

# The Kino Woensdag Manifesto

Kino Woensdag is a reaction to the increasing individualization of society, which today is mainly caused by digitalization. Social media, smartphones and the Internet should not only be seen as useful tools that have enriched our lives, but also as technological changes that heavily shape how we live and who we are.

Today's digital possibilities such as dating apps, working from home and streaming services provide a certain comfort at the expense of human contact. Hans Schnitzler mentions in his essay *Filosofie van de Kroeg* that these processes of digitization lead to social poverty (111)<sup>1</sup>. We leave the house less often and have less interaction with others as our daily lives are mediated by apps and websites.

The result of this loss of human contact is a society that is becoming increasingly more lonely. According to Noreena Hertz<sup>2</sup>, since 2012, it is evident that feelings of loneliness, especially among young people, have increased significantly, at the exact moment when we started using smartphones on a massive scale. The addictive apps that keep us glued to the couch for hours on end may get us "in touch" with the world, but ultimately leave us feeling lonely.

With Kino Woensdag we want to oppose the digitally induced loneliness by organizing cozy and accessible gatherings at the (arthouse) cinema. We see the cozy and warm atmosphere of these cinemas as an extension of what American sociologist Ray Oldenburg<sup>3</sup> calls "third places." These are vibrant public spaces that do not belong to the private or work domain, and play an important role in facilitating social contact. Think cafes, parks, bookstores and, as far as we are concerned, cinemas.

We hope that Kino Woensdag can bring people together in a meaningful way and contribute to a more social world.

Noah and Thijs

1 Schnitzler, Hans. *De Filosofie van de Kroeg*, De Bezige Bij, 2023.

2 VPRO Wintergasten / Noreena Hertz: <https://www.instagram.com/reel/C1v-JtXsRlo/?igsh=MWpsNmtdTZidnZxag%3D%3D>

3 Oldenburg, Ray. *The Great Good Place*, Da Capo Press, 1989.

