

## Provincial Film Center

Category: Culture Cinemas

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From then on, the Cuban public had the opportunity to enjoy a cinema with ethical and aesthetic values very different from the sensationalist and naïve cinema to which it was accustomed, but the cinemas belonged to private owners who made it impossible to develop a true cultural program. Then the Provincial Film Centers arose that had the mission of enforcing the film policy drawn up by the State. The revolutionary Cuban cinema that originated then took the principles of a cultural communication with its public and is obliged to form a new sensibility in the spectators.

The history of our Provincial Center begins in Osmani Arenado Street between Martí and Máximo Gómez, in 1961 with the name of Film Exhibitor Company, where the Municipal Association of Combatants currently resides. In 1975 the center changes premises and is moved to the current headquarters in Antonio Rubio 232 e/ Avellaneda y Coronel Pozo, in the city of Pinar del Río.

Our social mission and objective of all the movie theaters is to promote, distribute and commercialize the titles sent by the National Distributor, as well as the creative materials produced by the provincial groups affiliated to our center.

The territory has 11 main cinemas, 8 of them working and 3 in constructive maintenance. These cinemas are currently equipped with TV, DVD and video projector equipment, which allows them to cover the cinematographic activity in the 11 municipalities.