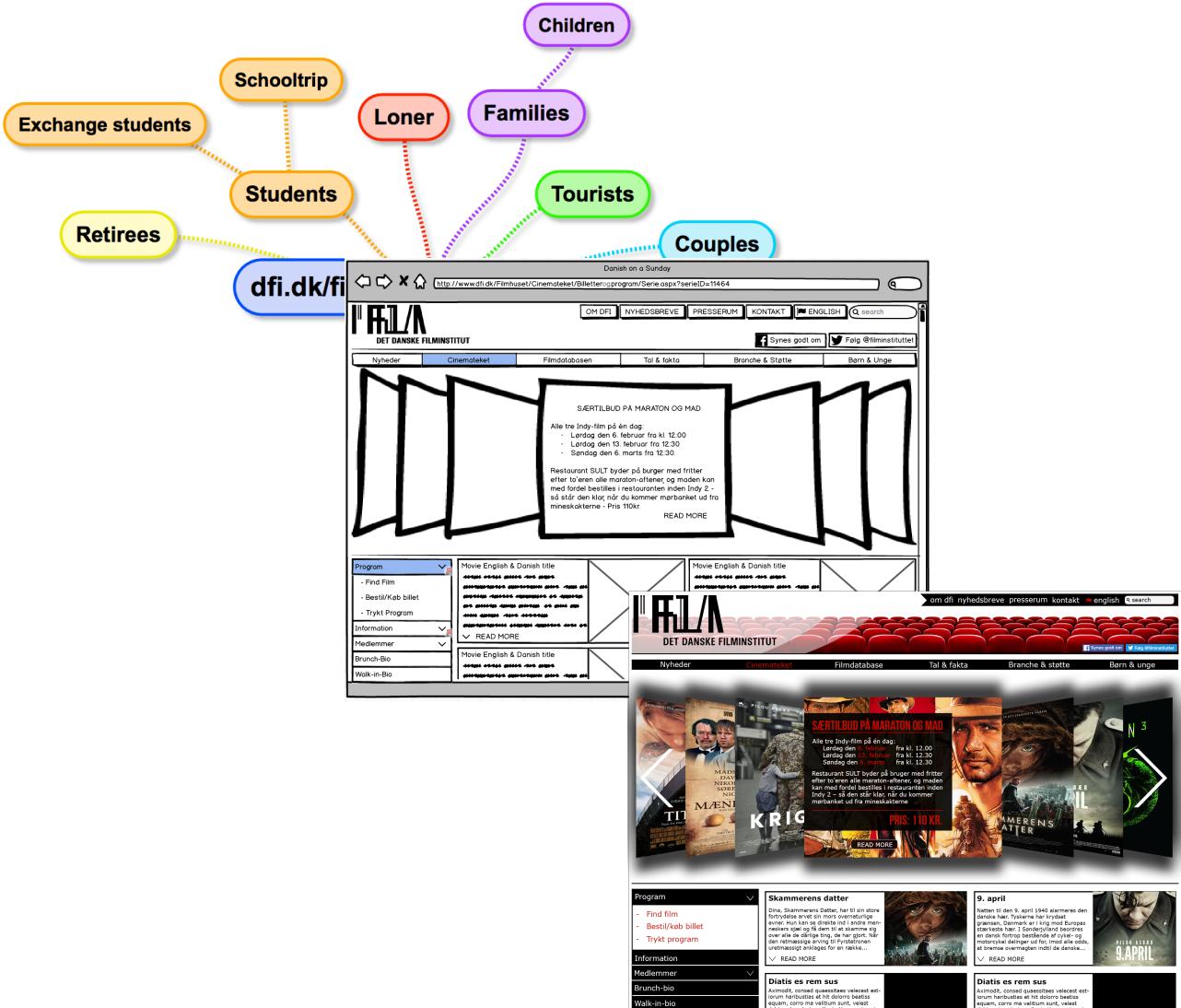


Major Web Project

Mandatory Assignment: Developing ideas for website:
<http://www.dfi.dk/Filmhuset/Cinematheket/Billetter-og-program/Serie.aspx?serieID=11464/>



By: Asger Balle Pedersen

Index

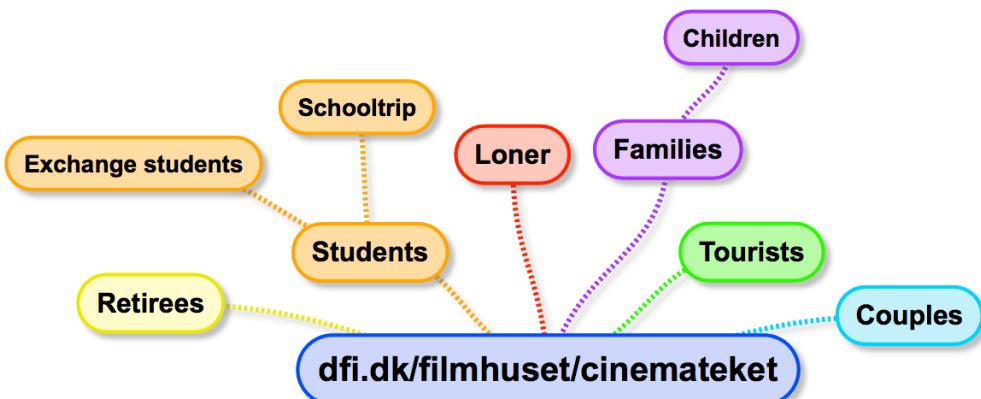
PART 1 - USE DESIGN THINKING TO UNDERSTAND USER NEEDS	3
KNOW YOUR USERS - USER PERSONAS	3
<i>Brainstorm of personas</i>	3
<i>Description of the two personas</i>	4
DESCRIBE THE SCENES - ACTIVITIES, ENVIRONMENTS, INTERACTIONS, OBJECTS AND USERS	4
CREATE A POINT-OF-VIEW STATEMENT	5
CREATE A "HOW MIGHT WE..."	5
PART 2 - SKETCH AND STORYBOARD WIREFRAMES TO VISUALLY LAYOUT YOUR SITE'S CONTENT, STRUCTURE AND INTERACTION	6
WIREFRAME FOR THE DESKTOP VERSION	6
<i>Mock-up: Main</i>	6
<i>Mock-up: Sub-Movie</i>	7
<i>Mock-up: Sub-movie-awards</i>	8
<i>Mock-up: Sub-Movie-Serie</i>	9
<i>Mock-up: Sub-info</i>	10
<i>Mock-up: Sub-info-nav</i>	11
WIREFRAME FOR THE MOBILE VERSION	12
<i>Mock-up: Main</i>	12
<i>Mock-up: Sub-movie</i>	13
<i>Mock-up: Sub-Info</i>	14
HOW MIGHT WE...	15
PART 3 - COMMUNICATE THE VISUAL DESIGN OF YOUR SITE	16
WEB VERSION - MAIN	16
MOBILE VERSION - MAIN	17
WEB VERSION - SUB-MOVIE	18
MOBILE VERSION SUB-MOVIE	19
WEB VERSION - SUB-INFO	20
MOBILE VERSION - SUB-INFO	21

