

C4 H REFERRAL TO THE FINANCE AND ECONOMIC RESILIENCY COMMITTEE TO DISCUSS SPONSORSHIP OF THE WOLFSONIAN-FIU AUDIOVISUAL UPGRADE TO SUPPORT LOCAL CINEMA PROGRAMMING.

Applicable Area:

# MIAMI BEACH

## COMMISSION MEMORANDUM

TO:	Honorable Mayor and Members of the City Commission
FROM:	Commissioner Kristen Rosen Gonzalez
DATE:	July 24, 2024
TITLE:	REFERRAL TO THE FINANCE AND ECONOMIC RESILIENCY COMMITTEE TO DISCUSS SPONSORSHIP OF THE WOLFSONIAN-FIU AUDIOVISUAL UPGRADE TO SUPPORT LOCAL CINEMA PROGRAMMING.

### **RECOMMENDATION**

### **BACKGROUND/HISTORY**

With the impending closure of the Regal South Beach Cinema on Lincoln Road, the City's cultural arts institutions such as the Wolfsonian-FIU, are uniquely positioned to become a popular destination for both residents and visitors who desire to see movies without leaving the City.

The Wolfsonian-FIU submitted a Cinema Upgrade Proposal for an upgrade of its existing audiovisual equipment (including installation) in the Wolfsonian Auditorium in the approximate amount of \$83,513.86.

Additionally, the proposal includes an annual programming budget (inclusive of all programming and operations costs) in the amount of \$34,444 to support the development and presentation of twelve (12) Monthly Free Friday Night screenings and allow for six (6) screening dates for use by other partners, including festivals such as

- Miami Jewish Film Festival
- Iffinito Brazilian Film Festival
- OUTshine Film Festival
- Popcorn Frights
- Miami Short Film Festival
- Third Horizon Film Festival
- American Black Film Festival
- Miami International Science Fiction Film Festival

By offering a new venue for screenings, The Wolfsonian can support the festivals while increasing the number and diversity of film offerings to Miami Beach residents.”

### **ANALYSIS**

### **FISCAL IMPACT STATEMENT**

NA

**Does this Ordinance require a Business Impact Estimate?**

(FOR ORDINANCES ONLY)

If applicable, the Business Impact Estimate (BIE) was published on .  
See BIE at: <https://www.miamibeachfl.gov/city-hall/city-clerk/meeting-notice/>

**FINANCIAL INFORMATION**

**CONCLUSION**

**Applicable Area**

Citywide

**Is this a "Residents Right to Know" item, pursuant to City Code Section 2-17?**

Yes

**Is this item related to a G.O. Bond Project?**

No

**Was this Agenda Item initially requested by a lobbyist which, as defined in Code Sec. 2-481, includes a principal engaged in lobbying?** No

If so, specify the name of lobbyist(s) and principal(s):

**Department**

Office of Commissioner Kristen Rosen Gonzalez

**Sponsor(s)**

Commissioner Kristen Rosen Gonzalez

**Co-sponsor(s)**

**Condensed Title**

Ref: FERC - Sponsorship of Wolfsonian-FIU Audiovisual Upgrade/Support Local Cinema Programming. (Rosen Gonzalez).

## **Proposed Wolfsonian Audio Visual Upgrade to Support Cinema Programming**

### Equipment & Systems

Florida International University Media Technology Services has prepared a comprehensive quote to upgrade the existing audiovisual system in the Wolfsonian Auditorium. This proposal includes installing an updated projector with higher resolution and increased lumens, ensuring brighter, sharper, and more vivid images. Integrating an enhanced projection screen will further improve the visual clarity and quality.

Compared to the current systems, the updated projector, screen, and audio equipment will improve our visitors' viewing experience. However, our technicians noted that an acoustic review and improvements would be necessary for an optimal cinematic experience. A separate proposal and engagement with a firm specializing in acoustic assessments and recommendations would be required. This proposal does not include a request for an acoustical assessment or improvement.

