

**CIRCUS RONALDO &
GUST VAN DEN BERGHE**
CINEMA MALFAIT



For adults and children from 12 years
Mobile cinema with 70 places

***Cinema Malfait*, a travelling film set: introduction**

After the internationally acclaimed 'En waar de sterre bleef stille staan' (Little Baby Jesus of Flandr), 'Blue Bird' and 'Lucifer', the film world is tense in anticipation of the new film by Gust Van den Berghe.

In *Cinema Malfait*, Circus Ronaldo presents you with the latest film by Gust Van den Berghe 'Wees blij dat het regent' (Rain Anyway). Danny Ronaldo plays the lead role, and is joined by Isolda Dychauck, Mieke Dobbels, Bruno Vanden Broucke, Jan Bijvoet, Willeke Van Ammelrooy and Karel Creemers.

Rather than playing briefly on the mainstream cinema circuit, the film will take to the road in a specially constructed film set for a longer period, just as Circus Ronaldo has been doing for generations. *Cinema Malfait* will start travelling from one location to another in the autumn of 2019. Those curious to see the film will therefore have to go in search of the mobile *Cinema Malfait* or wait until it arrives in their neighbourhood.

But there's more to it than just a film projected on a screen. Audiences will be welcomed by César Malfait (Karel Creemers), the circus director from the film. This shady character greets the audience and will then proceed to sow confusion among them, even before the film starts ...

Reality and fiction merge. *Cinema Malfait* guarantees an unforgettable evening with original scenery.



© Frauke Verreyde

The film

The film is set in Belgium in 1918 and tells the story of Lucien (Danny Ronaldo). After the death of his mother, Lucien ends up in France with a travelling theatre company directed by César Malfait (Karel Creemers). There he makes lots of friends, develops his career as an artist and falls head over heels in love. But his story takes an unexpected turn when he receives a letter from home. A story about the life journey of a man with a special talent, a film about the tragi-comic faces of destiny.

Director Gust Van den Berghe also wrote the film script and found inspiration in his own family past. Since much of the film takes place in a travelling circus, he went to see a number of Circus Ronaldo performances. After watching Danny Ronaldo's solo show three times, the director came to a firm decision. Danny Ronaldo had to and would play the lead role, even though he was quite a bit older than the eighteen-year-old character in the script. And so together they rewrote the role.

The timeframe in which a film is shown in the cinemas is determined by box office takings. These, however, can depend on external factors, such as the weather or the success of other films that come out at the same time. And so the idea emerged to present the film to the public in a different way. Not in a cinema but in a film hut. *Cinema Malfait* was born.



© Govinda Van Maele

Danny Ronaldo is *Lucien Vindeveughel*



© Govinda Van Maele

Karel Creemers is *César Malfait*



© Govinda Van Maele

Isolda Dychauk is *Gervaise Malfait*

'Wees blij dat het regent' is a production by Minds Meet with support from the Vlaams Audiovisueel Fonds (VAF) (Flanders Audiovisual Fund) and a co-production with Les Filmes Fauves (Lux) and Lemming Film (NL).

The film's director: Gust Van den Berghe

Gust Van den Berghe is a Belgian filmmaker with an artistically diverse background in dance, music and theatre. He has also worked in opera and as a curator for Museum M. He is currently teaching at the KASK film school, where in addition to practical lessons he is writing a doctoral thesis. 'Wees blij dat het regent' is his fourth feature film, after 'Lucifer' (2014), filmed in Mexico, the blue Maeterlinck film adaptation 'Blue Bird' (2011) and the Timmerman adaptation 'En waar de sterre bleef stille staan' (2010) in partnership with Theater Stap. His films have won numerous awards and have been shown at both Belgian and international festivals.

Gust Van den Berghe on the *Cinema Malfait* project:

It is fascinating to see how cinema continues to reinvent itself as a result of technical innovations. At the same time, there is one aspect that has presented me with huge challenges in recent years. Not so much the making but the showing of a film.