Part 1 - Use Design Thinking to Understand User Needs

Know your Users - User Personas

To identify the user personas we gather all personas we can think of related to the website in a brainstorm. From the brainstorm we will research the different areas of two personas to determine their behaviour, motivation, social circles, etc.

Brainstorm of personas



- Students are trying to get the most out of their money, so both quality and quantity is relevant. The students are often more mobile and might have many goals for going to the movie; Social-small talk-starter afterwards, clearing the mind of the everyday workload, social group-bonding etc.
- Retirees would like a full experience; paying for better seats, ordering seat in advance (close to toilet perhaps), eating nearby in a restaurant (often more expensive and appealing ones).
- The Loner is one of the lowest segments attending a movie, these are much targeted and know the background of the movie (might have read the book, seen older version, etc.).
- Families are often 2-4 people in total and are influenced by the kid(s) behaviours and what they want or have seen on TV. The parent exploits this to be socially active with other parents attending the same movie, perhaps even call a fellow parent to bring them. Otherwise, a single parent could be on the lookout for another single parent.
- Tourists are in town looking for the real Danish culture in a hurry. It should be easily accessible without a lot of work ahead understanding the theme or understanding the universe.
- Couples want a movie where they do not need to be fully focused all the way (due to the sharing of popcorn, etc.) The men would like a resume, a description of the universe around the movie, some of the director's opinions and perhaps a critic's point of view, all to impress the other part if there is a moment of confusion or silence before/after the movie.

Description of the two personas

We have chosen two personas characteristics from the brainstorm: The Exchange Student and A Couple having 6th month anniversary.

The Exchange Student:

Sarah is 25, just started her M.Sc. in Copenhagen University in Medicine and has a part time job as a secretary to keep up with the monthly expenses. She wants to learn more about Denmark, but the studies make it difficult to rip a whole day from the calendar.

A Couple having 6th month anniversary

Kevin and Kate live together. Kate just moved from Germany and finds everything new. She tries hard to get a job but finds the Danish system confusing. Kevin works long hours at an office. He sees Kate's struggling and is planning to give her roses, dinner and a movie.

Describe the Scenes - Activities, Environments, Interactions, Objects and Users

In the following section we will identify, analyse and describe Sarah's behaviour before, during and after the movie-going experience in the cinema. It all starts with Sarah overhearing her colleagues on the job talking about a new movie called "Skammerens Datter". She turns to them, asks about the movie and apparently it is a Danish national book, that almost everyone has been forced to read during childhood in elementary school.

Activity:

Sarah looks up the movie at the webpage to see date, time and price of the movie as well as the movie theatre's location in Copenhagen. She also needs to look up the movie "Skammerens Datter" on the Internet, to figure out more about it. It is her intention to invite a friend along, but she needs to know if the movie is in her taste and if it is any good.

Environment:

Sarah is back home in her apartment with her laptop on the sofa. She is enjoying a hot cup of coffee and listening to the band AC/DC playing "Thunderstruck" originating from the sound blaster system. Sarah's phone is next to her on the table just to the left of the coffee cup.

Interactions:

From the interaction earlier with the colleagues they told her about the book version more or less from their school time, but they were not very specific on details. Sarah is searching the webpage to see if and when the movie is shown. She is also especially interested in knowing about review and special remarks the movie has been given, before she can invite her friend along.

Objects:

Sarah, sofa, laptop, table, coffee cup, Internet, web ticket-sale

Users:

Sarah is relaxing and easily finds the date and time of the movie and she really likes the small English appetiser. However, she gets a bit frustrated as she begins to search the Internet for the critic's reviews, having to ensure it is not the book or another movie version that she is reading about.

Create a Point-of-View Statement

Point-of-view statement frames the problem at hand from the user's point-of-view.

User:

We are designing the webpage for students, more specifically exchange students with the emotional needs for exploring the culture and what their new surroundings can offer.

Need: An exchange student needs to know;

- That the movie is the right one concerning both the Danish and English title translation.
- Reviews and awards the movie has received in order to choose the right one.
- The location of the cinema in Copenhagen.
- The choice of public or private transportation through town (considering maintenance)
- Determine clothes to wear pending on the weather.
- A place to eat before or after the movie pending on the time it is playing.
- A place to go get a cocktail or beer.