**The one-time budget to upgrade the audiovisual equipment (including installation) is \$83,513.86.**

## **Proposed Wolfsonian Cinema Programming**

12 Monthly Free Friday Night screenings

6 screening dates reserved for use by festivals or other partners

### Free Friday Night screenings

These would consist of two series, running on alternating months. Each series would allow audiences to see a film and appreciate it in richer contexts formed by viewings of our collections and conversations led by experts.

One series would focus on foreign-language films, presented in partnership with local consulates (we have already successfully piloted this concept with the German consulate in 2023 and will repeat that in 2024). Each film would be selected in collaboration with cultural officers at the consulates, focusing on films from the pre-1945 period and/or corresponding to important themes from The Wolfsonian's collection (allowing us to show more contemporary titles if that is preferable). Each screening will be preceded by a special showing of relevant rare items in The Wolfsonian's library collection, led by Library Curator Frank Luca. A brief, expert-led discussion would follow the screenings.

The other series would consist of films that complement our exhibition program. For example, in the coming year, we will feature exhibitions that deal with the representation of landscapes in fine and decorative art, the work of Irish stained-glass artist Harry Clarke in the context of Ireland's independence movement, and visions of the future represented in 20<sup>th</sup>-century world fairs. Each of these themes lend themselves to pairings with films. The same is true of future planned exhibitions for 2025 and 2026, which will address (1) the evolution of guitar design and technology in the early 20<sup>th</sup> century and (2) jewelry design. A series of films about jewelry heists would be attractive, for example. As with the other series, we would offer a staff-led tour before each screening and expert-led discussions afterward.

## The Wolfsonian–FIU Cinema Upgrade and Programming Proposal

See attached for examples of film series that we have offered in the past.

### Festival screenings

In addition to the Miami Film Festival, many other specialized film festivals occur annually in South Florida. These include:

- Miami Jewish Film Festival
- Iffinito Brazilian Film Festival
- OUTshine Film Festival
- Popcorn Frights
- Miami Short Film Festival
- Third Horizon Film Festival
- American Black Film Festival
- Miami International Science Fiction Film Festival

By offering a new venue for screenings, The Wolfsonian can support the festivals while increasing the number and diversity of film offerings to Miami Beach residents.

**The annual programming budget (inclusive of all programming and operations costs) to support the development and presentation of twelve (12) Monthly Free Friday Night screenings and allow for six (6) screening dates for use by other partners is \$34,444.**

### **Proposed Options**

#### Seating

Our museum currently offers aesthetically pleasing and functional seating for most viewing purposes. However, the existing seats are not padded and may not be ideal for prolonged programming.

We have included an optional line item in our budget to acquire a padded seating option to address this. While this enhancement is unnecessary to improve the cinematic experience, it can increase visitor comfort during extended viewing.

**The one-time budget for purchasing 80 padded seats (including storage carts and delivery) is \$24,800.**

**AUDIO VISUAL SYSTEM UPGRADE****DISPLAY SYSTEM**

QTY	DESCRIPTION	PRICE	PRICE EXT
1	Samsung QB50C 50-inch Commercial 4K UHD Display, 350 NIT	\$ 779.07	\$ 779.07
<b>DISPLAY SYSTEM TOTAL</b>			<b>\$ 779.07</b>

**PROJECTION SYSTEM**

QTY	DESCRIPTION	PRICE	PRICE EXT
1	Panasonic PT-RQ13KU 10,000lm, 3DLP, 4K (5,120 x 2,880) Resolution, Lens Not Included	\$ 58,139.53	\$ 58,139.53
1	Panasonic ET-D75LE30 2.4 - 4.7:1 for PT-DZ21K2U (16:10 aspect ratio) / 2.6 - 5.1:1 for PT-DS20K2U	\$ 5,196.51	\$ 5,196.51
1	FIU FIU 183" Perforated Projection Screen	\$ 13,953.49	\$ 13,953.49
<b>PROJECTION SYSTEM TOTAL</b>			<b>\$ 77,289.53</b>

