives from both sides of the channel, EAFA and Rouen based, Pôle Image Haute-Normandie.

In October 2012, the Digital Heritage Project launched its new website which showcases a vast and impressive collection of East Anglian and French films which are an important part of our social history and heritage. This project is made possible via EU funding from the Interreg IVA Channel Programme within the scope of the European Regional Development Fund (ERDF).

Norwich HEART is partnering Pole Image Haute-Normandie as part of their Interreg Channel Partnership, Digital Heritage.

The East Anglian Film Archive is the moving image archive for the region. The Archive is owned and operated by the University of East Anglia (UEA) www.eafa.org.uk

Pôle Image Haute-Normandie is a non-profit organisation funded by the Region of Upper Normandy and The Minister of Culture and Communication for its missions in favour of cinema, audiovisual production and photography www.poleimagehn.com

Interreg IVA Channel Programme is funded by the European Union, within the scope of the European Regional Development Fund (ERDF). The programme aims to promote emergence – between the French and English parties – of a space of common citizenship fostering a sense of belonging to a cross-border area, and endowed with a specific identity www.interreg4a-manche.eu



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