Insight:

The most surprising fact about the user is the amount of planning, before actually ordering the tickets to the movie. From a business point of view the fear of losing the customer to another competing website or company is huge during this planning period, which only grows as user needs to look elsewhere on the Internet to find reviews, navigation, restaurant, bar, etc. To improve the chances of the user buying the tickets, the webpage could provide and display rewards and reviews from critics that the movie has received.

Create a "How might we..."

Amplify the good:

How might we help Sarah amplify the good in sharing Danish culture through movies to foreigners?

Diminish the bad:

How might we diminish the discomfort for Sarah with the amount of planning before going to the movie?

Reframe the bad into good:

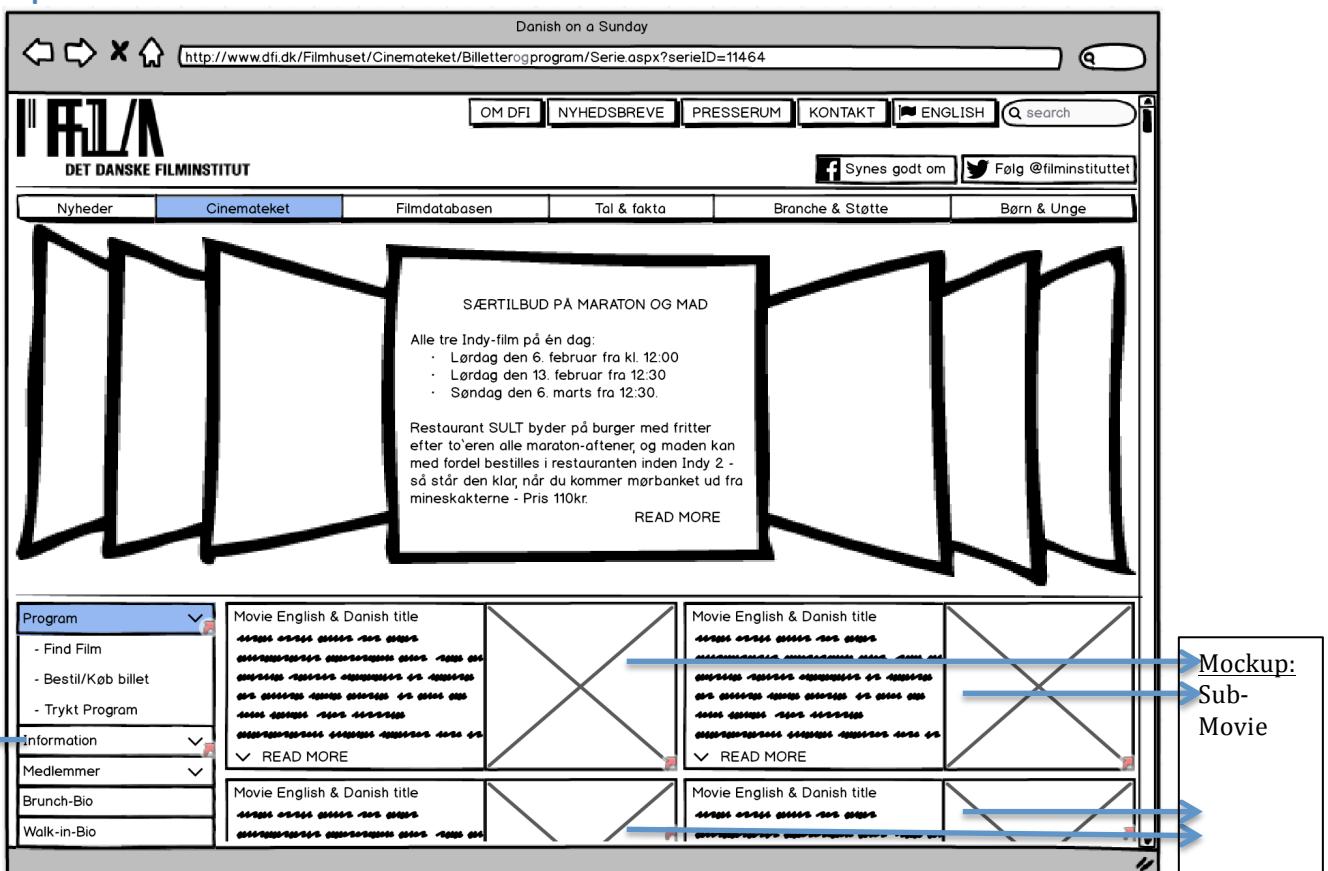
How might we help Sarah collect info and plan her Sunday with her friend?

Part 2 - Sketch and storyboard wireframes to visually layout your site's content, structure and interaction

In the following section, we describe the functions, structure and content in order to visualise the layout of our website. We have determined the resolutions of the webpage based on the W3C stats¹ to be 768 x 1024 px, due to fact that almost 40% of the users have this. The "Danish on a Sunday" website will still be a part of dfi.dk and therefore it keeps the original header, head-banner and top-menu from the primary website. In order to navigate within the "Danish on a Sunday" website a navigation bar to the left is provided. The Wireframes for the desktop version consist of 6 mock-ups, but only the three Mock-ups: "Main", "Sub-movie", "Sub-info" will be used further on in the assignment.

Wireframe for the Desktop Version

Mock-up: Main



This wireframe provides a greater overview of the content of the sites and allows the user to be inspired from the cover-flow with upcoming events, special offers etc. On the left, below the cover-flow, the user can navigate in the navigation-bar to find and order movie, collect information and enter the member's area. On the right of the navigation-bar, all current movies playing (views) are shown with both the Danish and English title along with a short appetiser.

