

For immediate release



Film Hub Wales and Chapter premiere UK wide Scratch 'n Sniff screenings of Roald Dahl's Matilda

Matilda fans will flock to over 40 sites this summer to uncover secret smells, from fresh chocolate cake to whiffy fish paste sandwiches, in an interactive cinema experience to celebrate Roald Dahl 100.

For the very first time, the 1991 adaptation of Roald Dahl's classic book *Matilda*, is being brought to audiences on the big screen, with an extra special, scented twist.

Working with 'Scratch 'n Sniff Cinema presents', 43 screenings will run UK wide during August and September 2016, launching at Chapter, Cardiff on the 12th August. These special events are part of the Roald Dahl on Film season, developed by Film Hub Wales and Chapter in association with the Roald Dahl Literary Estate, to celebrate Roald Dahl 100 – the centenary year of Roald Dahl's birth. The project is supported by the BFI (British Film Institute), awarding funds from the National Lottery.

Fans of the family favourite can almost taste Bruce Bogtrotter's giant chocolate cake and wrinkle their noses at the stink of fish paste sandwiches, as they join in the experience. The rest of the scents are being kept under wraps until the screening.

Based on the cinema and TV technology introduced in the late 70s and early 80s, audiences will be given a special scratch card containing ten weird and wonderful odours that link to key scenes within the film. When prompted, viewers are invited to scratch and sniff the gel odour.

Sources of the smells are named on the card, but not the actual scent, meaning viewers will have to guess and compare notes with their friends.

Over 40 Scratch 'n Sniff screenings of *Matilda* have already been confirmed across the UK and will coincide with the 20th anniversary of the film. *Matilda* is available on DVD, courtesy of Sony Pictures Home Entertainment.

These fun and far-from-ordinary showings of *Matilda* are the brainchild of Scratch 'n Sniff Cinema, set-up by producer and artist Bren O'Callaghan and illustrator Simon Misra. The pair have previously launched scent accompaniments to 6 films, including *The Wicker Man*, *The Goonies* and *Gregory's Girl*, but taking part in Roald Dahl on Film will be their first nation-wide project.

Bren O'Callaghan said: "Smell is often ignored as a stimulus for playful response, but it's a powerful emotional trigger. It can remind us of a person, a place, or transport us to a sun-soaked day long since passed.

"Our techniques are deliberately silly and old-fashioned, using placards, a torch and scent-soaked scratch cards. You're even encouraged to chat to the person next to you, as different noses make different conclusions!

"We think Roald Dahl would approve of our playing and acting daft in a space where we're supposed to behave, sit still and be quiet. If anyone encouraged children to unleash their imagination, he did."

Hana Lewis of Film Hub Wales, said: "Our team, partners and audiences are all immensely excited about the arrival of *Matilda* Scratch 'n Sniff, as part of the official Roald Dahl on Film season. We're excited to offer a unique and exciting event for families, young audiences and even the adults over the summer months, in cinemas of all shapes and sizes and in different parts of the country, where audiences might not otherwise get a chance to see it.

"We also have a host of Roald Dahl inspired resources designed to encourage film appreciation, programme notes written by young people and fun ways for people to feed back. They can play the game online or do the Oxford University Press selfie challenge!"

"Tickets are limited for the events, so we do advise everyone to book early to avoid disappointment. I know I don't want to miss it!"

Scratch 'n Sniff Matilda is being shown at the following venues:

Wales

Chapter (launch): 12th, 13th and 14th August and 13th September

Penarth Pier Pavilion: 26th, 28th and 30th August

Magic Lantern, Tywyn: 11th September

Coastline Film Festival, Ysgol Bryn Elian, Conwy: 13th September (school screening)

Wicked 16, Wales International Youth Film Festival: 22nd September

North West Central

They Eat Culture: 13th August

Home, Manchester: 14th August

Dukes, Lancaster: 3rd September

Picturehouse at FACT: 10th September (kids club)

Central East

Broadway Nottingham: 29th August

Cinema City, Norwich: 10th September (kids club)

Arts Picturehouse, Cambridge: 10th September (kids club)

Scotland

Phoenix Cinema Orkney: 27th and 28th August

Belmont Filmhouse Aberdeen: 3rd September

Edinburgh Filmhouse: 4th September

Way Out West Picturehouse: 16th September

Birks Aberfeldy: 17th September

Falkirk Community Trust: 16th (school screening) & 17th September

Robert Burns Centre Film Theatre: 17th and 19th September (school screenings)

Macroberts Arts Centre: 24th September

Wigtown Book Festival: 25th September

Northern Ireland

Cinemagic: 10th September

South West & West Midlands

Watershed, Bristol: 13th & 14th August

The Acorn, Penzance: 20th August

Pound Arts, Wiltshire: 24th August

Blackheath Library, Birmingham (Sandwell Libraries in partnership with Flatpack Film Festival): 31st August

Cube Cinema, Bristol: 28th August

Watermark, Ivybridge: 10th September

Curzon Clevedon: 17th September

South East

Duke of York, Brighton: 10th September (kids club)

Blue Door Cinema: 17th September

London

East Dulwich Picturehouse: 10th September (kids club)

Further screenings to be announced.

