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**NEW FRIENDS OF METRO THEATER SUPPORTS UPPER WEST SIDE CINEMA'S PLANS TO REVITALIZE LANDMARKED THEATER, FEATURING A NOTABLE ADVISORY BOARD INCLUDING FAMED FILMMAKERS AND ACTORS**

New York, NY [July 16, 2024] – NEW Friends of Metro Theater (NFoMT), the organization dedicated to the cultural revival of the historic community Metro Theater at 2626 Broadway, located between 99th and 100th Streets, has been actively seeking potential buyers to rejuvenate this landmark building, which has remained dormant for nearly two decades. NFoMT has built an open and warm dialogue with the owners – the Bialek family. NFoMT is notably impressed by the comprehensive and visionary plan put forth by film producer Ira Deutchman and film consultant Adeline Monzier, Founders of Upper West Side Cinema Center, Inc., a not-for-profit dedicated to bringing a world-class art cinema back to the neighborhood.

UWSC's goal is to purchase and restore the theater into a vibrant five-screen movie house featuring movie classics, foreign films, independent hits, and blockbuster new releases. President of NEW Friends of Metro Theater, Liza Cooper, noted, "Ira & Adeline bring longstanding relationships with national and international cultural institutions such as Film at Lincoln Center, New Plaza Cinema, Woodstock Film Festival, BAM and MOMA, Cinecittà and Unifrance. Additionally, their impressive advisory board including Martin Scorsese, John Turturro, Ethan Hawke, Griffin Dunne, and Bob Balaban, give us confidence that they can bring our Metro Dreams to fruition."

Furthermore, Gina Bello, Vice President of Marketing and Social Media for NFoMT, stated, "This vision aligns perfectly with NFoMT's mission to enhance our neighborhood through arts and cultural revitalization." She added, "The plan

reflects the hopes of our members and the community, promising to be a cultural center and an economic boon for local businesses.”

Ira Deutchman, a longtime resident of the Upper West Side, is a renowned independent film producer with over 150 credits. He is also Professor Emeritus at Columbia University and sees the Metro Theater as a center for artistic expression and community engagement. Deutchman fondly recalls the area’s rich cinematic legacy, noting today’s marked shift: “The Upper West Side is desperately under-screened for the devoted art film audience that exists. Since the demise of both the Lincoln Plaza Cinemas and the Landmark 57, there are now only three full-time art screens plus one part-time screen north of 14th Street. This is in comparison to over twenty dedicated art screens in downtown Manhattan, and a similar number in Brooklyn.”

Adeline Monzier is a resident of Harlem. In addition to representing Unifrance in the United States, she has also programmed for the Metrograph and Maysles Cinema. She believes that the Metro is uniquely situated to serve that community as well as another cinema desert on the Upper East Side, which at one time was the center of the art film world. She hopes to bring “a series of educational initiatives to the venue as well as enriching the neighborhood with a diverse tapestry of current and classic international films.” Both Deutchman and Monzier are well-known figures in the domestic and international film business.

NFoMT strongly advocates that any chosen plan preserves the artistic essence of the Upper West Side community. Local filmmaker and the group’s Chief of Content and Communications, Lauren Flick, stressed the initiative’s broader significance: “Beyond mere restoration, this project aims to rejuvenate community spirit and foster creative expression, values we strongly endorse and see in this proposal.”

For more information on how to support this transformative project, please contact Liza Cooper, President of NFoMT: [liza.g.cooper@gmail.com](mailto:liza.g.cooper@gmail.com) and visit [newfriendsofmetrotheater.org](http://newfriendsofmetrotheater.org) and Upper West Side Cinema project.

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