**AUDIO SYSTEM**

QTY	DESCRIPTION	PRICE	PRICE EXT
1	Yamaha Commercial Audio DM3-D Ultra-compact console capable of 96 kHz with 16x16 Dante connectivity. 22 Channels (16 Mono / 1 ST /	\$ 3,273.26	\$ 3,273.26
<b>AUDIO SYSTEM TOTAL</b>			<b>\$ 3,273.26</b>

**INSTALLATION**

QTY	DESCRIPTION	PRICE	PRICE EXT
1	Installation Labor	\$ 5,172.00	\$ 5,172.00
<b>INSTALLATION TOTAL</b>			<b>\$ 5,172.00</b>
<b>AV SYSTEM UPGRADE TOTAL</b>			<b>\$ 86,513.86</b>

**ANNUAL CINEMA PROGRAM****SECURITY AND OPERATIONS**

QTY	DESCRIPTION	PRICE	PRICE EXT
18	Security and Facility Staff	\$ 600.00	\$ 10,800.00
<b>DISPLAY SYSTEM TOTAL</b>			<b>\$ 10,800.00</b>

**FILM RIGHTS, PROGRAM DEVELOPMENT, SPEAKER FEES, & MARKETING**

QTY	DESCRIPTION	PRICE	PRICE EXT
12	Program development and management, film rights, speaker fees, and marketing	\$ 1,970.35	\$ 23,644.25
<b>PROJECTION SYSTEM TOTAL</b>			<b>\$ 23,644.25</b>
<b>PROGRAMMING TOTAL</b>			<b>\$ 34,444.25</b>
<b>TOTAL PROPOSAL</b>			<b>\$ 120,958.11</b>

**OPTIONS****PADDED SEATING**

QTY	DESCRIPTION	PRICE	PRICE EXT
80	Chairs	\$ 190.00	\$ 15,200.00
2	Storage Carts	\$ 1,100.00	\$ 2,200.00
1	Freight	\$ 3,200.00	\$ 3,200.00
1	Delivery and Install	\$ 2,000.00	\$ 2,000.00
<b>PADDED SEATING TOTAL</b>			<b>\$ 22,600.00</b>

## ITALIAN STYLE ON SCREEN

The Wolfsonian-FIU and the Miami Beach Cinematheque are teaming up again to bring you a season of art and film! For *Italian Style on Screen*, we're weaving in fabrics and fashion for a curated journey through classic Italian cinema featuring a kaleidoscope of vibrant patterns, costumes, and flair. Join us on select Sundays for a guided tour of *Made in Italy: MITA Textile Design 1926-1976* at the museum at 5pm, followed by a perfectly paired screening across the street at the Cinematheque at 6pm. Series presented in cooperation with the Consulate General of Italy in Miami.

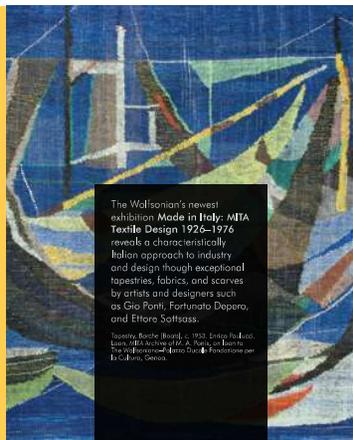
**Sunday, January 13**      **Sunday, March 3**  
*Roman Holiday*      *The Tenth Victim (La Decima Vittima)*

**Sunday, February 3**      **Sunday, March 24**  
*The Girlfriends (Le Amiche)*      *Amorcord*

\$11; FREE for MBC and Wolfsonian members, seniors, and students  
*Made in Italy* tour at The Wolf is included in film admission price.

Organized with The Wolfsonian-FIU and the Miami Beach Cinematheque in cooperation with the Consulate General of Italy in Miami.