* The user clicks on a movie-view and is linked to Sub-Movie

¹ <http://www.websitedimensions.com>

Mock-up: Sub-Movie

Danish on a Sunday
<http://www.dfi.dk/Filmhuset/Cinemateket/Billetterogprogram/Film.aspx?filmID=f32786>

DFI DET DANSKE FILMINSTITUT OM DFI NYHEDSBREVE PRESSERUM KONTAKT ENGLISH search

Synes godt om Følg @filminstituttet

Nyheder Cinemateket Filmdatabasen Tal & fakta Branche & Støtte Børn & Unge

Official pictures from the selected movie

Mockup: Main

Mockup: Sub-info

Program

- Find Film
- Bestil/Køb billet
- Trykt Program

Information

Medlemmer

Brunch-Bio

Walk-in-Bio

Movie Review Awards Serie

Movie English & Danish title

Resumé

Mockup: Sub-Movie-Awards

Mockup: Sub-Movie-Serie

The wireframe alters the content of the cover-flow to only display this movies official pictures and posters (also special offer, if it is for this movie). The area with the 4 views, from mock-up: main, is switch with one big view displaying the Titles, Resume, Official Movie Poster(right) and below this are price, time, date, length etc. displayed. In the top 4 tabs are revealed: "Movie, Review, Awards and Serie"

* The user clicks on the tab "Awards" and is linked to Sub-Movie-Awards

Mock-up: Sub-movie-awards

Mockup: Sub-Movie

Mockup: Sub-Movie-Serie

Danish on a Sunday
http://www.dfi.dk/Filmhuset/Cinemateket/Billetterogprogram/Film.aspx?filmID=f32786

Mockup: Main

Mockup: Sub-info

Program Movie Review Awards Serie

Movie English & Danish title

Awards Won:

Robert Festival 2016

- Best Children/Youth Film (Årets børne- og ungdomsfilm)
Nina Lyng (producer)
- Eva Juel Hammerich (producer)
- Kenneth Kainz (director)
- Best Adapted Screenplay (Årets adapterede manuskript)
Anders Thomas Jensen
- Best Costume Design (Årets kostumer)
Kippi Ilander
- Best original score (Årets score)
Jeppe Kaas
- Best visual Effects (Årets visuelle effekter)
Martin Madsen
- Morten Jacobsen

Awards Nominations:

Audience Award

- Best Audience Award
Nina Lyng (producer)
- Eva Juel Hammerich (producer)
- Kenneth Kainz (director)

Robert Festival 2016

- Best Production Design (Årets scenograf)
Waldemar Kalinowski
- Best Cinematography (Årets fotograf)
Lasse Frank Johannessen
- Best Make-Up (Årets sminkør)

The cover-flow stays the same only display this movies official pictures and posters (also special offer, if it is for this movie). The big view now displaying the Titles, Awards won and nominations in a grid and still with the official movie poster to the right.

* The user clicks on the tab "Serie" and is linked to Sub-Movie-Serie

Mock-up: Sub-Movie-Serie

Danish on a Sunday
<http://www.dfilm.dk/Filmhuset/Cinemateket/Billetterogprogram/Film.aspx?filmID=f32786>

Mockup:
Main

Mockup:
Sub-info

Mockup:
Sub-Movie

Mockup:
Sub-Movie-Awards

The Shamer's daughter,
Skammerens datter

Skammerens datter er en fantasyroman af Lene Kaaberbol fra 2000. Den er første bog i hendes serie om Skammerens børn. Bogen blev i 2012 omsat til en musical og filmatiseret i 2015. Den sammenhørende serie: Skammerens datter, Skammertegnet, Slangens gave, Skammerkrigen.

Ordsprog: Sandheden er det skarpest våben

Tivia:
 Of the main actors in this Danish movie, Maria Bonnevie is Swedish and Jakob Ottebro is Norwegian. Both speak almost flawless Danish.

'Maria Bonnevie' played Dina in Jeg er Dina (2002) and here, plot, style and genre is miles apart, she plays another Dina's mother.

The cover-flow stays the same only displaying this movies official pictures and posters (including special offer, if possible is for this movie). The big view now displays the titles, a description of the universe and small amount of facts associated with the film. It is here the user clearly should know that the film is based on a Danish national book and the first in a series of 4. The picture to the right could be the author with all 4 books together.

* The user clicks on the navigation-bar "Information" and is linked to Sub-info

Mock-up: Sub-info

Mockup: Sub-info-nav

Mockup: Main

Mockup: Sub-info

The wireframe alters the content of the cover-flow back to its original inspiring state with all upcoming events, special offers, etc. The navigation-bar folds out with new options and a new big view appears with information. In the top of the big view 4 tabs are revealed: "Information, Navigation, Restaurant and Bar". The view itself contains a list of contact information both address, telephone and the weekly opening/closing hours. The map to the right provides the location of the Cinemateket, Parking area, Train station, Bus stop, the Restaurant SULT and the bar TØRST. This should ease the planning by locating the different transportation options and how to go around.

* The user clicks on the tab "navigation" and is linked to Sub-info-nav.

Mock-up: Sub-info-nav

Mockup: Sub-info

Danish on a Sunday
http://www.dfi.dk/Filmhuset/Cinemateket/Billetterogprogram/Serie.aspx?serieID=11464

SÆRTILBUD PÅ MARATON OG MAD

Alle tre Indy-film på én dag:

- Lørdag den 6. februar fra kl. 12:00
- Lørdag den 13. februar fra 12:30
- Søndag den 6. marts fra 12:30.

Restaurant SULT byder på burger med fritter efter to'eren alle maraton-aftener, og maden kan med fordel bestilles i restauranten inden Indy 2 - så står den klar, når du kommer mørbancket ud fra mineskakterne - Pris 110kr.

