



DAHOMBEY

THEATRICAL CAMPAIGN REPORT
US, CA, UK, DE, MX, CL



FESTIVALS OVERVIEW

US

- NYFF, Camden I FF, Mill Valley, Hamptons, Chicago IFF, Santa Fe FF, Loft FF, New Hampshire FF, Philadelphia FF, Vermont FF, Montclair FF, Hot Springs FF, Unorthodocs, AFI Fest, Virginia FF and Miami GEMS, Glimmerglass FF, European FF of Puerto Rico, Film Fest Knox

CA

- TIFF, AIFF, Calgary IFF, Vancouver IFF, Windsor IFF

UK/IE

- BFI London Film Festival, Film Africa, Bath Film Festival
- IFI Doc Festival

DE

- Berlinale (World Premiere), Summer Berlinale, LET's DOK (Bayern, Hamburg, Cologne), International Human Rights Film Festival Nürnberg, FilmInitiativ Cologne, Afrika-FilmFestival Wuppertal, Französische Filmtage (Cologne and Bonn), Französische Filmtage Tübingen, African FilmFest Munich and Days of Indigenous Film in Rostock.

LATAM

- FICUNAM (MX), MUBI Fest Mexico City (MX), FICValdivia (CL), FIDOCS (CL), Mostra São Paulo (BR), BIFF (CO), Costa Rica IFF (CR), MUBI Fest Buenos Aires (AR), Eurocine (EC), Lima Alterna (PE)

DAHOMÉY





NORTH AMERICA THEATRICAL RELEASE OVERVIEW

- In the US, DAHOMEY opens in **2** cinemas on October 25, exclusively in New York at key arthouses IFC Center and Film at Lincoln Center, with Q&As with Mati Diop at both locations.
- The film expands to Los Angeles November 1 at the Laemmle Royal, and to Chicago, Boston, and San Diego that same date. The film will expand to additional major markets throughout November and into December.
- Following our NA premiere at the Toronto International Film Festival, the film played a series of key US festivals: Camden Film Festival, New York Film Festival, Hamptons Film Festival, Chicago International Film Festival, and AFI Fest in Los Angeles,
- We will have partnerships and grassroots activity at key screenings in select markets, including a panel discussion with Brown Girls Doc Mafia at IFC Center in NY and another panel at Boston's Coolidge Corner theater.
- In Canada, the film opens on 10/25 in Montreal, Vancouver, Ottawa and Québec City and on 11/1 in Toronto. Other markets to open according to demand for an estimated total runs of about 10.

DAHOMEY





UK THEATRICAL RELEASE OVERVIEW

- DAHOMEY releases in **25** cinemas from October 25 across the UK and Ireland. Our sites consist of good support from key independent cinemas, including Picturehouse and Curzon.
- On October 30, Vue cinemas will play the film circuit wide for a one day special as part of their Black History Month programme, broadening awareness of the film to a more mainstream audience. It would also make our official site count for week 1 a total of **118** cinemas.
- Following our UK premiere at the London Film Festival and Irish premiere at IFI Doc Fest we have maintained the festival buzz with panel based screenings at Bath Film Festival and Film Africa and Cambridge Film festival on day of release. We also held a Reclaim The Frame supported preview screening at ICA in London in the week before release.
- A number of our bookings on date and beyond include partnerships with local and nationwide grassroots activity groups.

DAHOMÉY





DE THEATRICAL RELEASE OVERVIEW

- DAHOMEY releases in **40** cinemas from October 24 across Germany. Our site list consists of good support from independent cinemas in key cities.
- Following its world premiere at the Berlinale in February and a special screening as the “Golden Bear” winner at the Summer Berlinale in June, we have maintained the festival buzz with a wide range of previews at regional festivals like the African Film Festival Cologne and Munich, the French Film Festival Cologne and Tübingen and the Human Rights Film Festival in Nuremberg including various guest and film talks.
- On October 15, we hosted a preview in partnership with the Sinema Transtopia in Berlin to start building awareness of the film amongst the BIPOC community. We will also hold a special screening at the MARKK Museum in Hamburg with a film discussion in the week of release on Oct 29.
- A number of our bookings before and on date include partnerships with local and nationwide grassroots activity groups like the Let’s DOK associations in Hamburg and Cologne and the Deschoolanize organisation in Berlin.

DAHOMÉY





MX/CL THEATRICAL RELEASE OVERVIEW

- Limited direct release in Mexican and Chilean territories, **6** screens across Mexico and **3** in Chile.
- Booking efforts will be concentrated on the most important art-house locations such as national cinematheques (5-10 screens), with presence in the main cities of each territory.
- We collaborated with museums, particularly with the Museo de Antropología, one of the most important museums in Latin America, to present the film and later a conservatory with director Mati Diop.
- We will also seek to capitalize on the buzz from festivals in which the film will be screened throughout the Latin American region (MX, CO, BR, AR, CL, CR, EC, PE).

DAHOMÉY





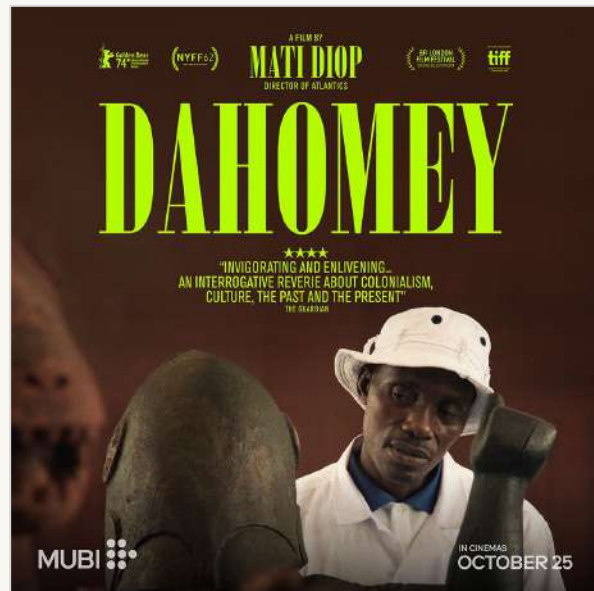
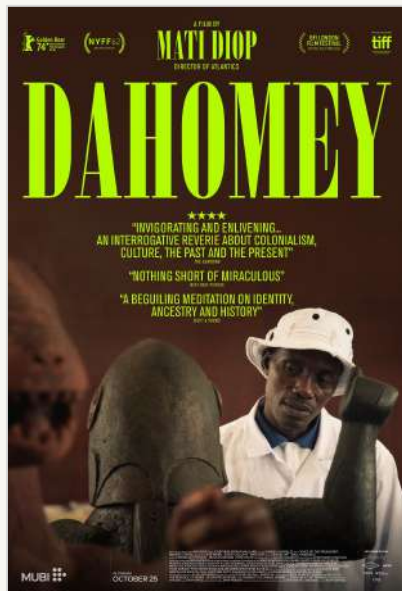
DAHOMÉY

