



Mail brings the art-house home; [FINAL Edition]

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Film Movement

Film Movement (www.filmmovement.com) now has subscribers in nearly 3,000 cities and towns in all 50 states. In addition, more than 900 libraries present monthly Film Movement nights. Film Movement also will program a new independent film channel on Continental Airlines flights.

[Illustration]

Clubbing it: Helen Buday and Gary Sweet in *Alexandra's Project*, the January pick of the Film Movement club.

Full Text (700 words)

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DVD watch: A weekly roundup of news and trends

Netflix's success with its subscription DVD rental service has given movies-by-mail a whole new sense of credibility. Blockbuster and Wal-Mart are among a growing legion of major retailers that have launched copycat programs.

But what about people who would rather own than rent?

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Film Movement

Film Movement was launched in January 2003 as an outgrowth of Shooting Gallery, the production company behind such award-winning films as *Sling Blade* and *You Can Count on Me*.

Founder Larry Meistrich says he was amazed when a touring film series of 15 small

movies got such a tremendous response from Middle America. He realized there's a big demand for these films, but because they typically play in a handful of big cities, "it's tough for a lot of people to participate."

For \$200 a year, Film Movement sends its subscribers one feature - - January's movie is Alexandra's Proj-ect -- and one short a month, drawn from a pool of award-winning U.S. and foreign films that have played the major film festivals.

David Jauss, a creative-writing teacher at the University of Arkansas-Little Rock, is a Film Movement subscriber.

"We just got an art-house theater here in Little Rock, but even so, it doesn't show these movies, which are some of the best I've ever seen," he says.

His favorites of the Film Movement fare include *El Bola*, a Spanish film about a boy raised in a violent environment who befriends a boy from a good home, and *Marion Bridge*, a Canadian drama about three estranged sisters who reunite to care for their dying mother.

"I like movies for adults who can think, rather than people who want to watch explosions," Jauss says.

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To be considered for release by Film Movement, films must have received at least one award at such major film festivals as Cannes, Sundance, Toronto and Berlin. A panel of professional film curators narrows the choices, and then a deal is struck with the filmmaker.