

Announcing the Class of 1968 Cinema Celebration: Did *The Graduate* Fulfill its Promise? Cinema's Journey from 1968 to Today.

Presented by Robert W. Cort, C'68, G'70, WG'74



In our senior year movies dominated America's popular culture. We stood in line to see them, argued their merits over beers at Smokey Joe's, and reveled in the ways they were finally reflecting the reality and values of our generation.

Fifty years later, there's nothing to see on Saturday night.

Today's movies astound in their creation of worlds. The visceral experience is intense. We can access them on our phones — we can even make them on those phones. But with the exception of those few films jammed into release at year's end, movies are more sight and sound than substance.

As we arrived in the fall of 1967 for our last hurrah, *Bonnie & Clyde* and *In the Heat of the Night* had just hit theaters. We celebrated Christmas with the most iconic film of all, *The Graduate*, soon followed by *Rosemary's Baby*, *The Odd Couple*, and *2001: A Space Odyssey*. By the time we graduated in 1968, which *TIME* magazine dubbed 'The Year that Shaped a Generation,' the nation was in near-revolution. So was Hollywood, as studios went bankrupt and a new generation of filmmakers grabbed control with their personal and powerful movies that addressed profound social changes: civil rights, anti-war protests, women's rights, personal freedom, drugs, and changing cultural and sexual mores. These movies garnered not just critical acclaim but also huge audiences.

2017 and 2018 promise to be equally impactful, tumultuous years for America. But the box champions are sure to be sequels, animated features and Computer Generated Imagery (CGI) extravaganzas that speak far less to the challenges of our times. In 1968 only one of the top ten grossing films, *2001: A Space Odyssey*, could be termed a fantasy-based movie. In 2016 every single one of the top ten was pure fantasy. And this trend is certain to hold through our reunion.

Our conversations will focus on three key factors to understand the changed movie landscape: digitalization, corporatization, and globalization. We'll examine how marketing-distribution strategies and technological breakthroughs drove the creation of content into radically different directions. Finally, we'll examine the morphing movie-going audience. How did we differ from our children and grandchildren in our relation to film — and perhaps to life itself?

CLASS OF 1968 CINEMA CELEBRATION

Welcoming the Class of 2018 and the University community

**Homecoming Weekend featuring Arts and Culture:
Saturday, November 4, 2017**

2:00 PM: Screening of *The Odd Couple*

Claudia Cohen Hall (formerly Logan Hall), Auditorium

**6:00 PM: Dinner and a Movie
*In the Heat of the Night***

Robert Cort and Peter Decherney will be our guides toward understanding the unpredictable journey movies have travelled with us these past five decades.

Robert W. Cort is a prominent film producer. Since 1985 he has produced forty-eight feature films which have grossed three billion dollars in worldwide box office. These include *Three Men and a Baby*, *Cocktail*, *Jumanji*, *Bill & Ted's Excellent Adventure*, *The Hand That Rocks the Cradle*, *The Cutting Edge*, *Bird on a Wire*, *Runaway Bride*, *Save the Last Dance*, *Mr. Holland's Opus* and *Terminator: Genisys*. Cort's HBO film, *Something the Lord Made*, won three Emmy Awards, including the 2004 Outstanding Film Made for Television. The film also won the American Film Institute Award, the Director's and Writer's Guild Awards, the Christopher, NAACP Image Award and the prestigious Peabody Award. His other television films have also won multiple honors, including the 1990 Emmy for Outstanding Children's Program for *A Mother's Courage: The Mary Thomas Story*. Cort joined the faculty of the American Film Institute in 2010. He is also on the board of Penn's Netter Center for Community Partnerships and the Mr. Holland's Opus Foundation.

Peter Decherney is Professor of Cinema Studies and English at the University of Pennsylvania. He is the author or editor of five books including *Hollywood's Copyright Wars: From Edison to the Internet* and the forthcoming *Hollywood: A Very Short Introduction*. He is co-editor of the journal *Critical Studies in Media Communication*. He has won multiple teaching awards at Penn, and he is a Forbes.com contributor.

The Festival of Films of 1967 and 1968 will launch during Penn's Homecoming Weekend featuring Arts & Culture Celebration. "Dinner & A Movie" is planned for 6 PM, Saturday, November 4th.

Films from 1967-1968 will be screened throughout the 50th reunion, beginning Thursday, May 10th. The marquee conversation between Robert Cort and Professor Decherney will take place on Friday afternoon, May 11th. A full schedule of titles and times will be released soon. Films to be screened will be chosen by Robert Cort, in collaboration with Peter Decherney and Penn Cinema Studies faculty.

ALUMNI WEEKEND 2018 & 1968's 50TH REUNION

Thursday, May 10 – Sunday, May 13

Thursday, May 10th | 8 - 10 PM: Screening of *Bonnie & Clyde*

Friday, May 11th | 2:30 - 4:30 PM:

**Movies – Then and Now – A conversation about the films of 1968-2018:
Starring acclaimed film producer Robert Cort, C'68 and Peter Decherney,
Professor of Cinema Studies and English at the University of Pennsylvania
and author of *Hollywood and the Culture Elite: How the Movies Became
American*.**

Friday night, May 11th | 8:30 - 10:30 PM:
Screening of *The Graduate*

Saturday, May 12th | 3:30 - 5:30 PM:
Screening of *Planet of the Apes*

Sunday, May 13 | 1 - 3 PM:
Screening of *Rosemary's Baby*
All films will be curated by Robert Cort.

Times are subject to modification. Locations to be determined.