**

TAMPA’S MAJESTIC MOVIE PALACE EXCITED TO MAKE
THE \*\*SMALLEST\*\* ANNOUNCEMENT IN THEATRE HISTORY**

***Tampa Theatre to Introduce Tampa’s First Microcinema
In Adjacent Franklin Street Storefront by 2021***

 **TAMPA, Fla. (October 16, 2019)** – For generations, Tampa Theatre has sought to create a cinematic experience like no other: it was built in 1926 as one of America’s most elaborate movie palaces; has retrofitted the historic landmark with countless technical upgrades ranging from recorded sound in 1929 to digital projection in 2014; and presents some 550 film screenings each year on its single screen in front of a soaring, star-lit 1,200-seat house.

Today, the landmark Theatre goes public with plans to create a *second* unique filmgoing experience on Franklin Street by introducing the microcinema movement to Tampa. The intimate new screening room will seat between 40-50, and will occupy the storefront under Tampa Theatre’s historic marquee that currently houses The Nature Shop. Construction is expected to begin as early as spring 2020, and the new space – affectionately nicknamed “T2” by staff – will open by early 2021.

“The addition of a second screen fundamentally changes our business model for the better,” says Tampa Theatre President & CEO John Bell. “There is a reason that a single-screen cinema hasn’t been built in 60 years. T2 will allow us to serve our community in new ways by doubling our ‘shelf space’ and giving us the kind
of programming flexibility Tampa Theatre has never had before.”

Expected to cost about $1.3 million to build, T2’s creation will be funded in part by a $650,000 grant through the Hillsborough County Board of County Commissioners’ Capital Asset Preservation (CAP) program and other private donations.

Local architectural firm Kreher/Barna has already begun the early design phase, working closely with Boston Light & Sound – the industry-leading company also responsible for A/V at the Sundance Film Festival and Martin Scorsese's private screening room – to create a superior viewing experience from the ground up.

“Our guiding principle with Tampa Theatre has always been faithful restoration and preservation of the historic building first, with compelling programming coming in a very close second,” Bell says. “But with T2,
we have – for the first time – an opportunity to start with a blank piece of paper and design the ultimate screening room with top-of-the line technology and perfect sight lines. I want Tampa’s true cinephiles to consider it the best screening room in town.”

**MEDIA CONTACT:** Jill Witecki at jill@tampatheatre.org or (813) 274-8287

 *Built in 1926, Tampa Theatre is a passionately protected landmark and one of America’s best-preserved movie palaces. The majestic building is owned by the City of Tampa and operated as a dynamic film and cultural center by the not-for-profit Tampa Theatre Foundation. Programming is sponsored in part by the State of Florida, Department of State, Division of Cultural Affairs and the Florida Council on Arts and Culture, the Hillsborough County Board of County Commissioners, and the Arts Council of Hillsborough County. Tampa Theatre is a proud member of the League of Historic American Theatres and the Art House Convergence.*

