



TYNESIDE CINEMA PUTS THE F-WORD BACK INTO EDUCATION TO LAUNCH INTERACTIVE ALTERNATIVE REALITY EXPERIENCE FOR UK SCHOOLS

Britain's last operating news theatre and independent cinema, [Tyneside Cinema](#), has teamed up with BAFTA award winning writer and director [Ian Fenton](#) to create and launch time machine – an interactive alternative reality fun educational experience aimed at pupils aged nine to 12.

Time Machine is an unashamedly fun learning experience that harnesses the power of film, theatre and cutting-edge online and interactive technologies to enable Key Stage 2 children to engage with English, History and ICT via the fascinating heritage of the Tyneside Cinema - the country's last surviving newsreel theatre.

Time Machine is the latest educational brainchild from the iconic independent cinema, which is carving a reputation for its creative partnership with schools throughout the UK.

Time Machine's creator, Ian Fenton, comments: "There's a common misconception that what's fun can't be educational and what's educational can't be fun. Time Machine blurs the lines between the two to make learning a fun experience and create an educational platform for schools and cultural organisations that engages young people, whilst taking learning into the 21st century."

At a time when gaming is being heralded as an art form and with the Education Secretary, Michael Gove, claiming that teaching 'over the last 13 years has had the initiative, the fun, the enjoyment squeezed out of it', Time Machine redefines the relationship between fun, teaching and learning.

Using pre-recorded film sequences and a series of specially designed online games, The adventure begins in the classroom with the arrival of an SOS message from Ava Scott, a time travelling 14 year old sent into the past by the International Ministry of Unauthorised Time Travel to capture the evil villain King Kronos. The children's final mission takes place in the cinema, bringing Time Machine to an unexpected and unforgettable climax when the pupils must work together to save Ava - and the building - from Kronos once and for all.

Mark Dobson, Tyneside Cinema's Chief Executive, adds: "We have brought together world-class filmmakers, theatre makers and game and web designers to bring fun learning to life.

Our version of Time Machine is based around the Cinema's rich cultural heritage however the concept is universal and completely transferrable. This means that any historical building or organisation with a story to tell can use this approach to connect with young people and schools can use it as a unique learning platform for teaching key subjects within the curriculum."

Time Machine won the Innovation Award at this year's Royal Television Society Awards for its groundbreaking pilot. The pilot is also shortlisted for the Learning on Screen Awards, which take place at the BFI Southbank in April, where it is up against BBC heavyweights Bang Goes the Theory and Stargazing LIVE.

Its award winning success and recognition from teachers throughout the region will now see Time Machine launch to schools throughout the North East and the wider concept launched to schools and cultural and heritage organisations nationwide.

Miles Wallis-Clarke, Principal at Hotspur School, one of the schools that assisted in the creation of Time Machine, adds: "Teachers are now used to incorporating the latest technology into the curriculum however Time Machine blends video, theatre, drama and technology into one package to create a story that the pupils wholeheartedly believe in. In doing this and encouraging pupils to problem solve using the skills they've learnt in the classroom-based element of the experience, Time Machine facilitates learning in a way that hasn't been done before."

Funded by [Northern Film & Media](#), the [Heritage Lottery Fund](#) and the [UK Film Council's Digital Film Archive Fund](#), Time Machine will launch to schools throughout the North East of England on 21 March 2012.

For more information please contact 0845 217 9909 or visit <http://www.tynesidecinema.co.uk>.

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Notes to editors:

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About Tyneside Cinema

Tyneside Cinema is one of the UK's leading independent specialised film and media venues. Alongside its programmes of new world cinema and digital media arts the cinema is also famous as a screen heritage attraction, housed in the last purpose-built Newsreel Theatre still operating as a cinema in the UK.

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