[READ MORE](#)

Mockup: Main

Mockup: Sub-info

Program

Information

Navigation

Restaurant

Bar

Cinemateket

Adresse: Gothersgade 55, 1123 Copenhagen, Denmark

Rutevejlening:
*Der er ca. 7min gang fra Nørreport Station til Cinemateket

Placering:

Bil, Cykel, Gå

Offentlig transport

Afgang: 10:00 08 / 03 / 16

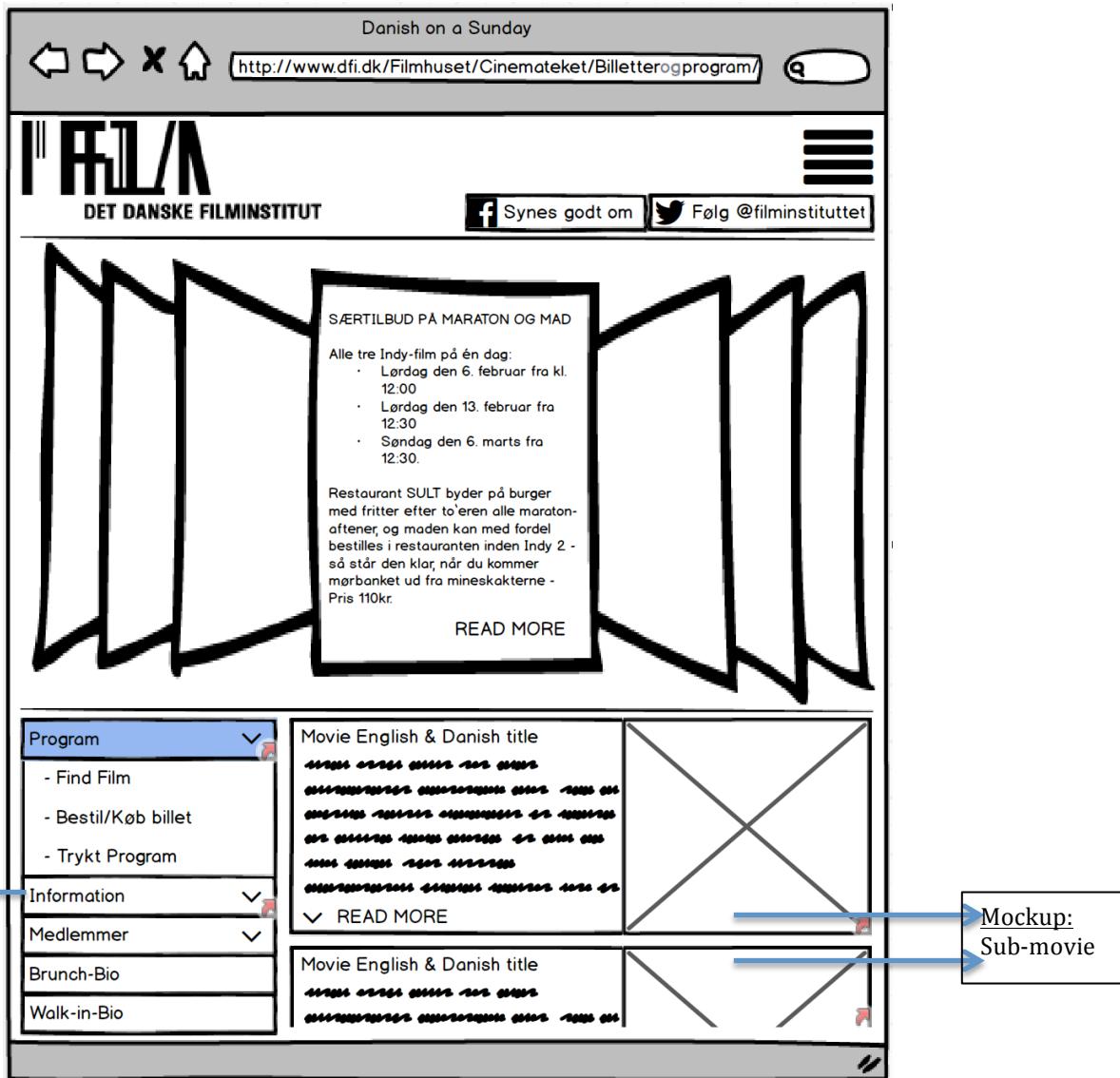
Ankomst: 10:00 08 / 03 / 16

GoogleMap: Cinemateket Location (default)
GoogleMap: RuteVejledning (plug-in)

The cover-flow stays the same with its original inspiring state. The big view changes to a route planner still with a big map to the right. In this view, the user can type in his/her location and pending on choice of public/private transportation. It helps the user plan the trip all the way to Cinemateket. The route planner takes into account that the user should not arrive later than the arrival time provided by the user. It should also be able to display scheduled maintenance on public transportation and work around that.