The Wolfsonian's newest exhibition *Made in Italy: MITA Textile Design 1926-1976* reveals a characteristically Italian approach to industry and design through exceptional tapestries, fabrics, and scarves by artists and designers such as Gio Ponti, Fortunato Doperò, and Ettore Sottsass.

Tapestry, Beate Weald, c. 1952. Design by Ettore Sottsass. MITA Archive of P. A. Ponti, in Rome. The Wolfsonian-FIU, Miami Beach. Photo by La Cultura, Genova.



## ROMAN HOLIDAY

**Sunday, January 13 | 6pm**  
Directed by William Wyler  
1953; 1hr 58min  
With Gregory Peck and  
Audrey Hepburn

The first American movie shot entirely in Italy, *Roman Holiday* follows an incognito princess as she explores Rome and finds love with an undercover reporter who knows her true identity. This summer getaway film put Vespos, neck scarves, and high-waisted midi skirts on the map!



## THE GIRLFRIENDS

**Sunday, February 3 | 6pm**  
Directed by Michelangelo Antonioni  
1955; 1hr 45min  
With Eleonora Rossi Drago and  
Valentina Coriese

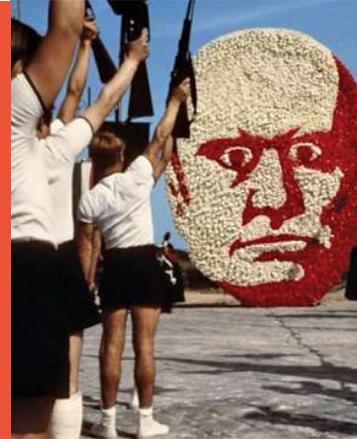
In Michelangelo Antonioni's stylish tragedy *The Girlfriends (Le Amiche)*, a young woman sets out to open a fashion boutique in postwar Turin only to become mixed up in her new friends' life dramas. Stop by The Wolf before the film to take in a scarf designed for Sorelle Fontana before seeing the fashion house's work on screen.



## THE TENTH VICTIM

Sunday, March 3 | 6pm  
Directed by Elio Petri  
1965; 1hr 33min  
With Ursula Andress and  
Marcello Mastroianni

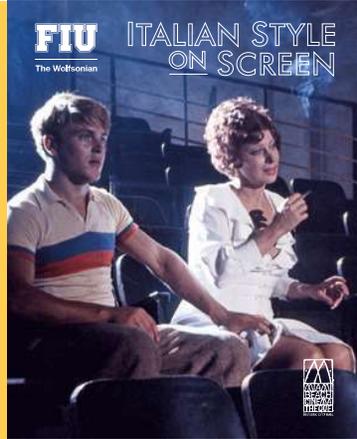
What happens when a huntress falls in love with her prey? Immerse yourself in the silver-plated bikinis, geometric cutouts, and two-toned motifs of this futuristic, dystopian society in which death and violence are a government-sanctioned sporting event, "the Hunt."



## AMARCORD

Sunday, March 24 | 6pm  
Directed by Federico Fellini  
1973; 2hr 3min  
With Magali Noël and Ciccio Ingrassia

Our grand finale is a visual love letter to Italian taste. Take in the lush, fantastical vignettes of everyday life—and everyday wear!—in a 1930s Italian provincial town riddled with colorful characters wracked by Catholic guilt and insatiable lust.



