

FOR IMMEDIATE RELEASE:

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pixELATION! A Celebration of 4k Digital Cinema at Cinestudio

Be a star! Come stroll the red carpet for **pixELATION!** a benefit celebrating dazzling 4k digital cinema newly installed at Hartford's Cinestudio. Join fellow film lovers for a reception, prizes, and screening of Scorsese's **Hugo**, followed by a lively panel discussion moderated by Colin McEnroe, the witty and opinionated blogger and WNPR host, and longtime patron of Cinestudio.

Saturday October 27, 2012 6-10 pm

6 pm Reception featuring heavenly hors d'oeuvres, beverages, dessert *and* fabulous auction prizes

7 pm Screening of **Hugo**, Martin Scorsese's award winning homage to cinema

9:15 pm Panel discussion featuring film scholars (panelists to be announced) moderated by Colin McEnroe.

Tickets: (Credit cards accepted)

Advance: \$20 Seniors/ Students with ID/ Friends of Cinestudio
\$25 General public

Purchase advance tickets online at: <http://cinestudio.brownpapertickets.com>

At the door: \$25 Seniors/ Students with ID/ Friends of Cinestudio
\$30 General public

Plenty of free on-site secure parking!
Cinestudio (on the campus of Trinity College)
300 Summit Street
Hartford, CT 06106.

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Movie lovers near and far are invited to one of the Fall Season's most highly-anticipated cultural events: **pixELATION: A Celebration of 4k Digital Cinema at Cinestudio** on October 27th! Join us as we present a special screening of Martin Scorsese's valentine to the romance of the cinema, **Hugo**. This will be a memorable red-carpet evening with a party, film, and a panel discussion about the changes in filmmaking and exhibition, in all their complexity, and a commemoration of 43 years of world class cinema in Hartford! Be a part of movie magic right here in Connecticut!

pixELATION is a celebration of a landmark in our history and the culmination of our FutureCinema Campaign. In four years, we have raised nearly \$200,000 to bring Cinestudio to the forefront of film presentation. This has been achieved thanks to the support of various foundations, organizations and the support of our wonderful community. It's an achievement we wish to celebrate with our friends and fellow cineastes. AND it's a wonderful opportunity to raise funds for the future of a nonprofit organization that is a unique part of our state's cultural landscape.

Cinestudio is Connecticut's oldest independent movie theater that is just starting its 43rd year of operation. This treasure, located in Hartford, is a singular experience for any moviegoer. It recalls the classic era of going to the movies: from its deep crimson and paneled interior, elegant staircases, majestic auditorium to the golden curtain that raises and invites you to a cinema experience like no other.

But although the setting is vintage, our equipment is state of the art. We now boast the finest technology that is available for film and broadcast presentation and are excited about the wonderful possibilities that lie in store for Cinestudio. Innovative new films are being created that are only available on video or broadcast technology. Cultural events from around the globe can now be enjoyed right here in Hartford. Local and students directors on modest budgets can present their work on the Cinestudio screen. As much as we love film and will continue to show it when available, the way of the future lies in Digital Cinema. And now Cinestudio is at the forefront of this technology!

In supporting Cinestudio, a 501(c)3 cultural organization, you are promoting a cultural asset that enlivens the region by serving thousands of people throughout the year. In this day and age of Netflix, OnDemand and iTunes, you are preserving the increasingly rare experience of communal movie-going which creates face-to-face dialogue (oftentimes with the filmmakers present.) And perhaps most importantly, you are providing accessibility to one of the few affordable art forms that can be enjoyed by people from diverse walks of life.

Hugo Director: Martin Scorsese. Screenplay by John Logan, based on *The Invention of Hugo Cabret*, by Brian Selznick. Cast: Asa Butterfield, Sacha Baron Cohen, Ben Kingsley, Chloë Grace Moretz, and Jude Law. Martin Scorsese's first moving picture based on a children's book is an enchanting visual treasure that expresses his passion for the art of filmmaking. Hugo is a 12-year-old orphan who secretly lives in Paris' 1930s-era Gare Montparnasse, keeping all of the clocks running on time. Hugo is a melancholy observer of life in the railway station, from the bad-tempered inspector (Sacha Baron Cohen) to a charming flower seller (Emily Mortimer). One magical day, his isolation ends when he makes friends with an intellectually curious young girl and a mysterious toymaker, who turns out to be a forgotten pioneer of filmmaking, Georges Méliès. "An extraordinary work of imagination...Hugo is Scorsese's gift to all the dreamers who were and all the dreamers still to come." - Ty Burr, Boston Globe. 126 min. www.hugomovie.com

Colin McEnroe is well known in Connecticut and beyond as a witty and opinionated blogger and radio talk show host (WNPR), columnist, author, social commentator, public speaker, playwright, and long time patron of Cinestudio.

