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THE PROJECTOR – A NEW INDEPENDENT CINEMA NEEDS YOUR SUPPORT

By Tracy Phillips · On December 10, 2014

For anyone who has ever lamented about the overly commercialized and limited range of films that makes it to Singapore theatres, you must, must, must support *The Projector*, a brand new independent cinema and creative platform that will launch officially in January 2015 but is previewing as a venue for the Singapore International Film Festival (SGIFF) running right now until 14th December.

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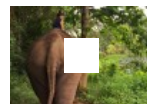
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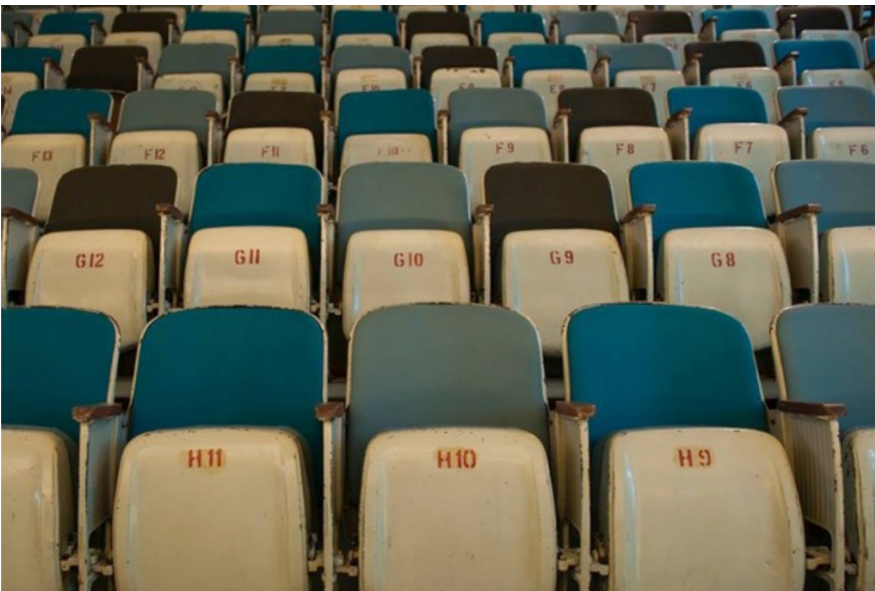
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The Projector revives two cinema halls of the historic Golden Theatre at Beach Road and is a creative partnership between Pocket Projects – who conceptualise, consult on and manage niche urban developments and the acclaimed design and architectural firm FARM who together will revive and transform the space. Luna Films will direct the film programming and Group Therapy Coffee is running the inviting cinema cafe.



The Projector aims to provide a genuine alternative to the cineplex chains in Singapore and redefining today's largely generic and commercialised cinema experience by focusing on what they believe truly matters: FILMS. Indie, foreign, cult favourites, classics, arthouse and local flicks, it will all be represented.



But The Projector team still need some help to realize their vision and this is where you come in. When the two cinema halls were discovered they had not been refurbished in years and had lain empty for months. The bulk of the money for this project has been raised but they're just a little short and are currently running a crowd-funding campaign on indiegogo that ends on 18th December! This means you have a tiny window to help make a big cinematic difference to our shores.



To date they need to raise another \$24,000 and are giving away great perks that start from a donation of just \$13. From tote bags to pieces of art, to adopting a seat and having your name stenciled or engraved for \$160. I see a great Christmas gift for a film buff friend of mine in there already.

Please do your bit by going to <https://www.indiegogo.com/projects/the-projector-not-your-average-cinema>

Address:

The Projector (Formerly known as Golden Theatre)

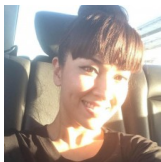
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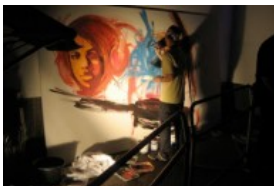
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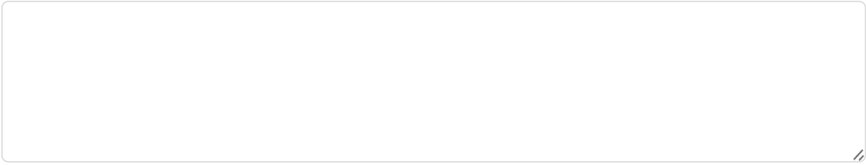
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Tracy Phillips is founder of Singapore based creative consultancy Present Purpose and curator/ host of The Lush Life - daily capsules on fashion & lifestyle airing on Mediacorp's Lush 99.5fm.

The Present Purpose is Tracy's digital outlet, publishing content from The Lush Life as well as other articles revolving around Celebration, Creativity & Purpose with a focus on Singapore, Asia and sometimes beyond.

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