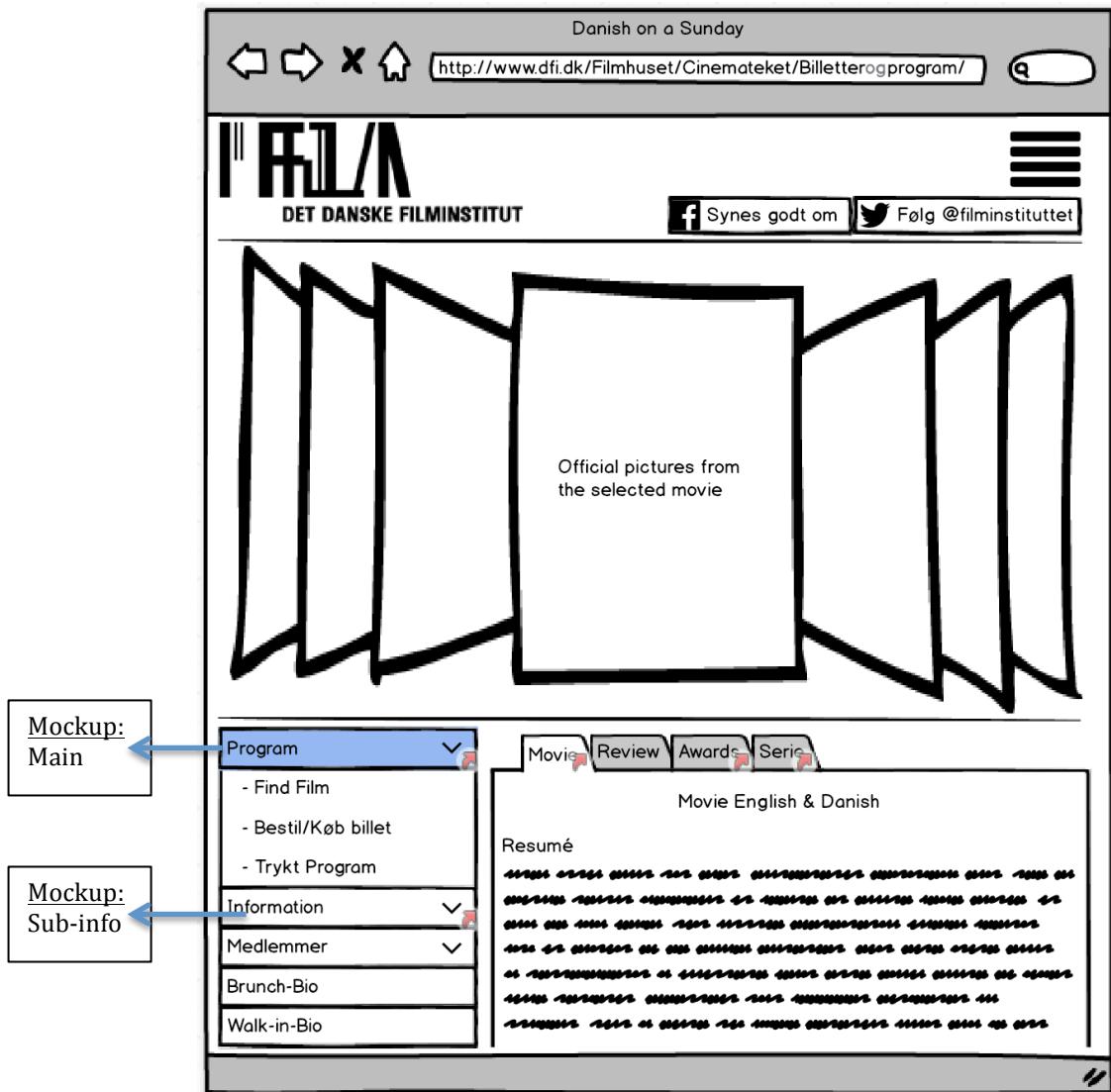
Wireframe for the Mobile Version

Mock-up: Main



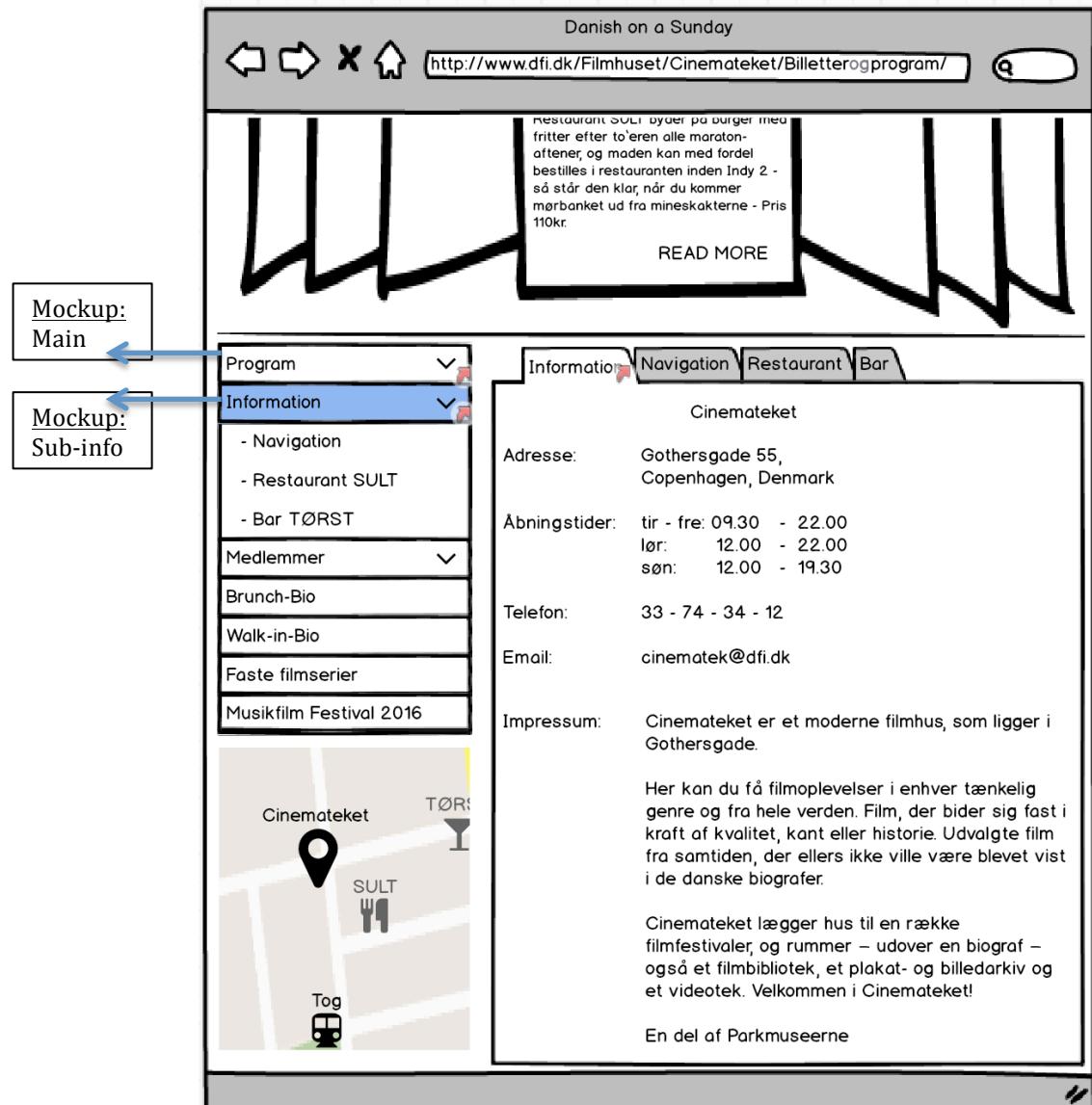
The mobile wireframe keeps the header from the website, but compresses the menu into the icon in upper right corner. The cover-flow and navigation are untouched, but the 4 views from desktop version has been cut 50%. This keeps the objects big enough for the user “on the go” to easily click them.

