

## The History of The Cinema Usherette: 300 words 'linked outputs' summary

This project combines 2 exhibitions, a catalogue, public talks, and an open access web based archive, presenting a unique insight in to the role of the cinema usherette in (primarily) British cinemas during the 1920s--1960s. It addresses a significant oversight within the vast canon of literature in the fields of cinema histories, audience studies, and women's historiographies. Ms Balogh's research, gained from a period spanning over 20 years, has been collated from oral history interviews with former usherettes, photographs (official and personal), cinema archives in Europe, the U.S. and Australia, and related epiphenomena. Positioning her work within the frameworks of feminism, visual culture and exhibition practice, Ms Balogh utilises a diverse range of sources from which to present the many historical narratives of the cinema usherette, explaining why she has become such a popular cultural icon, how the audience and the cinema organisation perceived her, whilst also providing a tantalising vision of her own relationship with the audience. Designed by Ms Balogh, this project has brought this previously unknown history to the public and academic arenas. Ms Balogh curated the exhibitions, shown at widely populated venues, and a programme of public talks and presentations by Ms Balogh, supported and enhanced the exhibitions' content, generating further public engagement and knowledge. An international audience has been reached through a web-based archive (cited as a top ten cinema related history resource), which provides a visual and textual resource of the history of the cinema usherette. Ms Balogh's research has been used for T.V. programmes, fiction authors, academic writers, as well as informing three AHRC projects:

*Remembering 1960s British Cinema-going,*  
(<http://www.ucl.ac.uk/cinemamemories>)

*The Major, Minor Cinema: Highlands & Islands Film Guild 1946-71,* (<http://hifilmguild.gla.ac.uk/>)

*The Projection Project.* (<https://projectionproject.warwick.ac.uk/>)