CREATIVE



DAHOMEY

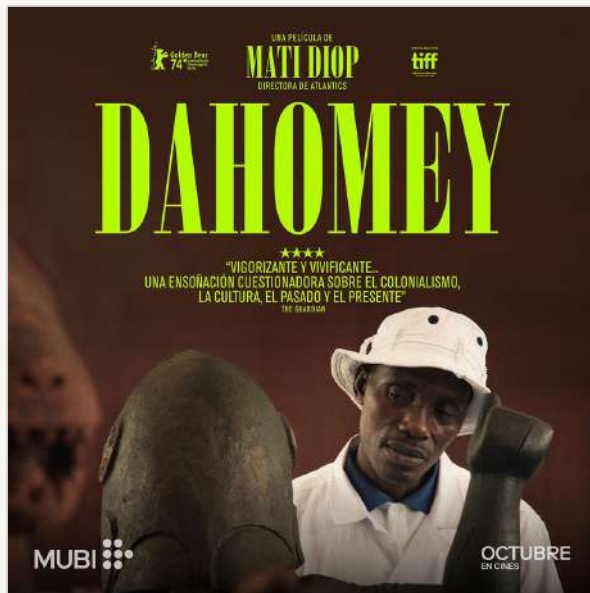
CREATIVE KEY ARTWORK





DAHOMEY

CREATIVE KEY ARTWORK LOCALISATIONS





DAHOMÉY

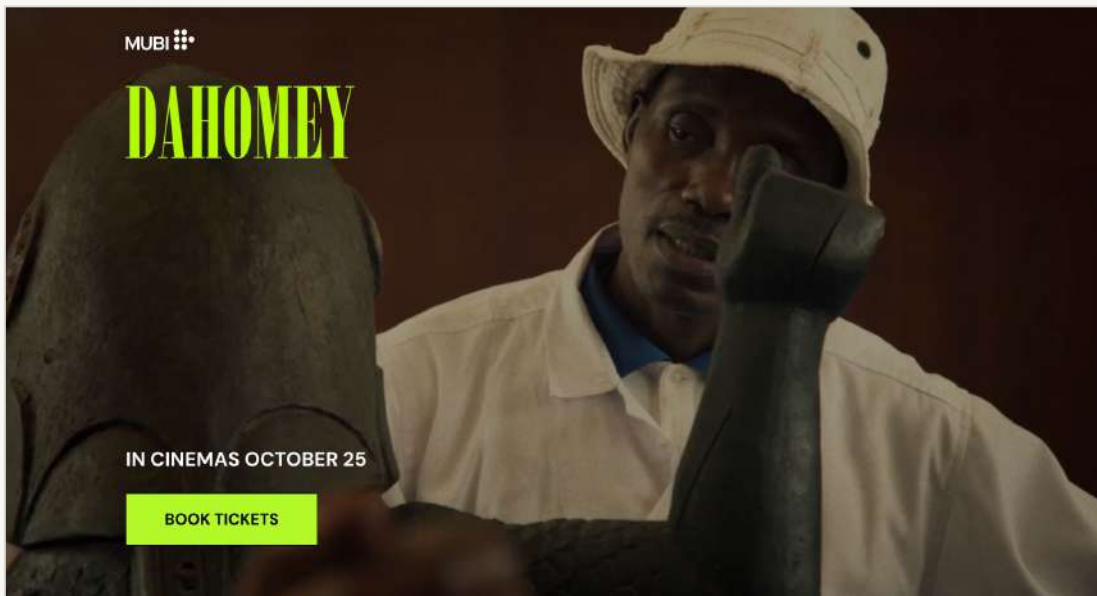
CREATIVE
OFFICIAL TRAILER



MUBI trailer [here](#)



CREATIVE THEATRICAL FILM PAGE



ABOUT THE FILM

From acclaimed filmmaker Mati Diop (*Atlantics*), **DAHOMEY** is a poetic and immersive work of art that delves into real perspectives on far-reaching issues surrounding appropriation, self-determination and restitution. Set in November 2021, the documentary charts 26 royal treasures from the Kingdom of Dahomey that are due to leave Paris and return to their country of origin: the present-day Republic of Benin. Using multiple perspectives, Diop questions how these artefacts should be received in a country that has reinvented itself in their absence. Winner of the coveted Golden Bear prize at the 2024 Berlinale, **DAHOMEY** is an affecting, thought-provoking singular conversation piece that is as spellbinding as it is essential.

★★★★★
"INVIGORATING AND INFLUENCING... AN INTERROGATIVE REVEAL ABOUT COLONIALISM, CULTURE, THE PAST AND THE PRESENT"
THE GUARDIAN

★★★★★
"STRANGE, CAPTIVATING AND RIGOROUSLY INTELLECTUAL... LEAVES A POWERFUL IMPRESSION"
THE OXF

★★★★★
"ELECTRIFYING... A BEWITCHING WORK OF SPECULATIVE DOCUMENTARY"
MORT & ROSE

DAHOMEY Official Trailer (in Theaters)

BOOK TICKETS

PARTNERS SCREENINGS + PANEL DISCUSSION

- Fri 25 Oct, Cambridge Film Festival, Cambridge - [Book Tickets](#)
- Fri 25 Oct, Showroom, Sheffield - [Book Tickets](#)
- Fri 25 Oct, FACT, Liverpool - [Book Tickets](#)
- Sat 26 Oct, Duke at Kettle's, Brighton - [Book Tickets](#)

FROM OCTOBER 25

- QFT, Belfast - [Book Tickets](#)
- Waterhead, Bristol - [Book Tickets](#)
- Charles, Cardiff - [Book Tickets](#)
- IF, Dublin - [Book Tickets](#)
- Canine, Edinburgh - [Book Tickets](#)
- QFT, Glasgow - [Book Tickets](#)
- Hyde Park Picture House, Leeds - [Book Tickets](#)
- Debut, Luton - [Book Tickets](#)
- Picturehouse at FACT, Liverpool - [Book Tickets](#)
- Cine Lumiere, London - [Book Tickets](#)
- Curzon Camden, London - [Book Tickets](#)
- Curzon Wimbledon, London - [Book Tickets](#)
- Bonnie Southouse, London - [Book Tickets](#)
- Eastway Picturehouse, London - [Book Tickets](#)
- Hatchway Picturehouse, London - [Book Tickets](#)
- Gardens Cinema, Luton - [Book Tickets](#)

