

On The Group Experience

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It's a wonderful thing we have now-a-days, this video technology. Now we don't have to catch a movie as it passes through town or wait for it to come by on TV, broken up by commercials. We have gained control of the movie experience so much in the last 15 years that now we can go down to the corner rental store and for a few bucks we can rent any of a thousand titles. We can take our choice home and with complete convenience watch it when we choose in the comfort of our home. We can even pause the action if the phone rings or to get a snack or whatever. The ultimate cocooning experience. It's great. But in a way it degrades the movie experience.

When we stopped having to go to the theatres to see movies we stopped engaging in the outgoing group experience of joining an audience in an overwhelming experience, just the scale. When I stick my head in the EMP Theatre and hear the ripple of laughter over an audience, or when the crowd is buzzing after a show, spinning off ideas about others we might show, I realize we're doing more than just showing the content of videos, Movie Monday is inviting people to break out of that comfortable isolation the video technology allows us into the big sight sound and sharing experience, a dynamic that increases with the size of the crowd. So join us. It's free! Low risk.

I get to share a movie experience with a bunch I really am disappointed if I miss an audience's reaction to a fave movie of mine, like Starman.

Compare, if you will, watching alone on your tube, hearing from your whiney little speaker say the Star Wars trilogy, when you could be sharing in the collective experience in the EMI theatre with a bunch of other Star Wars enthusiasts... a laser disc shining a 15 foot image and rich stereo CD sound va-vooming through that comfy space. It's a whole other thing.

