



SHOWROOM  
WORKSTATION  
SHEFFIELD

## Company Background

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Showroom Workstation is a vibrant cultural centre in the heart of Sheffield, a place to meet, work, learn and play.

Housing a cinema and a creative business centre, it is based in the converted 1930's Kenning's car showroom, located in the area adjacent to Sheffield train station which was once teeming with steel and silver fabricators. The formerly derelict art deco building was rescued from demolition by Sheffield Media & Exhibition Centre Ltd (SMEC) in 1989 and it opened in its new guise in stages from 1993 -1998. It is now an internationally significant cultural centre and hub for the region and a treasured independent cinema.

Showroom is one of the largest independent cinemas in Europe with four luxury auditoria, education spaces and a café/bar. It presents a lively programme of films from around the world, from contemporary film to classic cinema and is proud to screen a diverse original programme, relevant to its local and regional audiences.

Showroom regularly hosts festivals and events, often bringing creative practitioners to Sheffield for live question and answer sessions - giving audiences a chance to meet experts from different media, learn new skills and cultivate new ideas.

The Workstation is a hothouse for the creative and digital industries sector, housing over 60 companies working with clients in the region, the UK and internationally.

Showroom Workstation's parent company is a Registered Charity. It exists to support the cultural and educational provision around film for Sheffield and has wider ambitions to support and develop the independent film sector in the region, with particular interests in Documentary Film and Cinema For Young People. These interests are reflected in the major activities it has undertaken across the past 20 years of its existence.

Together, Showroom and Workstation provide facilities, training opportunities and engagement for the Film Industry. We are the Hub Lead Organisation for Film Hub North, part of the BFI's UK-wide initiative The Audience Network, providing cultural leadership and coordination for film exhibition for the whole of the North of England.



## **Project Background**

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Film Hub North is part of the BFI Film Audience Network (FAN). The ambition of Film Forever, the BFI's plan for 2012-17, is to encourage people to build a lifelong relationship with film, to help build audiences for a broader range of films across all platforms and ensure that film culture can be accessed and enjoyed by everyone across the UK. FAN is at the heart of this; a network coalition of organisations across the UK that will work together to extend film choice, increase and broaden film audiences, and enhance opportunities for audiences to engage with and learn about film.

Film Hub North is a network of cinemas, cross arts venues, festivals and those working in the exhibition sector in our region that share a commitment to enhancing the opportunities for people to engage with world cinema in all its diversity and to developing the cinema sector across the regions and beyond.

The region covered by Film Hub North is Cumbria, Yorkshire, County Durham, Northumberland and Tyne & Wear.

Film Hub North is led by Showroom Workstation.