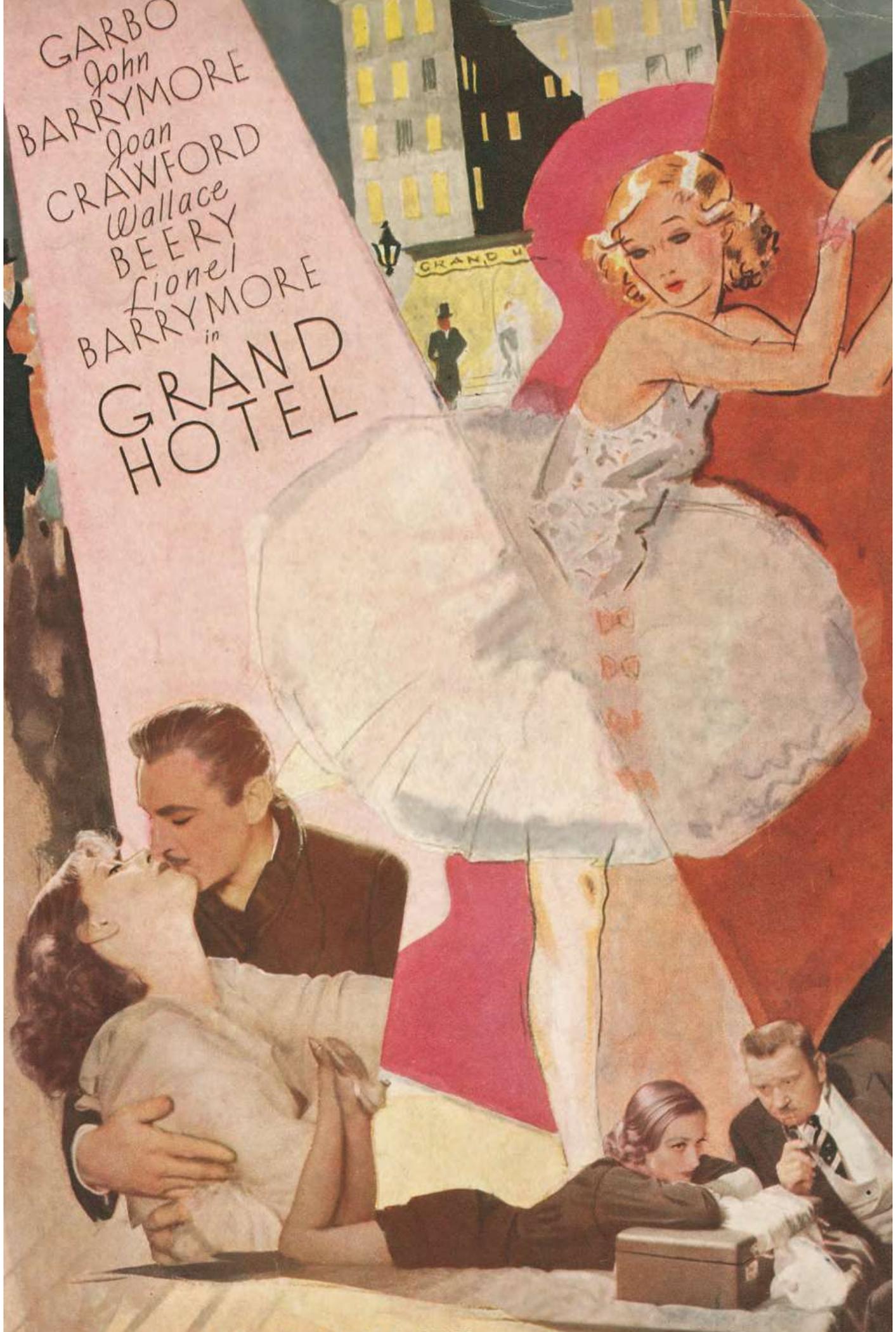
**FIU**  
The Wolfsonian  
ITALIAN STYLE  
ON SCREEN



The Wolfsonian—Florida International University  
1001 Washington Ave | 305.531.1001 | wolfsonian.org  
Miami Beach Cinematheque  
1130 Washington Ave | 305.673.4567 | mbcinema.com



GARBO  
John  
BARRYMORE  
Joan  
CRAWFORD  
Wallace  
BEERY  
Lionel  
BARRYMORE  
in  
GRAND  
HOTEL



# LIGHTS CAMERA DECO

The Wolfsonian–FIU and Miami Beach Cinematheque are teaming up for a summer of art and film with an Art Deco spin! From romance to sci-fi, we're bringing you Tinseltown talkies from the 1930s to see how some of Hollywood's heavyweight directors Deco-fied their elegant, streamlined sets. Join us on select Sundays for a 4pm guided tour of *Deco: Luxury to Mass Market* at the museum, followed by a perfectly paired 5pm film across the street at the theater.

