

16.03.2007

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BFI replaces NFT name in £5m relaunch

Source:

Magazine

Publication date:

14 March 2007 08:30 AM
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The National Film Theatre is relaunching today, following a £5m extension by its owner, the British Film Institute. In a contentious move, the venue will drop its NFT name and become known as BFI Southbank.

Extending into space formerly occupied by the Museum of the Moving Image, the redevelopment includes the Adjaye Associates-designed Mediatheque interactive film archive, foyer and gallery interiors and architecture by Buchanan Associates, a bookshop designed by JCR Interiors and signs by Whybrow Signing Consultants.

To reflect the adoption of the Johnson Banks-designed BFI identity, the organisation's Sight & Sound magazine has also revealed a new look, with a redesigned masthead, new typeface and heavier paper stock. The redesign was overseen by the title's art director Chris Brawn.

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Just desserts
by Chris Brawn