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   Titolo   Screening Europe in Australasia : Transnational silent film before and
                       after the rise of Hollywood

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   Collana   Exeter Studies in Film History

   Soggetti   20th century, c 1900 to c 1999
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                       Films, cinema
                       History and Archaeology
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   Sommario/riassunto Through a detailed study of the circulation of European silent film in
                       Australasia in the early twentieth century, this book challenges the
                       historical myopia that treats Hollywood films as having always
                       dominated global film culture.   Before World War I, European silent
                       feature films were ubiquitous in Australia and New Zealand, teaching
                       Antipodean audiences about Continental cultures and familiarizing
                       them with glamorous European stars, from Asta Nielsen to Emil
                       Jannings. After the rise of Hollywood and then the shift to sound film,
                       this history-and its implications for cross-cultural exchange-was lost.
                       Julie K. Allen recovers that history, with its flamboyant participants,
                       transnational currents, innovative genres, and geopolitical
                       complications, bringing it all vividly to life.   Making ground-breaking
                       use of digitized Australian and New Zealand newspapers, the author
                       reconstructs the distribution and exhibition of European silent films in
                       the Antipodes, along the way incorporating compelling biographical
                       sketches of the ambitious pioneers of the Australasian cinema industry.

She reveals the complexity and competitiveness of the early cinema market, in a region with high consumer demand and low domestic production, and frames the dramatic shift to almost exclusively American cinema programming during World War I, contextualizing the rise of the art film in the 1920s in competition with mainstream Hollywood productions.