## SUNDAY, MAY 19

### *Grand Hotel*

Directed by Edmund Goulding

Greta Garbo and Joan Crawford lead an ensemble cast of guests who check in to scandal, seduction, and murder. Baggage never looked so good.

## SUNDAY, JUNE 16

### *Flying Down to Rio*

Directed by Thornton Freeland

In-flight piano playing, an aerial ballet, and the debut pairing of Ginger Rogers and Fred Astaire bring the stars to the skies in this high-flying musical.

## SUNDAY, JULY 28

### *The Black Cat*

Directed by Edgar G. Ulmer

It's a classic cult-horror "wrong turn"—things go from bad to worse when honeymooners seek refuge with a mad psychiatrist (Bela Lugosi) and deranged architect (Boris Karloff) in a remote manor.

## SUNDAY, AUGUST 25

### *Things to Come*

Directed by William Cameron Menzies

H. G. Wells' dystopian dreams of plague, famine, and anarchy come to the silver screen in this epic tale of the futuristic metropolis Everytown.

\$11; FREE for MBC and Wolfsonian members, seniors, and students. Deco tours at The Wolfsonian are included with film admission.

**FIU** | **The Wolfsonian**

1001 Washington Ave  
305.531.1001 | wolfsonian.org



1130 Washington Ave  
305.673.4567 | mbcinema.com

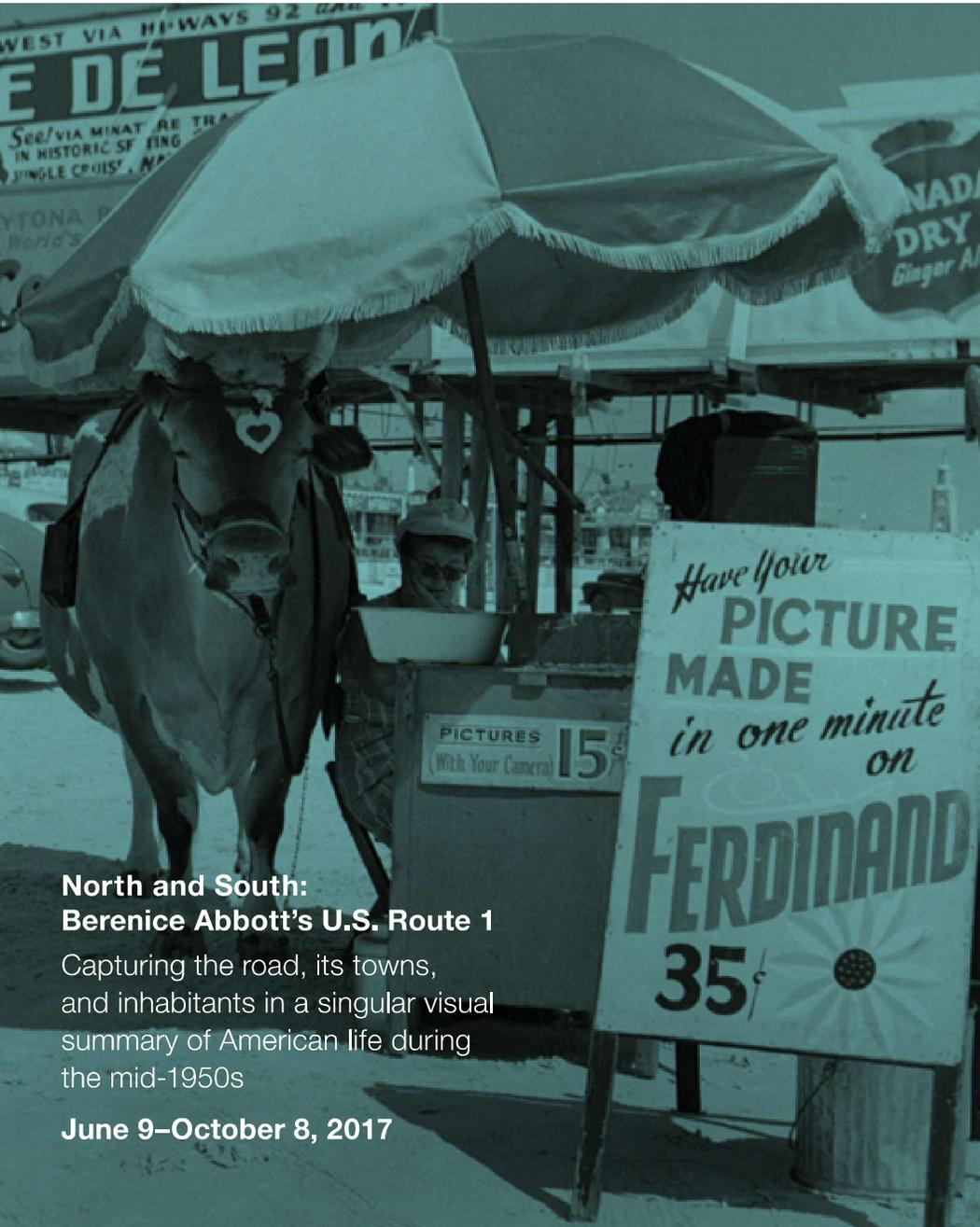


MIAMIBEACH

Cover: *Grand Hotel* souvenir program, 1932, from the #MBCarchive.



# Backseat Cinema



## North and South: Berenice Abbott's U.S. Route 1

Capturing the road, its towns,  
and inhabitants in a singular visual  
summary of American life during  
the mid-1950s

June 9–October 8, 2017