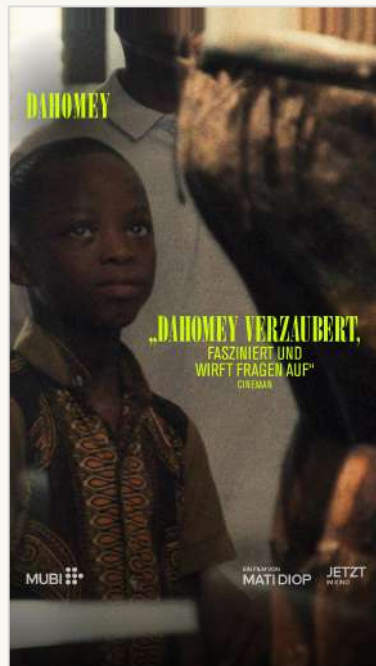


CREATIVE SOCIAL ASSETS





CREATIVE LOCALISED SOCIAL ASSETS





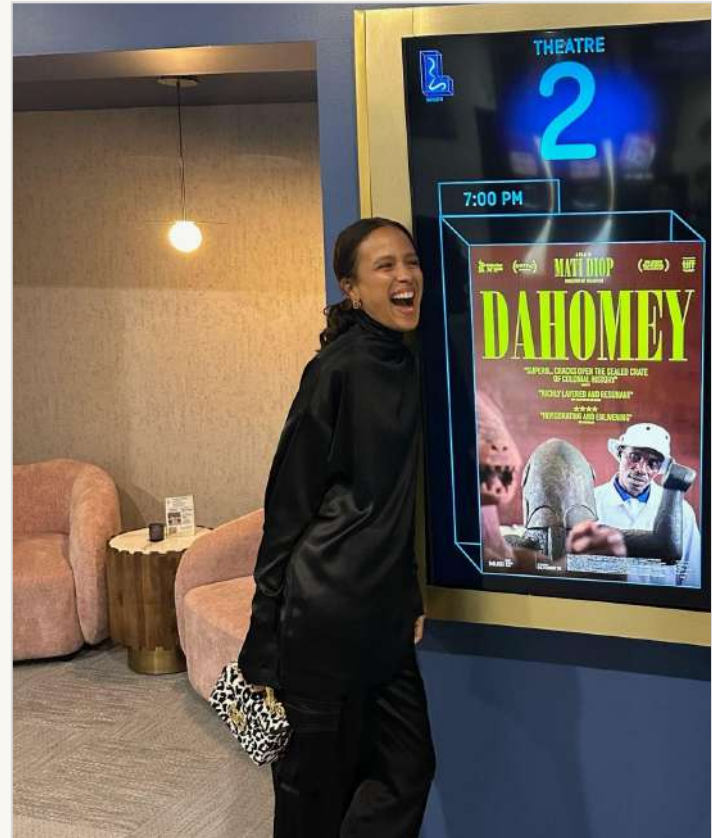
DAHOMÉY

ACTIVATIONS & EVENTS



US ACTIVATIONS OVERVIEW

- Premium display campaign with the **New York Times**.
- Digital display campaign with the **Indie Film Site Network**, including a two-day homepage takeover with **RogerEbert.com**.
- Dedicated day of release emails with **Film Comment** and **Letterboxd**.
- Los Angeles pre-release screening with **Film Independent**.
- New York screenings and Q&As planned for opening week in partnership with **ArtNoir** and **Brown Girls Doc Mafia**.
- Panel discussions planned for expansion markets including in Boston at the **Coolidge Corner Theatre**.
- Additional partnerships with **The Africa Center**, **Ghetto Film School**, **Black Film Space**.

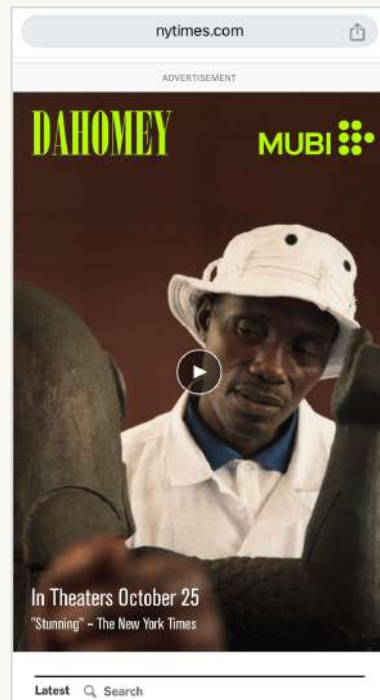
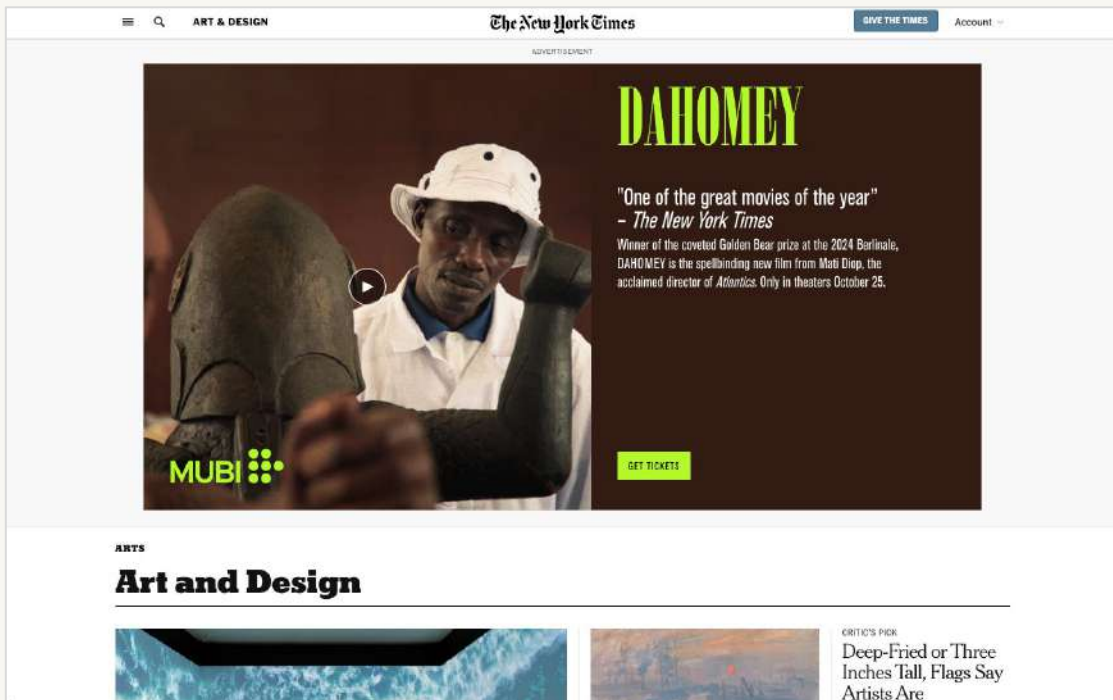




DAHOMEY

US ACTIVATIONS NEW YORK TIMES

Premium Flex Frame display campaign





US ACTIVATIONS INDIE FILM SITE NETWORK

Two-day takeover of RogerEbert.com homepage

The screenshot shows the RogerEbert.com homepage takeover for the movie Dahomey. At the top left is the RogerEbert.com logo. To the right are a 'SIGNUP' button, a search bar with the text 'Search Keywords...', and a menu icon. The main banner features the movie title 'DAHOMEY' in large green letters, a quote from The New York Times: "ONE OF THE GREAT MOVIES OF THE YEAR", and the release date 'ONLY IN THEATERS OCTOBER 25'. Below the banner is a section for the movie 'Woman of the Hour', categorized as 'CRIME'. It includes a five-star rating and a review snippet: 'Not only does Kendrick give a typically intelligent and spunky performance, but as a director, she shows a keen curiosity about the power of the gaze.' The reviewer is identified as Marya E. Gates. At the bottom, there is a 'GET TICKETS' button and a quote: "STUNNING" THE NEW YORK TIMES.



US ACTIVATIONS INDIE FILM SITE NETWORK

Digital display campaign on film websites including RogerEbert.com, Slant Magazine, The Film Stage, and more

The screenshot shows the Slant Magazine website. At the top, there is a large MUBI advertisement for the film **DAHOMEY**. The ad features a close-up of a man in a white hat and a dark background. Text on the ad includes "DAHOMEY" in large green letters, "ONE OF THE GREAT MOVIES OF THE YEAR" in white, "THE NEW YORK TIMES" below it, and "ONLY IN THEATERS OCTOBER 25" at the bottom right. The MUBI logo is in the bottom left of the ad. Below the ad is a black navigation bar with the word "SLANT" in large blue letters. Underneath is a menu with categories: FILM, MUSIC, TV, VIDEO, FEATURES, NEWS, GAMES, THEATER, BOOKS, and DONATE. The "FEATURES" section is active, showing an article titled "Interview: Mikey Madison and Sean Baker on Bringing the Freewheeling 'Anora' to Life" by Marshall Shaffer. At the bottom of the page, another MUBI advertisement for **DAHOMEY** is visible, identical to the one at the top.

