



Press release

Title **Bluewater drives its appeal with open-air cinema experience**
From **Land Securities Group PLC (“Landsec”)**
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Bluewater, one of Europe’s leading retail and leisure destinations, is to host **The Luna Cinema** for a new drive-in format from April 12, as part of plans to welcome the return of guests as the lockdown lifts.

Set to launch in-line with the government’s re-opening roadmap, The Luna Cinema will deliver a state-of-the-art drive-in cinema experience, using the UK’s highest definition outdoor screens, in-car digital sound solutions, and a new click & collect food and drink offer.

The Luna Cinema’s latest venue will hold approximately 180 cars per screening and present a programme of two screenings per night, plus an afternoon matinee screening for film fans of all ages on weekends. The screen will sit up on the top level of the multi-storey carpark with the dramatic backdrop of Bluewater’s chalk cliffs.

Over the past 13 years, The Luna Cinema has established itself as the market leader in the UK’s open air and pop-up cinema industry. First pivoting to a drive-in format in response to the Covid-19 pandemic, The Luna Cinema attracted nearly a quarter million people in 2020.

Rob Hardie, Portfolio Director at Landsec, co-owner and asset manager of Bluewater, said: “Bluewater has always provided a unique day-out for guests, but we are constantly looking to evolve the experience. Partnering with The Luna Cinema to deliver this event is a prime example of our strategy in action and will help ensure Bluewater retains its position as the first-choice destination for guests across the region. It is a relevant and engaging experiential offer that will can be comfortably enjoyed while social distancing as the lockdown lifts.”

George Wood, founder of The Luna Cinema, said: “We are hugely excited to announce our spring drive-in cinema season, including the launch of our Bluewater site on April 12. There’s no doubt people are desperate to get back to the big screen experience, after months in their homes, and drive in is the perfect format to comply with social distancing regulations this spring. We believe we have developed the ultimate big screen experience to enjoy from your car, combining state of the art technology with the nostalgic rose-tinted Americana of the classic drive in cinema.

“Being Kent-based ourselves, we can’t wait to welcome audiences to our fully covid-secure drive in site at Bluewater, for what is likely to be their first evening out in a very long time. After such a long winter indoors, an evening of cinema under the stars with a feel-good classic on the big screen, and some great food and drink to accompany the film, is just what we all need right now.”

In addition to its launch at Bluewater this April, The Luna Cinema is returning once again in drive-in form across various other sites across the country, including Blenheim Palace, the Birmingham NEC, and Knebworth House, with more venues to be added soon.



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About Landsec

At Landsec, we strive to connect communities, realise potential and deliver sustainable places.

As one of the largest real estate companies in Europe, our £11.8 billion portfolio spans 24 million sq ft (as at 30 September 2020) of well-connected retail, leisure, workspace and residential hubs. From the iconic Piccadilly Lights in the West End and the regeneration of London's Victoria, to the creation of retail destinations at Westgate Oxford and Trinity Leeds, we own and manage some of the most successful and memorable real estate in the UK.

We aim to lead our industry in critical long-term issues – from diversity and community employment, to carbon reduction and climate resilience. We deliver value for our shareholders, great experiences for our customers and positive change for our communities.

Find out more at landsec.com

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About The Luna Cinema

The Luna Cinema was founded in 2008 by George Wood with a showing of *Some Like It Hot* at Dulwich Park in South London. Each year, The Luna Cinema usually puts on more than 150 screenings to over 60 outdoor locations around the UK, making it the UK's largest producer of outdoor cinema events. The Luna Cinema team also produce *FriendsFest*, the touring event celebrating the TV show "*Friends*". In 2018 the Luna Group set up two new brands, *Luna Beach Cinema* in Brighton, and *Luna Kids Cinema*, the country's first outdoor cinema experience designed especially for young film fans. The Luna Cinema also launched its drive in offering, *The Luna Drive In Cinema*, in 2020.