## Backseat Cinema Film Series

The Wolfsonian–FIU and Miami Beach Cinematheque are teaming up again to bring you a summer of art and film! This year, the theme is American road trips. Join us on select Sundays for a guided tour of *North and South: Berenice Abbott's U.S. Route 1* at the museum at 5pm, followed by a perfectly paired film screening across the street at the Cinematheque at 6pm.

### Sunday, June 25

It Happened One Night  
(1934)

### Sunday, August 6

The Straight Story  
(1999)

### Sunday, July 9

Sullivan's Travels  
(1941)

### Sunday, August 20

On the Road  
(2012)

### Sunday, July 23

Easy Rider  
(1969)



\$11, \$9 students and seniors  
FREE for MBC and Wolfsonian members

Optional tour of *North and South* at The Wolfsonian  
is included in the film admission price

**WOLFSONIANFIU**



# It Happened One Night

**Sunday, June 25 | 6pm**

Directed by Frank Capra

1934; 1hr, 45mins

With Claudette Colbert and  
Clark Gable

Pack your bags for the first trip in our series of road movies! In this “talkie” hit, a spoiled heiress on the run from her controlling family is followed by an out-of-work reporter in search of a story.



# Sullivan's Travels

**Sunday, July 9 | 6pm**

Directed by Preston Sturges  
1941; 1hr, 30mins

With Veronica Lake and Joel McCrea

Lake and McCrea are both at their best in this black-and-white classic about a director of fluff films who poses as a bum in order to learn more about life. The comedy was promoted as Sturges' "latest and most lilting laugh-fest!"



# Easy Rider

**Sunday, July 23 | 6pm**

Directed by Dennis Hopper

1969; 1hr, 35mins

With Peter Fonda, Dennis Hopper,  
and Jack Nicholson

Get revved up for the definitive road movie! Two hippies, with a wad of cash from a recent pot deal, set off on their motorcycles for an odyssey that takes them across the country and brings them face-to-face with America.