The screenshot shows the mobile version of the The Film Stage website. At the top, there is a MUBI advertisement for the film **DAHOMEY**. The ad features a close-up of a man in a white hat and a dark background. Text on the ad includes "DAHOMEY" in large green letters, "ONE OF THE GREAT MOVIES OF THE YEAR" in white, "THE NEW YORK TIMES" below it, and "ONLY IN THEATERS OCTOBER 25" at the bottom right. The MUBI logo is in the bottom left of the ad. Below the ad is a "Latest Podcast" section featuring a podcast cover for "The B-Side - Tim Burton (with Mavis Lewis)".

The screenshot shows the mobile version of the Roger Ebert website. At the top, there is a MUBI advertisement for the film **DAHOMEY**. The ad features a close-up of a man in a white hat and a dark background. Text on the ad includes "DAHOMEY" in large green letters, "ELECTRIFYING" in white, "THE FILM STAGE" below it, and "ONLY IN THEATERS OCTOBER 25" at the bottom right. The MUBI logo is in the bottom left of the ad. Below the ad is a "Latest Podcast" section featuring a podcast cover for "The B-Side - Tim Burton (with Mavis Lewis)".




US ACTIVATIONS FILM COMMENT

Dedicated email newsletter on day of release

FILM COMMENT

Film Comment is a nonprofit publisher that relies on the support of professional partners.



"An immensely resonant poetic documentary"
— *Film Comment*

"Superb . . . cracks open the sealed crate of colonial history"
— *Variety*

"Extraordinary . . . a creative and moving guide to discussing anti-colonialist action"
— *Little White Lies*

Dahomey is now playing only in theaters

From acclaimed filmmaker Matt Diop (*14th Avenue*), *DAHOMEY* is a poetic and immersive work of art that delves into real perspectives on far-reaching issues surrounding appropriation, self-determination and resolution. Set in November 2023, the documentary charts 29 royal treasures from the Kingdom of Dahomey that are due to leave Paris and return to their country of origin: the present-day Republic of Benin. Using multiple perspectives Diop questions how these artifacts should be received in a country that has colonized Benin in their absence.

Winner of the coveted Golden Bear prize at the 2024 Berlinale, *DAHOMEY* is now playing only in theaters.

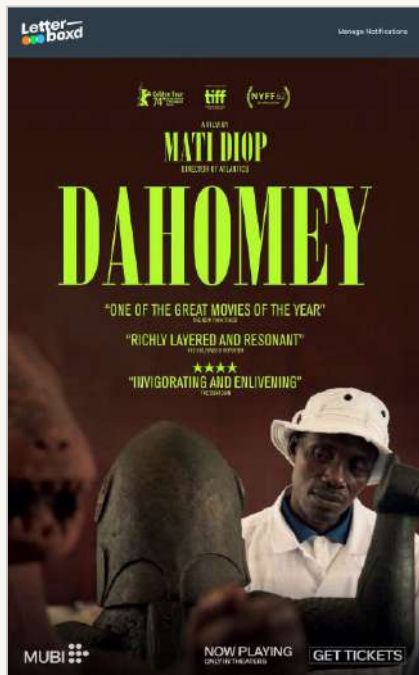
[Get Tickets](#)

New playing in New York City, and expanding to more cities in the coming weeks



US ACTIVATIONS LETTERBOXD

Dedicated email newsletter on day of release



"One of the year's best documentaries" – Rolling Stone

★★★★ "Extraordinary . . . Diop is a cinematic force of nature" – *Little White Lies*

"Superb . . . cracks open the sealed crate of colonial history" – *Variety*

***Dahomey* is now playing only in theaters**

From acclaimed filmmaker Mati Diop (*Atlantics*), ***Dahomey*** is a poetic and immersive work of art that delves into real perspectives on far-reaching issues surrounding appropriation, self-determination and restitution. Set in November 2021, the documentary charts 26 royal treasures from the Kingdom of Dahomey that are due to leave Paris and return to their country of origin: the present-day Republic of Benin. Using multiple perspectives Diop questions how these artifacts should be received in a country that has reinvented itself in their absence.

Winner of the coveted Golden Bear prize at the 2024 Berlinale, ***Dahomey*** is now playing only in theaters. And as always, Letterboxd members can also claim 30 days of free streaming on [MUBI](#).

[GET TICKETS](#)

Now playing in New York City, and expanding to more cities in the coming weeks.



US ACTIVATIONS FILM INDEPENDENT

Pre-release screening in Los Angeles at the Landmark Sunset



You're invited to join us for a theatrical screening of *Dahomey*, including an in-person conversation with writer/director **Mati Diop**. This event is open to the general public and will take place on **Thursday, October 24 at 7:00 pm PT** at the **Landmark Sunset**.



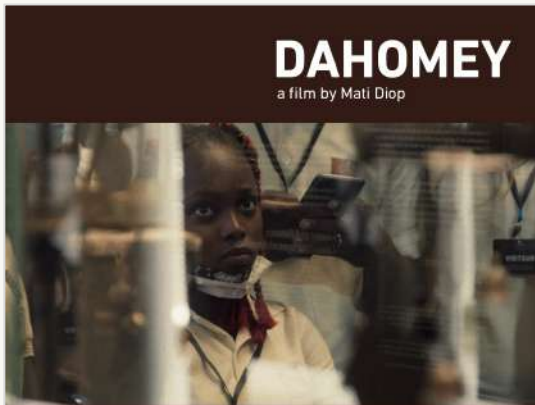


DAHOMEY

US ACTIVATIONS ARTNOIR

Partner screening at IFC Center in New York during opening weekend

ARTNOIR



DAHOMEY
a film by Mati Diop

October 27, 2024
2:30 PM – Doors Open
2:50 PM – Screening + Q&A

IFC Center
323 6th Ave
New York
rsvp@artnoir.co

ARTNOIR and MUBI cordially invite you to a special screening of *DAHOMEY*, a captivating documentary by acclaimed filmmaker Mati Diop. This poetic and immersive film follows the journey of 26 royal treasures from the Kingdom of Dahomey as they prepare to leave Paris and return to their country of origin: the present-day Republic of Benin.

The screening will be followed by an exclusive Q&A session with Director Mati Diop.

ARTNOIR MUBI



US ACTIVATIONS BROWN GIRLS DOC MAFIA

Panel discussion at IFC Center in New York during first week of release

BGDM

BGDM PRESENTS

BGDM INVITES YOU TO JOIN US FOR
A FREE SPECIAL EVENT.

DAHOMEY

With exclusive post-screening panel with Mati Diop,
Christian Nyampeta, and Millsuthando Bongela-Davis,
moderated by Arielle Knight!



Mati Diop is a French filmmaker and actress working in both France and Senegal. Her formally adventurous films explore exile and identity, memory and loss using fiction and documentary tools. The films of Mati Diop conjure faraway places. Characters both fictional and quasi-documentary long for locales beyond their reach, or sometimes, as if in a trance, they drift magnetically toward them. No matter where the films take place, there is always the specter of somewhere else, and, perhaps with it, the possibility of a different life.



Millsuthando Bongela-Davis is an award-winning writer, filmmaker, cultural worker and artist. Her first film, a personal essay documentary titled MILISUTHANDO had its in competition world premier at the 2023 Sundance Film Festival. She is an inaugural fellow of the 2020 Adobe Women at Sundance Fellowship and is currently working on her second film, an experimental silent film commissioned by Neo Muyanga and William Kentridge's Centre for the Less Good Idea in Johannesburg.