Mock-up: Sub-movie



The only difference in this wireframe, from the desktop version, is that the picture to the right has been put under the navigation-bar in a smaller size. This keeps the text size readable and the tabs clickable without much effort.

Mock-up: Sub-Info



This wireframe shows how the picture/map from the right in the desktop version replaces under the navigation-bar. This same behaviour is found in Sub-Movie, Sub-Movie-Awards, Sub-Movie-Serie, Sub-info-nav.

How might we...

Amplify the good:

How might we help Sarah amplify the good in sharing Danish culture through movies to foreigners?

- This could be done through the integration of Facebook and tweeter announcement. Sarah may have the opportunity of using a special offer; see the next movie with the same friend and save 50%.

Diminish the bad:

How might we diminish the discomfort for Sarah with the amount of planning before going to the movie?

The amount of planning, reading reviews and finding information on the Internet from Sarah's point-of-view is reduced due to new tabs in Sub-movie: review, awards, and series along with the Sub-info providing local guidance.

Reframe the bad into good:

How might we help Sarah collect info and plan her Sunday with her friend?

Sarah has the option to write the desired starting point for both her and her friend, telling which train/bus or road to take (should become print-mail-able). Sarah can easier find information, not only about the movie itself, but also the universe, comments etc. all in favour of Sarah picking just the right movie to see with her friend. Special offers can also reframe the bad into something good by being able to reserve a table at SULT 1, 5 hour before the movie starts ensuring a good experience before and during the movie, just knowing that everything has been taken care of.

Part 3 - Communicate the Visual Design of your Site

The following photo-shop pictures shows the visual design for the website both for the web version and the corresponding mobile version.

Web version - Main

The screenshot shows the homepage of the Danish Film Institute (DFI) website. At the top, there is a navigation bar with links for "om dfi", "nyhedsbreve", "presserum", "kontakt", "english", and a search icon. Below the navigation is a large banner featuring movie posters for "TITANIC", "MÆNIEN", "KRIG", and "SÆRTILBUD PÅ MARATON OG MAD". The banner includes text about a special offer for all three Indiana Jones movies on one day: Saturday, February 6th at 12:00, Saturday, February 13th at 12:30, and Sunday, March 6th at 12:30. It also mentions a restaurant deal where diners can get fritters after the maraton screenings and food from the restaurant until 2am. The price is listed as 110 kr. Below the banner is a "READ MORE" button. The main content area features a sidebar with links for "Program", "Information", and "Medlemmer", each with a dropdown menu. To the right, there are two columns of news cards. The first card is for "Skammerens datter" with a thumbnail of a woman's face. The second card is for "9. april" with a thumbnail of a man's face. Both cards have a "READ MORE" button below them.

om dfi nyhedsbreve presserum kontakt english search

DET DANSKE FILMINSTITUT

Nyheder Cinemateket Filmdatabase Tal & fakta Branche & støtte Børn & unge

SÆRTILBUD PÅ MARATON OG MAD

Alle tre Indy-film på én dag:
Lordag den 6. februar fra kl. 12.00
Lordag den 13. februar fra kl. 12.30
Søndag den 6. marts fra kl. 12.30

Restaurant SULT byder på bruger med friter efter to'eren alle maraton-aftener, og maden kan med fordel bestilles i restauranten inden Indy 2 – så den står klar, når du kommer mørbancket ud fra mineskaterne

PRIS: 110 KR.

READ MORE

Program

- Find film
- Bestil/køb billet
- Trykt program

Information

Medlemmer

Skammerens datter

Dina, Skammerens Datter, har til sin store fortrydelse arvet sin mors overnaturlige evner. Hun kan se direkte ind i andre menneskers sjæl og få dem til at skamme sig over alle de dårlige ting, de har gjort. Når den retmæssige arving til Fyrstetronen urettmæssigt anklages for en række...

9. april

Natten til den 9. april 1940 alarmeres den danske hær. Tyskerne har krydset grænsen, Danmark er i krig mod Europas størkeste hær. I Sønderjylland beordres en dansk fortropp bestående af cykel- og motorcykel delinger ud for, imod alle odds, at bremse overmagten indtil de danske...

Diatis es rem sus

Aximodit, consed quaeccitaes velecest est-iorum haribusitas et hit dolorro beatiss equam, corro ma velitium sunt, velest debis net. aut ute vellunt atforera nis cui

Diatis es rem sus

Aximodit, consed quaeccitaes velecest est-iorum haribusitas et hit dolorro beatiss equam, corro ma velitium sunt, velest debis net. aut ute vellunt atforera nis cui

DET DANSKE FILMINSTITUT

[f](#) [t](#)

SÆRTILBUD PÅ MARATON OG MAD

Alle tre Indy-film på én dag:
Lørdag den 6. februar fra kl. 12.00
Lørdag den 13. februar fra kl. 12.30
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Restaurant SULT byder på bruger med friter efter to'eren alle maraton-aftener, og maden kan med fordel bestilles i restauranten inden Indy 2 – så den står klar, når du kommer mørbanket ud fra mineskakterne

PRIS: 110 KR.