To find out what Roald Dahl on Film events are on in your area and how to buy tickets, visit:

<http://filmhubwales.org/roalddahlonfilm/whatson/scratch-n-sniff>

-ENDS-

For more information please contact Kate Mann or Hollie Jones on 02920 789321 or email kate@wearecowshed.co.uk / hollie@wearecowshed.co.uk

Join the conversation at #RoaldDahlonFilm

ABOUT FILM HUB WALES:

Film Hub Wales aims to bring more films, to more people, in more places around Wales. Along with its independent member venues, FHW regularly develops inventive ways for people in Wales to go to the cinema.

Film Hub Wales (FHW) is one of nine UK wide 'hubs' funded by the BFI (British Film Institute) to form the Film Audience Network (FAN), with Chapter appointed as the Film Hub Lead Organisation (FHLO) in Wales. We aim to develop the exhibition sector through dedicated research, training and audience development project support. Since Film Hub Wales set up in 2013, we've supported over *ninety* exciting cinema projects, reaching over *100,000* audience members.

In partnership with our member cinemas, arts centres, community venues, societies, festivals and wider film practitioners, FHW aims to celebrate and support the vibrant cultural film sector here in Wales, working together to expand and increase choice for audiences, regardless of where they live.

Twitter: www.twitter.com/FilmHubWales

Facebook: www.facebook.com/filmhubwales

Film Hub Wales contacts:

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ABOUT THE BFI:

The BFI is the lead organisation for film in the UK with the ambition to create a flourishing film environment in which innovation, opportunity and creativity can thrive by:

- Connecting audiences to the widest choice of British and World cinema

- Preserving and restoring the most significant film collection in the world for today and future generations
- Investing in creative, distinctive and entertaining work
- Promoting British film and talent to the world
- Growing the next generation of film makers and audiences

The BFI is a Government arm's-length body and distributor of Lottery funds for film. The BFI serves a public role which covers the cultural, creative and economic aspects of film in the UK. It delivers this role:

- As the UK-wide organisation for film, a charity core funded by Government
- By providing Lottery and Government funds for film across the UK
- By working with partners to advance the position of film in the UK.

Founded in 1933, the BFI is a registered charity governed by Royal Charter.

The BFI Board of Governors is chaired by Josh Berger CBE.

ABOUT THE BFI FILM AUDIENCE NETWORK:

The BFI Film Audience Network (FAN) is a ground-breaking initiative that gives audiences across the UK the opportunity to see a diverse range of films in a cinema setting. For filmmakers, getting films onto cinema screens is a highly competitive business, particularly for specialised films which includes archive, documentary, independent and foreign language films. The BFI FAN aims to change this.

With £8.7 million of Lottery funding over four years (2013-2017) the BFI FAN works with cinema exhibitors, film festivals, educators, film societies, community venues, film archives and other organisations in their regions or nations to boost audiences for film across the UK.

The film hub partners which drive audience engagement across the UK comprise: Broadway Cinema Nottingham and Cambridge Film Trust; Chapter, Cardiff; HOME, Manchester; Film London; Queen's Film Theatre, Belfast; Regional Screen Scotland; the University of Brighton; Showroom Sheffield and National Media Museum, Bradford; and Watershed, Bristol.

About Chapter

A multi-platform venue that presents and produces international art, live performance and film from around the world alongside a social space that welcomes over 800,000 visitors each year. Chapter is a dynamic cultural and community venue with 2 cinemas, theatres, exhibition spaces, a cafe/bar, 60 resident companies in cultural workspaces and rooms for hire for 200 community and cultural groups. In relation to film, Chapter remains the only cultural centre in Wales with a full-time commitments to cultural film programming, two screens, educations programme, Europa Cinema support and access to high-definition digital projection.

Website: www.chapter.org **Twitter:** www.twitter.com/chaptertweets

About *Matilda*

Matilda is the tale of an extraordinary little girl with magical powers, her horrible parents, a kindly teacher and a monstrous headmistress. Those who do wrong must be taught a lesson, and Matilda decides to teach the erring adults that every child is extra-special, and that wicked people will always be punished.