

Press Release

Majid Majidi's *Beyond The Clouds* and Sundance breakout title Babis Makridis's *Pity* to mark the beginning of the collaboration between MAMI (Year Round Programme) and Carnival Cinemas

Mumbai, 12th April 2018: Film lovers in Mumbai now have a new place they can call home. The MAMI Year Round Programme (YRP) which has become the preferred destination for film lovers in the city has partnered with Carnival Cinemas to make great cinema accessible to audience in South Mumbai.

The partnership will kick off with a special screening of celebrated filmmaker Majid Majidi's *Beyond The Clouds*. This screening will be followed by Sundance breakout title *Pity* in the next ten days at the newly refurbished Matherden Carnival Cinemas (previously known as Deepak Talkies). In the coming months, screenings will also be held at Liberty Carnival Cinemas for cinephiles. The screening of *Beyond the Clouds* will be followed by a Q & A session with Director Majid Majidi and actors, Ishaan Khatter and Malavika Mohanan moderated by Anupama Chopra.

Launched in 2016, the MAMI Year Round Programme is a unique initiative started by MAMI with the belief that it was not enough to have a week-long film festival in a film crazy city like Mumbai. Through the programme, passionate movie lovers can sign up and get free access to the best and latest Indian and international films throughout the year. The Year Round Programme has now screened over 40 films which include sought-after titles like *Lady Bird*, *The Square*, *Zama*, *The Shape of Water*, *Three Billboards Outside Ebbing Missouri*, *A Wrinkle In Time* and *Village Rockstars* and hosted workshops as well.

What makes this partnership even more fitting is that this year marks the twentieth anniversary of MAMI and Matherden Carnival Cinemas which was started in 1926 has been an integral part of Mumbai's cinema history. It is one of the few single-screen cinemas left in the city and has been newly overhauled by Carnival Cinemas in a way that retains its old-world charm and yet gives the audience a cutting-edge cinema experience.

Mr. PV Sunil, MD Carnival Cinemas said, “*Our philosophy at Carnival Cinemas is to keep an eye on the commercial growth of the company but to also nurture the cinema going audience by giving them great films to enjoy. We are big fans of the work MAMI does and hence it is an absolute pleasure to partner with them to bring this programme to audiences in South Mumbai. They will be curating and organizing four film based programmes a month for us and our venues are their new home.*”

Kiran Rao, Chairperson (Mumbai Academy of Moving Image) emphasized that collaborations like this were the need of the hour, “*MAMI is delighted to announce a partnership with Carnival Cinemas on the MAMI Year Round Program. Movie lovers can now watch great films in their historic cinemas like Matherden and Liberty all year round. I personally love these iconic theatres, and feel their spaces are so conducive to Q&As, post-film discussions and “adda-baazi”! We look forward to a really exciting partnership with Carnival Cinemas.*”



Smriti Kiran, Creative Director (Mumbai Academy of Moving Image) said about the association, *“We needed a home in South Mumbai and that is exactly what Carnival Cinemas has given us. We will curate 4 film events at Matterden and Liberty every month. We will continue to do film events in the Western suburbs but it was important to spread this across other parts of Mumbai. Very happy that the first event with them involves two passionate Year Round Programme members actor Ishaan Khatter who makes his debut with Beyond The Clouds and Gaurav Gupta of Carnival Cinemas who came to us with the proposal. May the tribe of film lovers grow so that through them the cultural imprint in the city and across the country strengthens.”*

MAMI Year Round Programme

The MAMI Year Round Programme is a unique programme conducted under the aegis of the Mumbai Academy of Moving Image that brings the latest movies through exclusive screenings, workshops and conversations to film lovers across the city of Mumbai throughout the year. You can sign up for the MAMI Year Round Membership for free here.

www.mumbaiifestival.com/mamiyearroundprogramme
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About Carnival Cinemas

Carnival Cinemas is the fastest growing and one of the largest multiplex chains in India spread across 115 cities with over 440 operational screens at 160 locations. Carnival Cinemas entertains over 55 million patrons annually and has a total seating capacity of over 1,50,000. Carnival Cinemas has recently added two more properties into the overseas market with opening of four new screens in Singapore and have a total of 6 screens there.

In India, its footprint is present in over 20 prominent states. In sync with the current growth plans, Carnival Cinemas has signed MoUs with Governments of Jharkhand and Odisha in order to set up 75 theatres-cum-recreation zones and 150 screens in the respective states. This will enable the Group’s vision of holding 1000 screens by 2018 in India, each one providing a state-of-the-art movie experience and premium service standard.

Website: www.carnivalcinemas.com