

PROYECTO DE INVESTIGACIÓN

Film Culture in Transition

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This innovative research project aims to reevaluate the cultural and social development in Spain during its *Transición* focusing on the *film culture* from the late 1960s to the mid-1980s. By doing so, it goes explicitly beyond traditional (and numerous) accounts of a ‘Cine de la Transición’; it analyses instead the transformation, specialization and eventual decay of film consumption, of its debates, practices and actors, and puts these in international comparative context.

With its focus on *film culture*, this project concentrates on those aspects concerning the circulation and consumption of films as cultural artefacts (emergence of specialized magazines and film critical paradigms, constitution of alternative spaces, practices of cinema going...). However, considerations originally formulated around ‘film culture’ as ‘cinema culture’ transform – as part of a global trend – towards a reconsideration of film culture within a broader media landscape.

In line with the latest developments in the field of *digital humanities*, the project seeks also to illustrate some of its general considerations on the transformation of film culture through an analysis of the history of distribution, exhibition and reception in Madrid in the heyday of the *Transición* from 1973-1982 and the implementation of a digital geovisualization of this evolution. In this regard, it offers a critical reevaluation of this period focusing on *film cultural aspects*, an analysis based on the latest methodologies and a long overdue international contextualization of these developments.

The project comprises the building of a research group from 2018 to 2022.