# The Straight Story

**Sunday, August 6 | 6pm**

Directed by David Lynch

1999; 1hr, 52mins

With Richard Farnsworth and  
Sissy Spacek

You don't need to own a car to go on a road trip—*The Straight Story* chronicles one man's journey by lawn mower from Iowa to Wisconsin in an effort to reconnect with his sick, estranged brother.



# On The Road

**Sunday, August 20 | 6pm**

Directed by Walter Salles

2012; 2hrs, 4mins

With Sam Riley, Garrett Hedlund, and  
Kristen Stewart

The tale of Sal Paradise's life-changing, cross-country journey with Dean Moriarty is Jack Kerouac's best-known novel. This film adaptation brings the adventure, drama, and romance of the beloved story to a new level with stunning contemporary cinematography.

**Miami Beach Cinematheque**  
1130 Washington Ave | 305.673.4567 | mbcinema.com

**The Wolfsonian–Florida International University**  
1001 Washington Ave | 305.531.1001 | wolfsonian.org

Miami Beach Film Society and The Wolfsonian  
are generously supported by

 **Knight Foundation**



**MIAMIBEACH**



## Aelita, Queen of Mars

**Sunday, May 6 | 6pm**  
Directed by Yakov Protazanov  
1924; 1hr, 51mins  
With Yuliya Solntseva and Igor Ilyinskiy

Take a rocket trip to Mars and bask in the weird and wild visuals of this silent sci-fi film, the first in our Soviet series! Pay close attention to the plot, and gain insights into Russian ideas about revolution and government in the early 1920s.



## Battleship Potemkin

**Sunday, June 10 | 6pm**  
Directed by Sergei Eisenstein  
1925; 1hr, 6mins  
With Alexander Antonov, Vladimir Barskiy, and Grigoriy Aleksandrov

Generally regarded as one of the greatest films ever made, Eisenstein's masterpiece about mutiny is a must-see. Even Soviet film buffs can appreciate this classic in a new light after checking out a guided tour at The Wolf.



## Bed and Sofa

**Sunday, July 8 | 6pm**  
Directed by Abram Room  
1927; 1hr, 26mins  
With Vladimir Fogel, Nikolay Batalov, and Lyudmila Semyonova

When an old friend shows up in need of a place to stay, a married couple invites him into their small Moscow apartment. Originally banned in the U.S., this satire tackles the harsh lives of the working poor in Soviet Russia.

## Red in Black+White

The Wolfsonian—FIU and the Miami Beach Cinematheque are teaming up again to bring you a summer of art and film! This year, the theme is 1920s Soviet cinema. Join us on select Sundays for a guided tour of *Constructing Revolution* at the museum at 5pm, followed by a perfectly paired film screening across the street at the Cinematheque at 6pm.

**Sunday, May 6**  
Aelita, Queen of Mars

**Sunday, June 10**  
Battleship Potemkin

\$11, \$9 students and seniors; FREE for MBC and Wolf members  
Constructing Revolution tour is included in film admission price.

**Miami Beach Cinematheque**  
1130 Washington Ave | 305.673.4567 | mbcinema.com

**The Wolfsonian—Florida International University**  
1001 Washington Ave | 305.531.1001 | wolfsonian.org









## Man with a Movie Camera + Kino-Pravda

**Sunday, August 12 | 6pm**  
Directed by Dziga Vertov  
1929 + c. 1920–29; 68mins + 23mins

The last in our series of Soviet films is a double featured! Start out with an experimental documentary of city life, then stick around for a 1920s "Film Truth" newsreel, both directed by Vertov.



**Constructing Revolution: Soviet Propaganda Posters from Between the World Wars** delves into the experimentation and idealism behind some of the most iconic images in the history of graphic design.

Organized by the Broward College Museum of Art  
Poster works generated and by Surtava and Eric Greenman

**FIU**  
The Wolfsonian

Library installation **Red and Black: Revolution in Soviet Propaganda Graphics** focuses on the contribution of Constructivism—the application of abstraction and the machine aesthetic—to Soviet propaganda.

