

The Lux Cinema-Theatre, going against the tide

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The time has come, for everyone, including the **Lux Cinema-Theatre, Sacconago's historic cinema**, to balance the accounts. Those who imagine finding a difficult situation, like so many small cultural organisations in this period of crisis, are greeted, at the Lux, with **smiling faces, willingness, a great desire to work, and a lot of plans in the pipeline**. In clear contrast with the general situation in this sector, this year has seen a good increase in ticket sales, a result that was as unexpected as it was comforting. But what is the key to this success? **Franco Cozzi**, the cinema manager, has no doubts; it is careful scheduling, to satisfy a varied audience, a careful pricing policy, and special attention to the Internet and to its various communication opportunities.

The Lux has many strengths, and this is demonstrated by the over 40 volunteers working there, behind the scenes. There is the Friday **Cineforum**, which is organised by Raffaele Aiani, and is divided into three sections (autumn, winter and spring), with its extensive season of 30 of the latest films. There is **Cinema at the Weekend**, dedicated, above all, to families who find it increasingly difficult to make ends meet, and to occupy their children. There is **Snack-time Cinema**, a "highlight", when all of the little guests are served packaged snacks as they watch the film.

And the rich selection of events and shows, from theatre to music, from dance, to exhibitions and concerts, for which the Lux is open throughout the year, is no less interesting.

Last, but not least, the website, **www.cinetreatrolux.com** is an unlimited source of up to date information, now two years in its present guise, which has enabled the cinema to achieve truly unexpected goals.

And this can all be seen in **the scheduling for the month of February**, which, in addition to continuing the Winter Cineforum, will be showing "Life of Pi", "Asterix and Obelix", "Mai Stati Uniti", and "The monster of Paris" for Weekend Cinema, while Snack-time Cinema invites all children to celebrate the last Thursday before Lent, with the film "Snowflake, the white gorilla".

But if we look a little further into the future, what can we expect?

We certainly cannot speak about the future, without mentioning the change to digital.

After its 100 year history, the glorious film stock is being pensioned off, but unlike Giuseppe Tornatore's "Cinema Paradiso", the Lux will not be closing. It is undoubtedly an important investment for a cinema that wants to continue to be a place where people come, while keeping its prices down and battling the entertainment giants.

"We'll make it!" is what they say at the Lux, "With the help of everyone that believes in us and in what we're doing."

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