Christian Nyampeta is an artist living in New York from where he organizes programs, exhibitions, screenings, performances, and publications, which are conceived as hosting structures for collective feeling, cooperative thinking, and mutual action. Nyampeta is the convener of Boda Boda Lounge 2022-2024, a trans-African film and video art festival. In New York, Nyampeta convenes the African Film Institute at e-flux in Brooklyn.



Arielle Knight is a New York-based filmmaker and creative producer. Arielle has directed emotionally resonant short form and commercial projects for clients like Afropunk, Audible and eBay. She has also worked to champion progressive political issues and candidates through her work with Everytown For Gun Safety, Amnesty International and The Equal Justice Initiative. Her work has been sustained through the support of The Sundance Institute, Chicken and Egg, NYC Women's Fund for Media in association with the New York Foundation for the Arts, If/Then and Field of Vision and Catapult. She is currently developing her first feature film project.



US ACTIVATIONS PANORAMA

Panel discussion at the Coolidge Corner Theatre scheduled for their opening night on November 1

COOLIDGE CORNER THEATRE
Since 1933

CAMPAIGN FOR THE COOLIDGE > BECOME A MEMBER > DONATE > SIGN-IN > CART (0)

PANORAMA

Panorama: Dahomey

After the screening, join us for a discussion with Victoria Reed, Curator for Provenance at the Museum of Fine Arts Boston and Sandro Capo-Chichi, specialist in the history and culture of the kingdom of Dahomey.

In 2021, 26 objects from the Kingdom of Dahomey leave Paris and are returned to present-day Benin. How should these art treasures, stolen from ancestors, be received in a country which has reinvented itself in their absence?

SHOWTIMES

FRI 11/01 ▶ 7:30pm MHS

Available for online purchase
Sold out/unavailable

SUPPORTED BY

bcf
BLACK COMMUNITY FOUNDATION

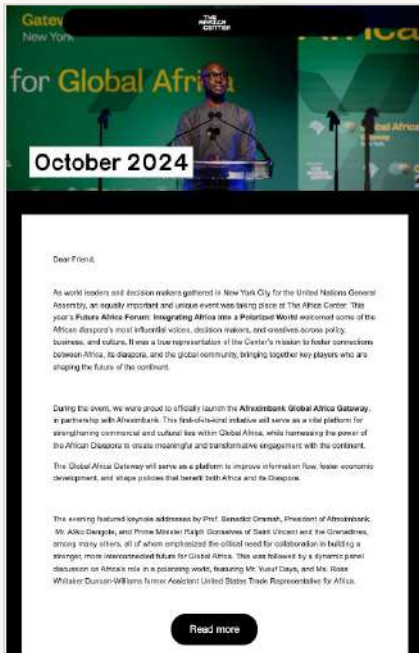
FILMS

Dahomey



US ACTIVATIONS THE AFRICA CENTER

Newsletter placement



DAHOMEY

Join us for the stunning new documentary **DAHOMEY**, opening at IFC Center and Film at Lincoln Center on October 25. A MUBI Release.

Set in November 2021, the film charts 26 royal treasures from the Kingdom of Dahomey that are due to leave Paris and return to their country of origin: the present-day Republic of Benin.

Learn More



US ACTIVATIONS OUTREACH & PARTNERSHIPS

Outreach to organizations in key markets for event invites, ticket giveaways, and more



**BLACK
FILM SPACE**

**GHETTO
FILM
SCHOOL**



**BLACK FILM
ALLEGIANCE**



CA ACTIVATIONS OVERVIEW

- Multichannel media buy with Documentary publication **POV Magazine**, including newsletter inclusion, banners on website and editorial.
- Social campaign with exhibitors, including Cinema moderne, Cinémathèque Québécoise and Cinema du musée.
- Additional partnership with BIPOC Film & TV, Afro-Bliss Art Gallery and Canadian Association of African Studies.

DAHOMEY





UK ACTIVATIONS OVERVIEW

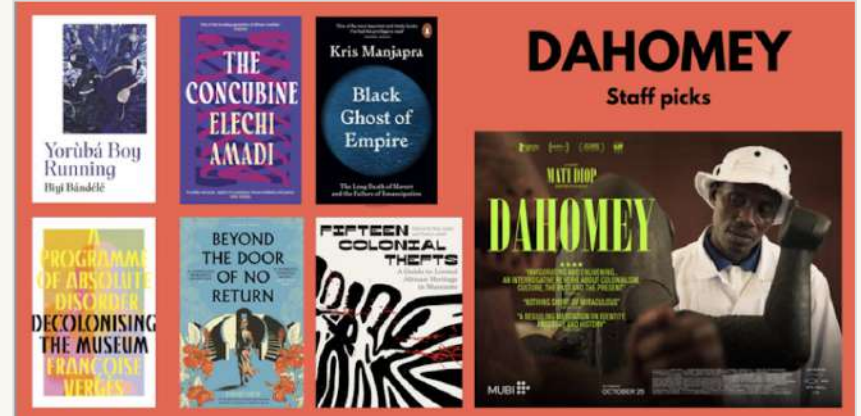
- Targeted traditional, cross-generational arthouse viewers plus African diaspora communities across the UK and Ireland.
- Key partnership with **Dark Matter**, featuring a London talker screening in collaboration with the **Black Cultural Archive** at the Ritzy in London on October 23. Activity also included promotional partnerships with the **Africa Centre & Young Africa Centre**, **Round Table Books**, **Afridziak**, **Africa is a Country** and **Everyday Racism**.
- Partnership with **Reclaim The Frame** and the **New Black Film Collective** including 4 panels discussions in London, Sheffield, Liverpool and Brighton, as well as a regional grassroots campaign in key cities via their network of impact producers.
- Partnership with African film curator **Maona** including 3 panel discussions post release in Dublin, Leeds and Oxford, the latter including a talk with professor of archaeology Dan Hicks.
- Print advertising with **Sight & Sound** (outside back cover).
- Dedicated day of release emails with **Letterboxd**.





UK ACTIVATIONS DARK MATTER

- Key partnership with **Dark Matter**, including grassroots outreach campaign to Black and African diaspora communities and cinemagoers across the UK.
- Talker screening in collaboration with the **Black Cultural Archive** at the Ritz in London on October 23 followed by a panel discussion with artist **Birungi Kawooya**, **Kim Sheldon** (African Heritage guide at the V&A), **Catherine Munyarari**, (Chair at the Young Africa Centre) and **Lisa Anderson** (director of the Black Cultural Archive)
- Dark Matter partnership also included promotional activity with the **Africa Centre & Young Africa Centre**: newsletters and social coverage.
- **Everyday Racism**: Carousel post discussing the themes in Dahomey.
- **Round Table Books**: curated 6 books that speaks to the themes of Dahomey and shared in a solus email and social post.
- **Afridiziak**: display banners, solus and social posts.
- **Africa is a Country**: newsletter, review and social post.





