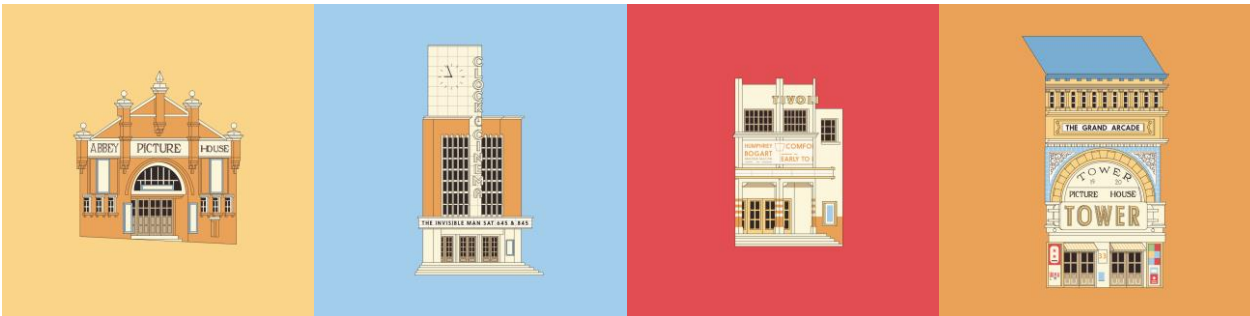


Press Release:
Friday 22nd July 2021

LEEDS' LOST CINEMAS BROUGHT BACK TO LIFE WITH THE LAUNCH OF NEW INTERACTIVE WALKING TOUR



Fascinating stories from sixteen cinemas in Leeds city centre have been brought to life thanks to an exciting new walking tour, produced as part of the Hyde Park Picture House's *Hiding in Plain Sight* heritage project.

From today, the new self-guided audio tour will take visitors on an illuminating journey through Leeds city centre, sharing with them captivating details of some of the city's oldest cinemas – the majority of which are still visible today. From giant super cinemas such as the recently refurbished Majestic, to Leeds' very first cinema, The Coliseum – the tour is free to access and available at: lostcinemas.co.uk

Narrated by Leeds author SJ Bradley, with specially composed new music by Faded Auditoria, the tour includes cinemas such as Briggate Picture House – a luxurious cinematograph theatre which housed two tea lounges, as well as the Paramount Theatre – a huge 2,556 seat venue which staged concerts by The Beatles in 1963 and 1964.

Bringing together years of research, as well as illustrations from artist Adam Allsuch Boardman, the *Hiding in Plain Sight* project allows users to discover the details of over 80 cinemas across the city, via an interactive map. Visitors to the website – which was produced by Leeds-based creative agency Let's Dance and supported by Leeds Inspired – can also contribute to the project directly by submitting memories or photos they have of specific cinema venues.

Hiding in Plain Sight sits within a wider programme of activity being delivered by the Hyde Park Picture House and supported by the National Lottery Heritage Fund – helping to celebrate and preserve Leeds' rich film history. This includes *The Picture House Project* – a multi-million-pound redevelopment project, which will protect and conserve the cinema's important heritage, whilst creating vital new accessible facilities to safeguard the building for generations to come. With work on the redevelopment now underway, the Hyde Park Picture House is expected to reopen in summer 2022, following a two-year closure.

The Hyde Park Picture House's Robb Barham, the lead on the audio tour project, said: "It's been a wonderful journey delving into the rich history of Leeds city centre cinemas - to create a way of bringing them back to life, for the public to see the original features for themselves and to discover our city anew – preserving both our shared heritage and cultural memories."

Illustrator and project researcher Adam Allsuch Boardman said: "I was thrilled to be invited to produce imagery to celebrate the role of cinemas in the Leeds community. During my research, I was drawn to the characteristic facades of each cinema. Whether it's the intricate terracotta

brickwork, or hand-painted and electric signage, each building tells a unique story of its place in Leeds' cultural history."

-Ends-

Notes to Editor

A direct link to the audio tour can be found at: www.lostcinemas.co.uk/#/tour/city-centre-walking-tour

The tour is being launched on Friday morning, with all press about the launch encouraged anytime from Friday onwards.

