Reinvestigating Art House Exhibition

*The Projector* is developing a special issue *reinvestigating art house exhibition*. Focusing on the changing modes of distribution and exhibition in the art house theatre circuit, this special issue reinvestigates art house theatres by examining their audiences, marketing strategies, programming, fundraising, technologies and industrial practices.

Approaches to this topic may include:

- Case studies of individual art house theatres
- Historical art house theatres and their marketing strategies and audiences
- Changes in technology and how they have impacted the art house
- Programming overlaps between the art house and the multiplex
- Local and geographical critiques of the art house
- The Art house and community-driven programming
- Alternative content (concerts, opera broadcasts, sports events, Broadway shows)
- Appeals to youth audiences and social networking
- Art house preservation and historical archiving
- Crossovers between the art house, theatres, museums, and other arts institutions
- Film festivals and the art house
- Media industry studies and the art house

Research articles should be 20-25 pages and follow Chicago Style (end note and bibliography) guidelines for formatting and citation.

The special issue(s) could also be a site for contributions in other forms, including: a forum of coordinated short essays, book reviews of pertinent material, interviews with practitioners, etc. Please contact Sarah E. S. Sinwell at sarah.sinwell@utah.edu with questions/ideas about submission options.

Submissions should be emailed to sarah.sinwell@utah.edu and cbaron@bgsu.edu as Word files before February 1, 2018.

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