[READ MORE](#)

A white arrow points from the left edge of the promotional banner towards the movie posters, and another white arrow points from the right edge of the promotional banner towards the movie posters.

Program ▾

- Find film
- Bestil/køb billet
- Trykt program

Information

Medlemmer ▾

Brunch-bio

Walk-in-bio

Skammerens datter

Dina, Skammerens Datter, har til sin store fortrydelse arvet sin mors overnaturlige evner. Hun kan se direkte ind i andre menneskers sjæl og få dem til at skamme sig over alle de dårlige ting, de har gjort. Når den retmæssige arving til Fyrstetronen uretmæssigt anklages for en række...

[READ MORE](#)

Diatis es rem sus

Aximodit, consed quaessitaes velecest estiorum haribustias et hit dolorro beatiss equam, corro ma velitium sunt, velest

Web version - Sub-movie

DFI
DET DANSKE FILMINSTITUT

om dfi nyhedsbreve presserum kontakt english search

Nyheder Cinemateket Filmdatabase Tal & fakta Branche & støtte Børn & unge

Program ▾
- Find film
- Bestil/køb billet
- Trykt program

Information

Medlemmer ▾
Brunch-bio
Walk-in-bio

Movie Review Awards Serie

Skammerens datter

Resumé

Dina, Skammerens Datter, har til sin store fortrydelse arvet sin mors overnaturlige evner. Hun kan se direkte ind i andre menneskers sjæl og få dem til at skamme sig over alle de dårlige ting, de har gjort. Når den retmæssige arving til Fyrstetronen uretmæssigt anklages for en række horribile mord, lokkes Dinas mod til Dunark under falske forudsætninger, for at få ham til at bekende. Men da hun nægter at misbruge sine evner og få en uskyldig domt, bliver hun taget til fange. Det er nu op til Dina at finde sandheden om morden og snart hvirvles hun ind i et blodigt magtoppor med livet som indsats. I en semi-realistisk, middelalderlig, fantasy verden, kastes Dina og hendes familie ud i et hæsblæsende eventyr med drager og magi i forsøget på at indsætte den retmæssige arving til fyrstedømmet i Dunark på tronen.

Mobile version Sub-movie

A mobile phone screenshot of the Danish Film Institute's website, specifically the movie page for 'Skammerens datter'. On the left, there is a sidebar with links: 'Program' (with options 'Find film', 'Bestil/køb billet', 'Trykt program'), 'Information', 'Medlemmer', 'Brunch-bio', and 'Walk-in-bio'. At the top right, there are navigation tabs: 'Movie' (which is active), 'Review', 'Awards', and 'Serie'. The main content area has a title 'Skammerens datter' and a section titled 'Resumé' with the following text:

Dina, Skammerens Datter, har til sin store fortrydelse arvet sin mors overnaturlige evner. Hun kan se direkte ind i andre menneskers sjæl og få dem til at skamme sig over alle de dårlige ting, de har gjort. Når den retmæssige arving til Fyrstetronen uretmæssigt anklages for en række horrible mord, lokkes Dinas mor til Dunark under falske forudsætninger, for at få ham til at bekende. Men da hun nægter at misbruge sine evner og få

Web version - Sub-info

Restaurant SULT byder på bruger med friter efter to åren alle maraton-arterne, og maden kan med fordel bestilles i restauranten inden Indy 2 – så den står klar, når du kommer mørbanget ud fra mineskakterne

PRIS: 110 KR.

[READ MORE](#)

Program ▾

Information ▾

- Navigation
- Restaurant SULT
- Bar TØRST

Medlemmer ▾

- Brunch-bio
- Walk-in-bio
- Faste filmserier
- Musikfilm Festival 2016

Information Navigation Restaurant Bar

Cinemateket

Adresse: Gothersgade 55, Copenhagen, Denmark

Åbningstider: tir-fre: 09.30 – 22.00
lor: 12.00- 22.00
søn: 12.00 – 19.30

Telefon: 3374 3412

Email: cinematek@dfi.dk

Impressum: Cinemateket er et moderne filmhus, som ligger i Gothersgade.
Her kan du få filmoplevelser i enhver tænkelig genre og fra hele verden. Film, der bider sig fast i kraft af kvalitet, kant eller historie. Udvalgte film fra samtiden, der ellers ikke ville være blevet vist i de danske biografer.

Cinemateket lægger hus til en række filmfestivaler, og rummer – udover en biograf – også et filmbibliotek, et plakat- og billedarkiv og et videotek. Velkommen i Cinemateket!

En del af Parkmuseerne

Mobile version - Sub-info



Program ▾

Information ▾

- Navigation
- Restaurant SULT
- Bar TØRST

Medlemmer ▾

Brunch-bio

Walk-in-bio

Faste filmserier

Musikfilm Festival 2016

Cinemateket

TØRS

SULT

Tog

Information Navigation Restaurant Bar

Cinemateket

Adresse: Gothersgade 55, Copenhagen, Denmark

Åbningstider: tir-fre: 09.30 – 22.00
lør: 12.00- 22.00
søn: 12.00 – 19.30

Telefon: 3374 3412

Email: cinematek@dfi.dk

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Cinemateket lægger hus til en række filmfestivaler, og rummer – udover en biograf – også et filmbibliotek, et plakat- og billedarkiv og et videotek. Velkommen i Cinemateket

En del af Parkmuseerne