The audio tour project lead Robb Barham is available today and over the weekend for interviews. Please contact Ollie Jenkins (Marketing & Communications Manager) to arrange: ollie@hydeparkpicturehouse.co.uk | 07525062558

Hiding in Plain Sight is a project delivered by the Hyde Park Picture House, in collaboration with artist and researcher Adam Allsuch Boardman. Funding support has been provided by Leeds Inspired and the National Lottery Heritage Fund. Photographic contributions to the project website have been provided by Leeds Libraries. The project can be accessed via: www.lostcinemas.co.uk

The new city-centre audio tour takes visitors on thirteen cinema stops including: News Theatre (stop 1), Majestic Cinema (stop 2), City Cinema (stop 3), Briggate Picture House (stop 4), Theatre de Luxe (stop 5), Scala (stop 6), Theatre Royal (stop 7), Empire Palace Theatre (stop 8), Paramount Theatre (stop 9), The Plaza (stop 10), Grand Theatre (stop 11), Tower Cinema (stop 12) and The Coliseum (stop 13). Downloadable media assets relating to the Hiding in Plain Sight project can be found at: <https://bit.ly/2PSVe80>.

The Hyde Park Picture House first opened in 1914, the Grade II listed Picture House is one of the UK's oldest cinemas. Beginning its life shortly before the outbreak of the First World War, it gained popularity by screening patriotic dramas and newsreels to boost morale during the action. The Picture House survived the advent of 'talkies' in the 1920s and continues to screen the very best independent, art house and classic films from around the world, as well as special live events with filmmakers, artists and academics. www.hydeparkpicturehouse.co.uk

SJ Bradley a writer from Leeds and provides the narration for the audio tour. She is a Blundell Trust award-winning author, Saboteur Award winning editor (Remembering Oluwale), and fiction editor at Strix Magazine. Her first novel, *Brick Mother*, and her second novel, *Guest*, are both published by Dead Ink. Twitter: @BradleyBooks www.sjbradleybooks.com

Faded Auditoria are a Leeds / Todmorden group specialising in keys-based instrumentation. Founding members R. Barham & V James play pianos & organs & synths, whilst thinking about old things. www.hydeparkpicturehouse.bandcamp.com

The Picture House Project. In December 2018, the Hyde Park Picture House received confirmation of a £2.3million National Lottery Heritage Fund grant, allowing it to begin work on the Picture House Project – a vital redevelopment that will secure the future of the historic cinema. Due to recent delays caused by the coronavirus pandemic, building work on the project has only recently begun, with the cinema now expected to reopen in summer 2022. Full details about the project are available at: www.thepicturehouseproject.com

The National Lottery Heritage Fund invests money to help people across the UK explore, enjoy and protect the heritage they care about - from the archaeology under foot to the historic parks and buildings that help articulate our history, from precious memories and collections to rare wildlife. www.heritagefund.org.uk

Leeds Inspired manages two grant schemes to support arts events and arts projects taking place in Leeds. As well as funding projects, they also run a listings website, promoting thousands of gigs, exhibitions, performance and screenings from hundreds of independent venues in the city. www.leedsinspired.co.uk

Colours May Vary is a Leeds based independent shop. Established in 2012, they have a particular focus on graphic art and design, typography, illustration and product design – and a commitment to supporting fellow independents in Leeds. This year, they published a book to coincide with the Hiding in Plain project, featuring Adam Allsuch Boardman's cinema illustrations. More details on the book can be found at: coloursmayvary.com/products/hiding-in-plain-sight-1

Adam Allsuch Boardman is a freelance illustrator, writer and animator. Previous clients have included national museums, Grizzly Games, Apple, WSP and Nobrow. Adam first became involved with the Hyde Park Picture House in 2016, when he exhibited works based on the building for his graduation show at Leeds Arts University. The works featured an in-depth study of the Hyde Park Picture House; ranging from detailed architectural drawings, to meticulous renderings of the ephemera spread around the cinema. Adam's first published book, 'An Illustrated History of Filmmaking' was published by Nobrow in 2018, and his second book 'An Illustrated History of UFOs' is due to be released in Autumn 2020. www.facebook.com/aaabillustration

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