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The co-founders, the ExperienceThis married couple company beams alternative content-opera, live plays, art exhibits, essentially nothing but movies-to-cinemas and theater spaces in more than 60 countries. Curated by Julie: It's important for audiences to become more fragmented and more niche, not left alone to enjoy their art in private. Robert: Our shows bring a different audience. Older audiences are no longer catered for in popcorn. Juliet: When we launched our art programming show at Leonardo da Vinci in 2011, we were absolutely unsure if the big screen could replicate walks around the gallery. But the audience didn't just want to see fine art - they wanted more. We're doing a slow contemplative camera maneuver on the images. Robert: But this is not just for the older crowd; It's for anyone who doesn't go to the theatre at the moment. In 2010 we performed at a concert of Metallica, Anthrax, Megadeth and Slayer. I told the director: Remember that you're filming for the big screen-don't cut so fast. Leave the camera on the guitarist during his solo. Kids in cinemas started mosh. They felt like they were really there. This married couple company beams alternative content-opera, live plays, art exhibits, basically nothing but movies-to-cinemas and theater spaces in more than 60 countries. Julie and Robert Borchard-Young Cofounders, By Experience curatorsJulie: Expanding what people think cinema has to offer. To build trust, we are highly selective with our shows. You'd be surprised what comes your way if we say no. Svensk Filmindustri Films from the 1950s are sometimes overshadowed by the iconic cinema of the 1960s and 1970s. But it would be a mistake to assume that the 1950s were without monumentally significant films. Major developments took place in cinemas in the 1950s, including an increase in the popularity of global cinema, new approaches to acting and storytelling, and the rise of pioneering directors such as Billy Wilder, Alfred Hitchcock and John Ford. In chronological order by release date, the following list contains the most important films (though not necessarily the best) released during the 1950s. In the late 1940s, Walt Disney desperately needed a hit. Over the decades, his studio has been losing money. Some films were played below expectations (the original versions of Fantasia and Pinocchio) and Disney spent significant time and resources making movies for the U.S. government during World War II and its aftermath. But the animated classic Cinderella proved such a huge success that it spared the studio's fortunes and provided a cute template for many Disney animated classics. Without Cinderella, Disney might never have recovered. Daiei Motion Picture Company Japanese filmmaker Akira Kurosawa's Rashomon is groundbreaking for the way his storytelling is constructed. A crime is calculated in court proceedings from four different aspects, each of which is opposed and up to interpretation. After winning the Golden Lion at the Venice Film Festival and the Academy Awards, Rashomon brought a new level of recognition to Japanese cinema. Kurosawa went on to do more masterpieces in the 1950s, including Ikiru (1952), The Seven Samurai (1954), The Throne of Blood (1957), and The Hidden Fortress (1958). Paramount Pictures After decades of films exuding Hollywood fame, Billy Wilder's Sunset Boulevard was one of the first films to pull back the curtain on the film industry. The reticent quiet star of the Norma Desmond era (Gloria Swanson), now fifty, lands her return to the big screen when down-on-his-luck screenwriter Joe Gillis (William Holden) stumbles upon her aging property. Gillis is slowly learning Desmond's obsession with youth and fame and how being separated from him has affected her mental health. Sunset Boulevard was one of the best grossing films of the year and changed public perception of the glamorous world of Hollywood. 20th Century Fox Like Sunset Boulevard, All About Eve looks at ageism and obsession in the entertainment industry. Hollywood icon Bette Davis stars as a Broadway actress facing the end of her career as she fights a younger rival. All About Eve received a record 14 Oscar nominations and received six. But its impact was even more achieved because before All About Eve, few actresses over forty were offered lead roles in movies. Like Sunset Boulevard, All About Eve has shown that there is a place for mature roles for women on screen. Warner Bros. Pictures In the early 1950s, Marlon Brando, a fresh-hearted Broadway actor whose natural acting style served as inspiration for countless other performers, dominated. After Stanley Kowalski's role in Tennessee Williams' A Streetcar Named Desire on Broadway, Brando reprised his role in a film adaptation directed by Elia Kazan (who also directed the original Broadway production). Brand's work introduced much of the public to a new style of acting that later became synonymous with actors like James Dean, Al Pacino and Robert De Niro. Brando and Kazan later collaborated again in 1954 in another groundbreaking film of the decade. SINCE talking pictures first became popular in the early 1920s, Hollywood have embraced the celebration of the musical. One of the greatest musicals of the decade is Singin' in the Rain, which is itself about actors making the transition from silent films to sound features. Gene Kelly's iconic dance sequence singing the title song is one of the most memorable scenes in Hollywood history. United Artists Developed as an allegory for the on-going Red Scare - in which Hollywood was targeted as a hotbed of communist sympathizers - High Noon is a Western starring Gary Cooper as a small-town marshal who stands alone against a revenge-seeking United Artists Developed as an allegrie for the on-going Red Scare - in which Hollywood was targeted as a hotbed of communist sympathals - High is a Western starring Gary Cooper as a small-town marshal who stands alone against a revenge-seeking United Artists Developed as a alleggo alleggo who is on his way to the city. One by one, the townspeople he protected will kill him when he needs it. High Noon was one of the first revisionist westerns and its almost real-time narration was a storytelling device rarely used in film beforehand. 