



首都之星艺术影厅联盟

Capital Star Art Film Theaters League

## CAPITAL STAR ART FILM THEATERS LEAGUE(CAPITAL STAR) 首都之星艺术影厅联盟(首艺联)

"Capital Star Art Film Theaters League", or "Capital Star", in order to implement the party's general secretary Xi's "cultural confidence" important speech spirit in the opening ceremony of 19th CPC National Congress, manifest Beijing as a "national cultural center" demonstration leading role, approved by the Beijing Municipal Government and organized by Beijing Committee Propaganda Department of CPC, Beijing Municipal Bureau of Radio, Film and Television (BRFT), and the Beijing Performance & Arts Group, organized by Beijing New United Films Co., Ltd. and a number of organizations. The group's aims are "developing and expanding main stream values, promoting culture confidence, leading public aesthetics", screening art films in Beijing long term. "Capital Star" was launched in April 2018 during the 18th Beijing international film festival, and includes more than 40 cinemas and universities since then.

The establishment of "Capital Star" is to provide a platform displaying more excellent domestic films with high artistic standards, to develop and expand main stream values, and to expand the market space of artistic films. Second, guide and cultivate audience's interests in artistic films, and constantly improve audience's aesthetic tastes and cultural qualities, while promoting the content creation of domestic films. Third, it provides a platform for international film exchanges and provides a platform for globalizing more Chinese excellent films and importing more foreign excellent films.



Since its establishment, "Capital Star" has been fully playing its role as a platform for display. It has successively held "Retrospective Exhibition of Domestic Excellent Films", "International Vision 'B&R' Film Week", "Opera Film Week", "Children Film Week", "Documentary Film Week" and other activities, by giving full play to the advantages on its own platform, enriching the diversity of film market, constantly meeting the increase needs of audience in Beijing.

### Organizational Structure

#### Host Unit:

Beijing Committee Propaganda Department of CPC

Beijing Municipal Bureau of Radio, Film and Television (BRFT)

Beijing Performance & Arts Group

#### Organizer:

Beijing Film Co., Ltd.

Beijing New United Films Co., Ltd.

New United Films Culture Communication Company Co., Ltd. (Da Eyes Tickets)

Yinghe Advertising Company Co., Ltd.

Beijing Film Equipment Company Co., Ltd.

"首艺联",简称"首艺联",是为了贯彻落实习总书记在党的十九大开幕式上关于"文化自信"的重要讲话精神,彰显北京作为"全国文化中心"的示范引领作用,由中共北京市委宣传部、北京市电影局及北京演艺集团主办,北京新影联影业有限责任公司等多家单位承办,秉承"弘扬主流价值、坚定文化自信、引领大众审美"的宗旨,长期进行艺术影片的放映活动。首艺联于2018年4月在第八届北京国际电影节期间启动,目前加盟的影院及高校共有40余家。

"首艺联"的建立,一是为更多具有较高艺术水准、弘扬主流价值观的优秀国产影片提供展示平台,拓展文艺影片的市场空间;二是引导和培育艺术影片观影人群,不断提升观众的电影审美品位和文化素养,进而促进国产电影内容创作的提升;三是为国际电影交流提供平台,为中国优秀作品"走出去"和国外优秀影片"引进来"提供平台。

首艺联自成立以来,先后开展了国产经典影片回顾展、"一带一路"沿线国家系列影展、国内经典歌剧电影展映、儿童题材优秀影片展映、优秀纪录影片展映等主题放映活动,通过发挥自身平台优势,丰富电影市场的多元化呈现,不断满足首都观众日益多元化的观影需要。