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Live film action invites Newcastle audience to play a war-time role in a cinema first

Tyneside Cinema hosts UK's first live and interactive film which invites viewers to control the on-screen army action by app

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By [Barbara Hodgson](#)
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WHAT'S ON



Bloodyminded is coming to Tyneside Cinema in Newcastle (Image: Tyneside Cinema)

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A live film being screened at a [Newcastle](#) cinema will offer the audience a unique opportunity to share - and steer - the action.

Bloodyminded is a one-off idea created to mark the centenary of the end of the First World War and will be shot live in an army base where it will bring alive a contemporary scenario involving the armed services.

And, as viewers become immersed in its action-packed world, they will be posed moral questions about war and asked to make crucial decisions via an app which will affect how the story plays out.

On October 14, [Tyneside Cinema](#) in the city centre will be one of a number of venues around Britain to simultaneously host what's billed as the UK's first ever interactive feature film.



Tyneside cinema in Newcastle (Image: Newcastle Chronicle)

The 'single shot' movie, to be broadcast live online at the same time, will explore past and present conflicts and mix fiction and fact.

And audiences are being told to expect to be taken on a "moving and disturbing" interactive journey as they respond to difficult questions via an app.

Bloodyminded was inspired by research carried out at the Imperial War Museum into the conscientious objectors of the First World War as well as interviews with soldiers about their experiences with training, front-line combat, banter, bullying, and post traumatic stress disorder.

The film, which forms part of the 14-18 NOW: Centenary Art Commissions programme commemorating the Great War, has an award-winning team behind it.

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Its creator is Blast Theory, the BAFTA-nominated art company which in 2015 achieved a world first in cinema history with My One Demand, an interactive film shot and streamed live in a single two-hour take.

Matt Adams, from the company, said of the subject of its latest project: "Although they were accused of cowardice, many conscientious objectors displayed incredible bravery and earned the respect of fighting men.

"In Bloodyminded, we want viewers to share their own experiences of violence and bravery."

The film will screen on October 14 at 4.15pm. Tickets are available direct from the cinema; from 0191 227 5500 or online [here](#) .

Tyneside Cinema is showing it as part of its The Fog of War season, which marks the centenary of the 1914-18 war and includes a selection of some of the most evocative war films ever made, such as an Armistice Day showing of All Quiet On The Western Front and a live satellite screening of Peter Jackson's They Shall Not Grow Old.