UK ACTIVATIONS DARK MATTER

London talker screening at Ritzy Picturehouse with panel discussion

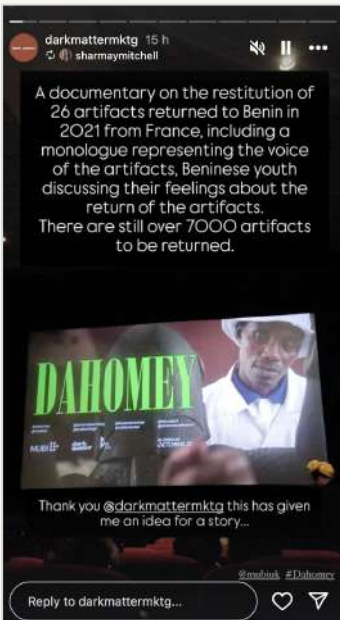


October 23, Ritzy Cinema



UK ACTIVATIONS DARK MATTER

Talker screening social responses



Example Social Responses from the screening



UK ACTIVATIONS DARK MATTER

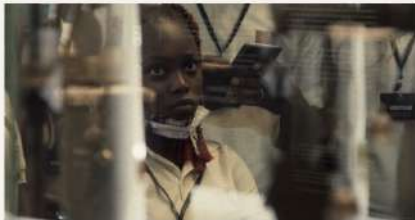
Dedicated email and social coverage

View this email in your browser

dark matter

DAHOMEY - Free preview

From acclaimed filmmaker **Mati Diop** (Atlantics)
Winner of the Golden Bear prize at the 2024 Berlinale & premiering at the BFI London Film Festival



If you weren't lucky enough to secure tickets to the London Film Festival premiere screenings, which are now sold out, we've got you!

We've got together with our friends at [MUBI](#) and [Black Cultural Archives](#) to present an exclusive preview of Mati Diop's award-winning film **DAHOMEY**.

Wednesday 23 October, 6.30pm at the Ritzy Cinema in Brixton.

After the film there will be a special panel discussion hosted by Lisa Anderson, director of Black Cultural Archives.

[Watch the trailer](#)

DAHOMEY is a poetic and immersive work of art that delves into real perspectives on far-reaching issues surrounding appropriation, self-determination and restitution.

Set in November 2021, the documentary charts 26 royal treasures from the Kingdom of Dahomey that are due to leave Paris and return to their country of origin: the present-day Republic of Benin.

Using multiple perspectives Diop questions how these artifacts should be received in a country that has reinvented itself in their absence. **DAHOMEY** is an affecting though altogether singular conversation piece that is as spellbinding as it is essential.

[RSVP for tickets](#)

To RSVP for a complimentary ticket, please email RSVP@darkmatterspaces.uk and state if you would like a plus one.
Hurry, limited tickets available.

**Please note we are a small team and unable to reply to everyone so, if you haven't heard from us by Wed 18 Oct then unfortunately, we haven't been able to allocate you a ticket.*



DAHOMEY will be released in UK cinemas on **October 25.**



Social post

[bcaheritage](#) · Follow

[bcaheritage](#) Get ready for **DAHOMEY** - the poetic and immersive new film by acclaimed director Mati Diop @matidiop opening in UK cinemas today.

Winner of the Golden Bear at the 2024 Berlinale, **DAHOMEY** is a poetic and immersive film that captivates with its powerful visuals and compelling narrative. The film follows the poignant journey of 26 royal treasures from the Kingdom of Dahomey as they return from Paris to their homeland, present-day Benin. Through multiple perspectives, Mati Diop raises vital questions about self-determination, cultural restitution, and how a nation reinvents itself in the absence of its stolen heritage.

This thought-provoking documentary promises to be as spellbinding as it is essential. Join the conversation!

Visit the link in bio to book your tickets and learn more.

[In UK cinemas starting today](#) | Directed by Mati Diop

#Dahomey #MatiDiop #CulturalRestitution #GoldenBearWinner

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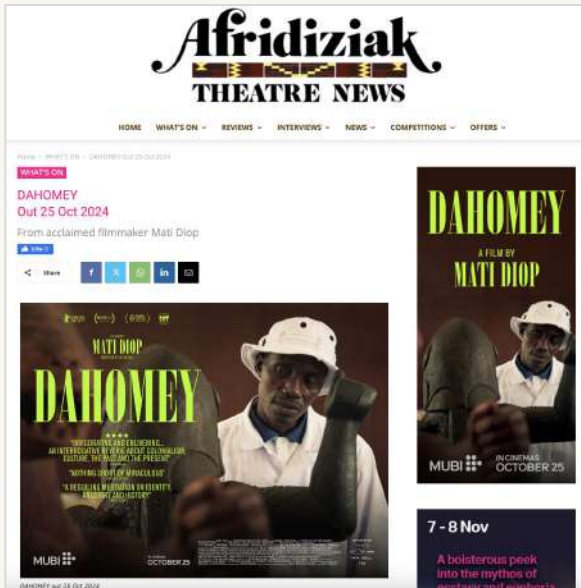
👤 Liked by [nia_1201](#) and 36 others
2 hours ago

🗨️ Add a comment... [Post](#)



UK ACTIVATIONS AFRIDIZIAK

Solus email and promotional support across website and social platforms



Website



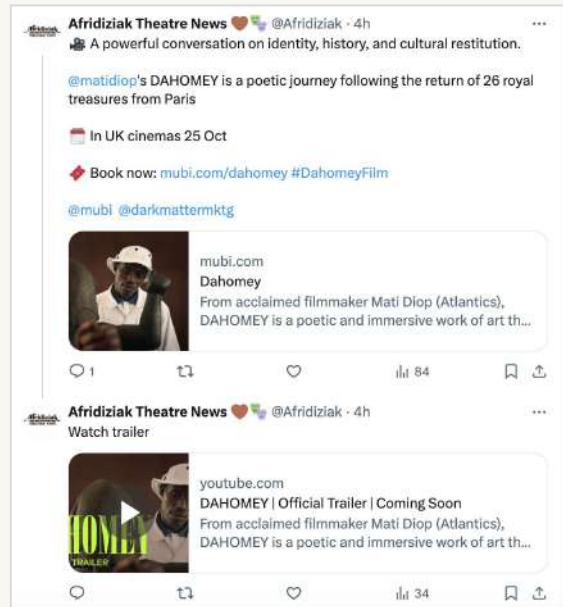
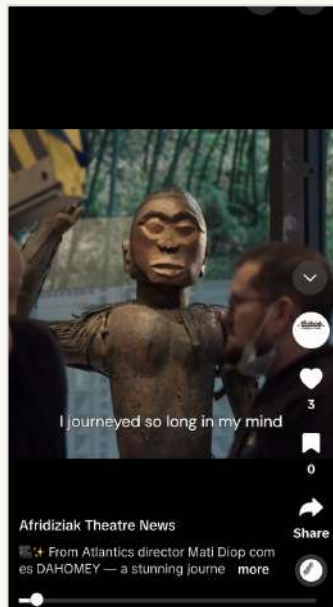
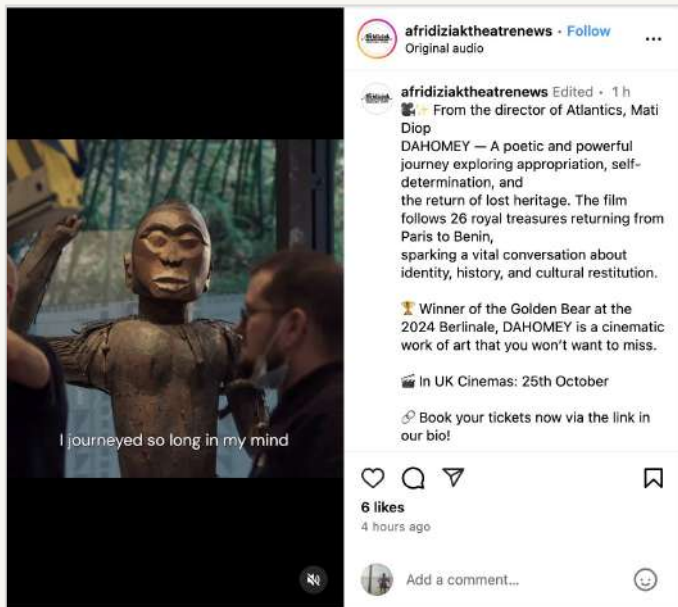
Newsletter