Cinemas and filmmakers are under pressure from a merciless economic model and even local commercial films are at risk of falling victim to the great American productions and Netflix.

Ten years ago a film was played in the cinemas and people went there to watch it; then it came out on TV; and eventually it was brought out on DVD. That model is history. The challenge for every filmmaker is this: how can I get my film screened in a cinema or, better still, how do I get the viewers off their sofa if there's an option to watch a film at home? Or how do I ensure that a film does not become something that viewers scroll through of an evening ...?

In my experience people like going to the cinema, as long as something happens. A film in itself is no longer enough. If there can be interaction and if viewers experience something that isn't possible at home, then the cinemas are always packed. Then they go home and talk about it some more.

In Cinema Malfait a character from the film 'Wees blij dat het regent', the seedy circus director César Malfait, runs his own cinema. The audience goes to see a film but comes into direct contact with a film outside of the film. Just as a circus tent is an essential part of the circus experience, the film is to be shown in a cinema hut that is run by one of the film's comic characters. As far as I know this only happened in the inter-war years; today it is completely virgin territory.

Going to the cinema is the best thing the film world has to offer; it brings people together, and it's always exciting when the lights go out and then later when they go on again. What happened in between? I always look to my right and to my left. It's an experience that inspired both me and all the generations of filmmakers before me. We should be able to keep this culture alive by responding to what a current-day audience wants: to be part of something, to hear a story, to be amazed. Simply because the lights go out and then go on again.



© Govinda Van Maele

Danny Ronaldo and Gust Van den Berghe on the set

The cinema hut

To bring the film to audiences, Circus Ronaldo singlehandedly built its own cinema. The stand with 70 comfortable seats unfolds from a trailer and a tent is stretched between this vehicle and the lorry so that the film can be shown out of the rain and on a large screen.

Cinema Malfait can camp for a day or more in the vicinity of a Cultural Centre or movie theatre, at a festival, ...



© Frauke Verreyde



© Frauke Verreyde

The show: *Cinema Malfait*

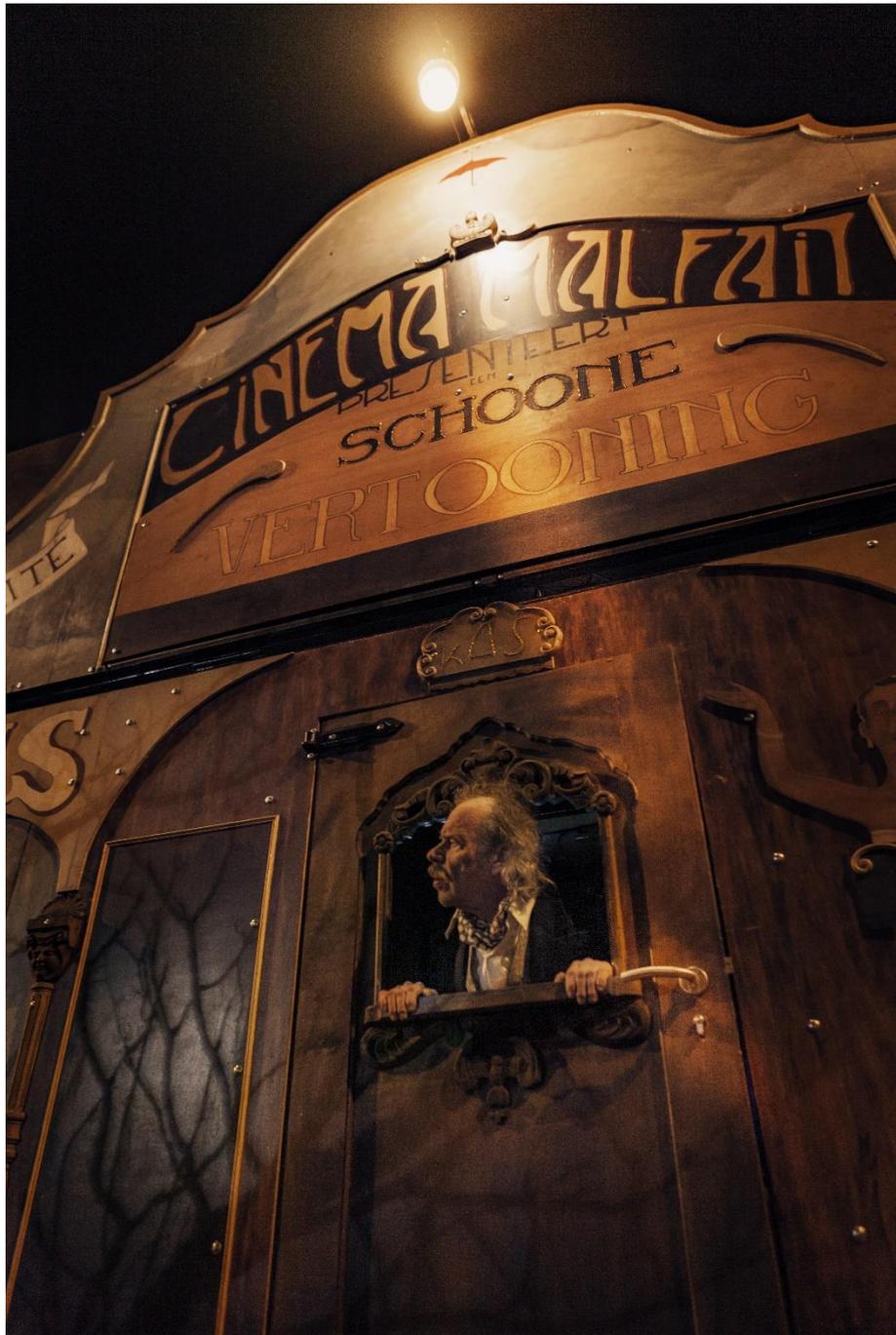
Viewers who come to see the film in the cinema hut will meet César Malfait, the manager of *Cinema Malfait*.