20th Century Fox During the 1950s, Hollywood tried many tricks to combat declining audiences in theaters, including the use of 3D filmmaking. Another strategy was to increase screen size, especially as a way to combat the growing popularity of television. Robe was the first film presented at CinemaScope, a widescreen process that soon became the industry standard (and continues today). The widescreen spectacle The Robe led to huge box office success and helped revive interest in Biblical epics over the decades, including The Ten Commandments (1956) and Ben-Hur (1959). Toho Film Company s.r.o. While Japanese filmmakers like Akira Kurosawa did what were considered art films for Toho's Japanese studio, the studio also released other entertainment projects. The biggest of these films was Gojira (better known as Godzilla), a sci-fi film about a massive reptilian animal that attacks Tokyo. Godzilla is one of many science fiction films of the decade to explore the dangers of the atomic age. Although they were overshadowed by today's special effects, godzilla's miniature effects were groundbreaking and influential. Godzilla, its many sequels, and its even more numerous imitators continue to be released today, and Godzilla remains one of the most famous pop culture characters in the world. Warner Bros. Pictures In the mid-1950s, John Wayne played a heroic quarter-century cowboy on screen, with many of his best films directed by John Ford. In The Searchers, Ford and Wayne tell the story of a very different type of cowboy: Ethan Edwards, a conflicted former Confederate soldier whose family is massacred by a group of Comanche and his young niece captured. The obsessive Edwards becomes increasingly desperate as he spends years searching, leaving viewers wondering how he will react if he finally finds her. The dark story, the wonderful cinematography, and Wayne at his best make the Seekers a famous film. Svensk Filmindustri Hollywood films dominated cinemas around the world through World War II, but in the 1950s filmmakers from around the world began to gain international attention with their work. One of the greatest European directors of the time was the Swedish filmmaker Ingmar Bergman. Bergman's first major international success was The Seventh Seal, a film about a knight who is confronted with the personification of death during the Black Plague. The images presented in The Seventh Seal remain iconic decades later. Bergman released his second highly regarded film of the same year, Forest Strawberries. Warner Bros. Pictures Years after Universal Pictures moved from horror films, British film studio Hammer Film Productions revived the feature of creation a series of sharp, Gothic-inspired free remakes of Universal's most popular monsters made in color. The first was Frankenstein's Curse, starring Christopher Lee as Creature and Peter Cushing as Victor Frankenstein. The duo appear together in many hammer horror films, and Frankenstein's international success continues to influence horror filmmakers. United Artists Stanley Kubrick is remembered as one of the greatest filmmakers in history. His 1957 film Journeys of Fame, starring Kirk Douglas as a World War I French military leader who defends soldiers who refuse to advance suicide attempts against German forces, represented a very different perspective than a typical Hollywood war movie. Anti-war themes in film were rare for society after World War II, and its uniqueness prepared Kubrick for his pioneering career as a filmmaker. Paramount Pictures Although master director Alfred Hitchcock did a number of masterpieces in the 1950s - Stranger on a Train (1951), Rear Window (1954), and North by Northwest (1959), to name a few - the initially under-appreciated Vertigo could be the Master of Suspense crowning the success of the decade. Hitchcock's frequent collaborator James Stewart plays a detective who is forced to retire because he suffers from dizziness. As a private investigator, he's hired to track down a mystery woman in a complex murder plot. Vertigo's theme obsession continues to engage and confusion viewers, and his revolutionary use of camera techniques are often imitated, even today. United Artists Comedy films began exploring new themes by the end of the 1950s. One of the highlights of this survey is Some Like It Hot. In the film, Tony Curtis and Jack Lemmon star as murder witnesses masquerading as women to avoid the impact of the perpetrators. Cross-dressing comedy was considered a very cutting-edge at the time, and some like It Hot (along with director Billy Wilder and co-star Marilyn Monroe in perhaps her last big role) helped usher in the groundbreaking 1960s comedy by pushing the envelope in the late 1950s.