UK ACTIVATIONS AFRIDIZIAK

Solus email and promotional support across website and social platforms



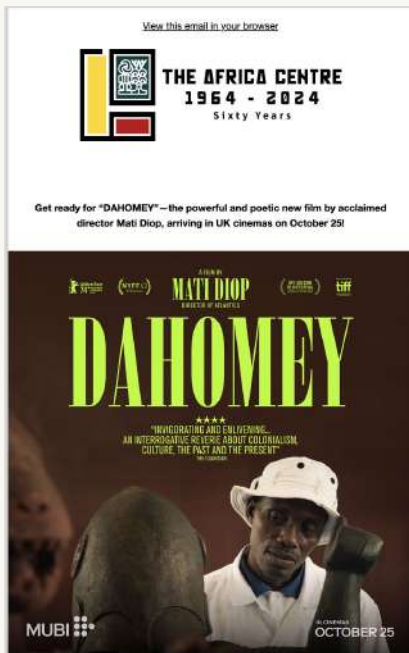
Social posts



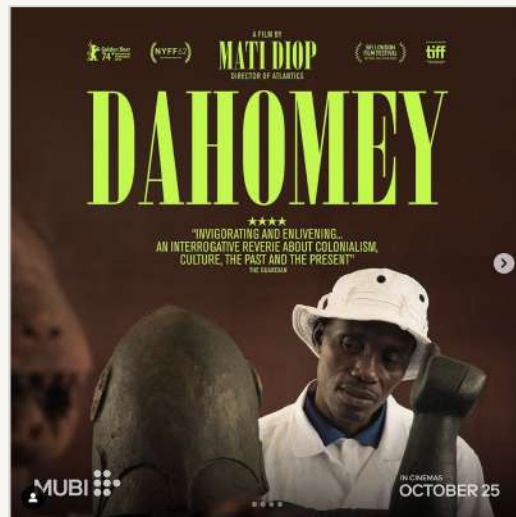
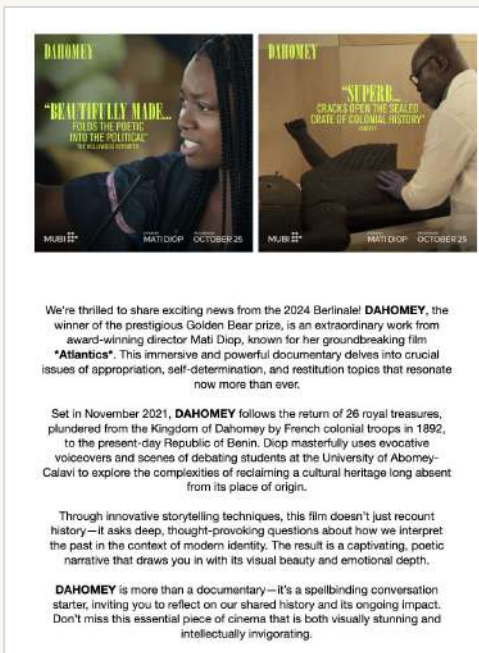
UK ACTIVATIONS

THE AFRICA CENTRE & YOUNG AFRICA CENTRE

Solus email and promotional support across social platforms



Solus email



Social Post





UK ACTIVATIONS

THE AFRICA CENTRE & YOUNG AFRICA CENTRE

Solus email and promotional support across social platforms

The Africa Centre @TheAfricaCentre · Oct 22

Get ready for "DAHOMEY," the latest from acclaimed director Mati Diop (@matidiop), in UK cinemas Oct 25! Winner of the 2024 Berlinale Golden Bear, it explores the return of 26 royal treasures to Benin and questions cultural restitution.

ow.ly/apnQ50TQuIF

@darkmattermktg

126

Africa Centre

"DAHOMEY"—the powerful new film by acclaimed director Mati Diop (@matidiop), is in UK cinemas on October 25!

Winner of the 2024 Berlinale Golden Bear, "DAHOMEY" follows the poignant journey of 26 royal treasures from the Kingdom of Dahomey as they return from Paris to their homeland, present-day Benin. Mark your calendars, and join the conversation.

Get your movie tickets here: <https://ow.ly/kw1501Rs0Z>

See more

The Africa Centre @TheAfricaCentre · 12h

French-Senegalese filmmaker Mati Diop ("Atlantique", "Big in Vietnam") made history as the first Black woman to win Cannes' Grand Prix. Catch her latest film "DAHOMEY" in UK cinemas from Oct 25.

Don't miss it—get your tickets now! ow.ly/hwvp50TSnEY



UK ACTIVATIONS AFRICA IS A COUNTRY

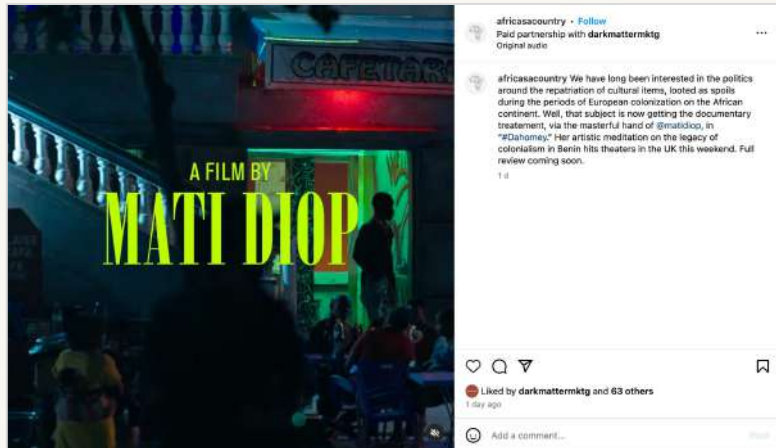
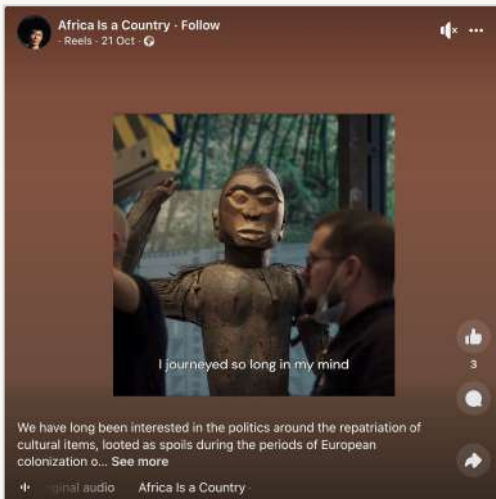
Newsletter and social coverage

Something Extra



We have long been interested in the politics around the **repatriation of cultural items**, looted as spoils during the periods of European colonization on the African continent. Well, that subject is now getting the documentary treatment, via the masterful hand of Mati Diop, in **"Dahomey."** Her artistic meditation on the legacy of colonialism in Benin **hits theaters in the UK this weekend**. Full review coming soon.

Newsletter



Social Posts



UK ACTIVATIONS ROUND TABLE BOOKS

Newsletter and social coverage



DAHOMEY - 6 reads inspired by the new film

We are so excited for the release of Mati Diop's award-winning new film Dahomey which charts the return of 26 royal treasures from Paris back to their country of origin - the present-day Republic of Benin. The subject of restitution is close to our hearts!