César is the circus director in the film 'Wees blij dat het regent'. He is the archetypal rogue circus director or fairground entertainer. Someone who stems from a tradition and so carries with him the story of the circus but wouldn't hesitate to sell his soul if it meant making more money. He is the head of a travelling company, the 'nouveau' theatre Malfait. During the film he changes that name to 'Circus Malfait', in line with the times.

In the show it soon becomes clear that César has made yet another career switch and can make even more money without the actors. In *Cinema Malfait* César Malfait and his luscious Brussels accent will draw you into the film, having submerged you in the wondrous, curious world of cinema in the 1920s.



© Frauke Verreyde



© Frauke Verreyde

CINEMA MALFAIT

WEES BLIJ DAT HET REGENT

Film with i.a. Danny Ronaldo and Karel Creemers

Director: Gust Van den Berghe

LIVE PERFORMANCE IN CINEMA MALFAIT

Karel Creemers

Diede Roosens

Carmine De Swerts

DESIGN AND CONSTRUCTION OF CINEMA MALFAIT

Karel Creemers

Ben Metal works

Bart ABC construct

Nanosh Ronaldo

Het Kabinet

PRODUCTION

Annelies Mylemans

CONCEPT of CINEMA MALFAIT

Circus Ronaldo & Gust Van den Berghe

COPRODUCTION

CC De Werf Aalst, CC Muze Heusden-Zolder, CC Zwaneberg Heist-op-den-Berg, Liers Cultuurcentrum

CINEMA MALFAIT WAS CREATED WITH THE SUPPORT OF

The Flemish Community, The Belgian National Lottery, Crowdfunders

THE FILM WAS CREATED WITH THE SUPPORT OF

Het Vlaams Audiovisueel Fonds (VAF) and a coproduction with Les Filmes Fauves (LU) and Lemming Film (NL)

THE FILM 'WEES BLIJ DAT HET REGENT' IS A PRODUCTION BY

Minds Meet

INFO & MARKETING

Frans Brood Productions

info@fransbrood.com

www.fransbrood.com