

Get Involved Guide for cinemas



HOLOCAUST
MEMORIAL
DAY TRUST

*Learning from genocide -
for a better future*

Holocaust Memorial Day (HMD) is held on 27 January each year and thousands of events and activities take place around the country on or around this date. What will your cinema do?



Your cinema and Holocaust Memorial Day

Holocaust Memorial Day offers cinemas an opportunity to use relevant films to facilitate learning about the Holocaust, Nazi persecution of other groups and genocides that followed in Cambodia, Rwanda, Bosnia and Darfur; to challenge discrimination and promote a positive activity for the whole community. By organising an HMD film screening or other activity, you can bring a meaningful experience to your customers, build your cinema's profile and engage new audiences.

Ideas and resources

- Invite a speaker to share their story or take questions before or after a film. Find out more: hmd.org.uk/speakers.
- It is not always possible to invite a survivor to speak at your HMD activity, but you can still include their experiences by reading a life story: hmd.org.uk/lifestories, playing a podcast: hmd.org.uk/podcast or showing a film of a survivor speaking: hmd.org.uk/films. For more information on inviting survivor speakers visit: hmd.org.uk/speakers.
- Work with your local authority as part of its HMD programme, or partner with a local school or college to provide an educational programme of events.
- Use our latest film guides and resources designed to help you facilitate a screening and discussion on a selection of films about the Holocaust and genocides that followed: hmd.org.uk/watch.
- Show one of our short films around 27 January – these include short thought-provoking films, survivor testimonies and a 10 minute introduction to the Holocaust and genocides that followed: hmd.org.uk/films.
- Display posters from our free HMD Poster Pack: hmd.org.uk/posters.
- Order our free 'About HMD' booklets – these handout booklets provide a simple way for individuals to find out more about the Holocaust, genocide and the importance of HMD: hmd.org.uk/handouts.
- Light up your building in purple to 'light the darkness' on 27 January: hmd.org.uk/lightthedarkness

Tell us about your activity and become part of the bigger picture of HMD across the UK:
hmd.org.uk/letusknow

Example activities

Ritzy Picturehouse, Brixton



The Ritzy Cinema in Brixton screened the film *My Nazi Legacy* to secondary school children from south London for HMD. They invited survivor of the Holocaust, Otto Deutsch, who spoke about his experiences and took questions from the audience.

Rio Cinema, Dalston

The Rio Cinema put on special screenings for local schools of *Into the Arms of Strangers* and *Free Men (Les hommes libres)*. Both films highlight the tragic impact that the Holocaust had on people's lives across the globe, and demonstrate extraordinary examples of cooperation and survival.

Recommended films

- *Life is Beautiful (1997)* – an Italian comedy-drama about a Jewish/ Italian bookshop owner who uses his imagination to protect his son from the horrors of a Nazi concentration camp.
- *The Killing Fields (1984)* – a British film set in Cambodia during the genocide based on the experiences of a New York Times journalist and his Cambodian interpreter (played by Cambodian survivor Haing S Ngor).
- *Sometimes in April (2005)* – based on real events, the story centres on two brothers who live through the genocide against the Tutsi in Rwanda and their quest to find justice and reconciliation in its aftermath.
- *In the Land of Blood and Honey (2011)* – set in Sarajevo during the Bosnian War, the film follows the story of a Bosnian Serb soldier and his former lover, a Bosnian Muslim held in a prison camp.
- *The Devil Came on Horseback (2006)* – a documentary film featuring photography and footage taken by a former US marine whilst in Darfur with the African Union peacekeeping force.
- *Walking with the Enemy (2013)* – inspired by a true story, this film follows a young Hungarian man who impersonates a Nazi officer and undertakes extraordinary measures to save his family and other Jews.
- *The Missing Picture (2013)* – the first Cambodian film to receive an Academy Award nomination and winner of the Un Certain Regard section at the 2013 Cannes Film Festival, the film uses clay figures, archival footage, and narration to recreate the atrocities of the genocide in Cambodia.
- *For Those Who Can Tell No Tales (2013)* – a Bosnian drama film which was included in the Human Rights Watch 2014 Film Festival. The film follows an Australian tourist as she discovers the silent legacy of wartime atrocities in a seemingly idyllic town on the border of Bosnia and Serbia.

'Tyneside Cinema have been involved in regularly hosting Holocaust Memorial Day events. We've worked with Newcastle City Council and participated in their programme by screening films with guest speakers including Holocaust survivors and Hollywood screenwriters. The showings have been well attended and it's something we're very proud to have been involved in.'

Jonny Tull, Cinema Programme Manager, Tyneside Cinema



Sensitivity guidance

Events and activities exploring the Holocaust and other genocides can be complex and daunting and may cause distress unless handled sensitively. Please remember the following guidelines:

- Do ensure your content is age and audience appropriate.
- Do not use graphic images to shock audiences.
- Do not ask audiences to imagine themselves in the shoes of victims or perpetrators.
- Put relevant personal testimonies at the heart of your activities.

For more information go to hmd.org.uk/sensitive-content and hmd.org.uk/educationguidelines



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Explore free resources and materials: hmd.org.uk/resources

Get your free handout materials: hmd.org.uk/handouts

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