

The Government of Iceland  
Minister of Education, Science and Culture  
Mrs Lilja Alfreðsdóttir  
Sölvhólgata 4  
101, Reykjavik  
Iceland

Paris, February 19<sup>th</sup>, 2020

**Subject: Letter of support to Cinema Bíó Paradís, Reykjavík  
Copy to the City of Reykjavík**

Dear Mrs Alfreðsdóttir,

We are addressing you to draw your attention to the situation of Bíó Paradís which has been a Member of Europa Cinemas Network since 2012. Thanks to the contribution of Creative Europe MEDIA Programme (European Union), our organization supports film theatres which dedicate a significant part of their film programming to European productions. Our Network counts more than 3000 screens (1232 cinemas) in 43 European countries.

A few weeks ago, the Bíó Paradís managing team informed us that the cinema will have to cease its activities on May 1<sup>st</sup>, 2020, as no rental agreement could be found with the landlord who has decided to triple the current rent. This situation makes it very difficult for Bíó Paradís to continue to run the cinema, not to mention undertake important and necessary renovations.

Bíó Paradís is one of Europa Cinemas flagship theatres: it is the only Network cinema in Iceland which screens mainly European art house films and runs an extensive film education program for children and youth.

Bíó Paradís is a non-profit organization owned and operated by the professional Guild of film makers in Iceland. It is performing with a team that is widely recognized for its knowledge and professional skills. Since Bíó Paradís started operating in 2010, the number of films screened in Icelandic cinemas that come from sources other than Hollywood has more than quadrupled. The number of tickets sold each year has gone up from 37.000 in 2011 to 59.000 in 2019 and is continuing to grow.

We deeply regret that the very existence of Bíó Paradís is threatened in its eighth year as a Europa Cinemas member, though fully functioning and highly successful! We believe that Bíó Paradís fully deserves support from its tutelary institutions.

Iceland needs an institution like Bíó Paradís as it is the only arthouse cinema in Iceland. Therefore, we strongly hope that Bíó Paradís will be able to sustain its role as leading cultural and social hub for the inhabitants and guests of Reykjavik through your kind and continuous support!

Thank you for your kind attention, we remain

Yours Sincerely,

Claude-Eric Poiroux  
General Director