To continue the conversation, we've picked 6 books across fiction and non-fiction that speak to the themes explored in Dahomey. To continue the conversation, pick up one of our recommendations either [in-store](#) or [online](#)!

DAHOMEY IS OUT IN CINEMAS THIS FRIDAY! Watch the trailer [HERE](#).



Three Dahomey-inspired fiction picks

Yorùbá Boy Running, Biyi Bandele

With an introduction from Wole Soyinka, this charts Samuel Ajayi Crowther's miraculous journey from slave to liberator, boy to man, running to resisting. 'Run, Ajayi, run!'

The Concubine, Elechi Amadi

Elechi Amadi's most celebrated work of fiction, paints a picture of pre-colonial life in rural Eastern Nigeria and explores the boundary between myth and reality.

Beyond The Door of No Return, David Diop

Finalist for the 2023 National Book Award for Translated Fiction, this is a gripping semi-historical imagining of the memories and experiences of a French naturalist in 18th-century Africa



Three Dahomey-inspired non-fiction picks

A Programme of Absolute Disorder: Decolonizing the Museum, Françoise Vergès

Vergès puts the museum in its place. Exploring the Louvre's history, she uncovers the context in which the universal museum emerged: as a product of colonialism, and of Europe's self-appointed claim to be the guardian of global heritage.

Black Ghost of Empire, Kris Manjappa

Rewires readers' understanding of the world in which we live. Paradigm-shifting, lucid and courageous, this book shines a light into the enigma of slavery's supposed death, and its afterlives.

Fifteen Colonial Thefts: A Guide to Looted African Heritage in Museums, Sela Adjei et al

With writers from Europe and Africa, including scientists, museum professionals, artists and activists, this book illuminates the collective trauma and loss of cultural, historical and spiritual knowledge that colonial theft engendered.

[More info about DAHOMEY and find your nearest screening here.](#)

Newsletter



UK ACTIVATIONS EVERYDAY RACISM

Thematic carousel social post

WHEN WILL THE WEST GIVE BACK STOLEN ARTEFACTS?

WHY IS IT IMPORTANT?

For over four hundred years, Great Britain and other countries in Europe extended its reach across multiple continents in pursuit of imperial dominance and economic gain. This expansion brought violence, racism, and exploitation to many indigenous communities.

DAHOMEY

STARRING MATT DIOP
DIRECTOR OF SLAVES

"WIGGOLIZING AND ENLIVENING... AN INTERROGATIVE REVERIE ABOUT COLONIALISM, CULTURE, THE PAST AND THE PRESENT"
—THE GUARDIAN

MUBI
OCTOBER 25

everydayracism_ and darkmattermktg
Paid partnership

everydayracism_ 1d
Colonialism has a lot to answer for—one of those being stolen artefacts.

Have you ever heard of Dahomey?

Award winning filmmaker Matt Diop has created this powerful documentary 'Dahomey', a poetic and immersive work of art that explores important themes like cultural appropriation, self-determination, and restitution.

Set in November 2021, the documentary follows the journey of 26 royal treasures from the Kingdom of Dahomey as they prepare to leave Paris and return to their homeland—the present-day Republic of Benin.

909 likes
1 day ago

Add a comment...



UK ACTIVATIONS RECLAIM THE FRAME

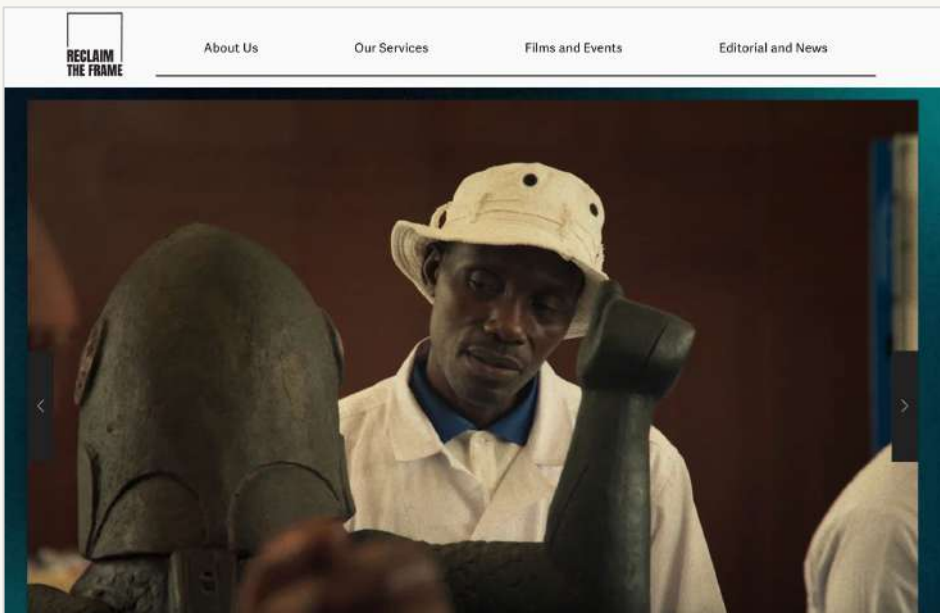
- Partnership with **Reclaim The Frame** and the **New Black Film Collective** including 4 screening events in London, Liverpool, Sheffield and Brighton as well as a regional grassroots campaign in key cities via their network of impact producers.
- Preview screening at **ICA** on October 22, including conversation with filmmaker and poet, **Be Manzini**, and Black History Studies co-founder **Charmaine Simpson**.
- Special screening at **FACT** on October 25, followed by a panel discussion with **Mara Livermore**, founder of House of SweetWaters, **Iesha Palmer**, Black Pride activist and **Nasra Elliot**, Community Engagement Manager at Liverpool's International Slavery Museum.
- Special screening at **Showroom Cinema** on October 25, followed by a creative workshop facilitated by **Ella Barrett** of Bantu Archive.
- Special screening at **Duke's at Komedia** on October 26, followed by a collage workshop facilitated by **Erin James**, founder of Tough Cookie Mag.





UK ACTIVATIONS RECLAIM THE FRAME

Panel discussions, workshops, grassroots outreach and social coverage



Website



Social Posts





UK ACTIVATIONS

MAONA

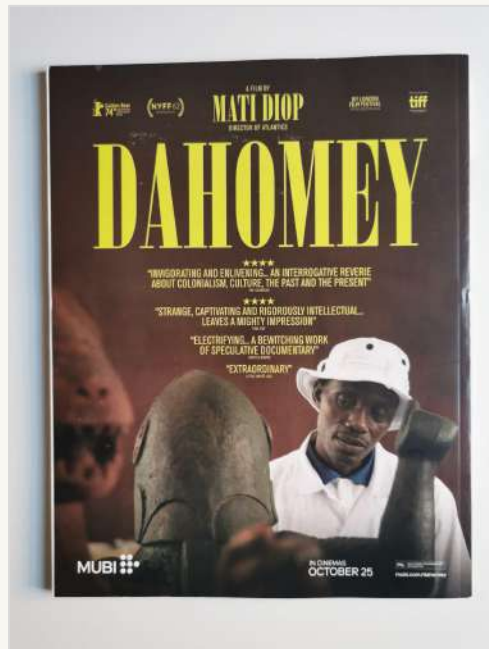
Activity to include 2 screenings and panel discussion with Dr Dan Hicks in November





UK ACTIVATIONS SIGHT & SOUND

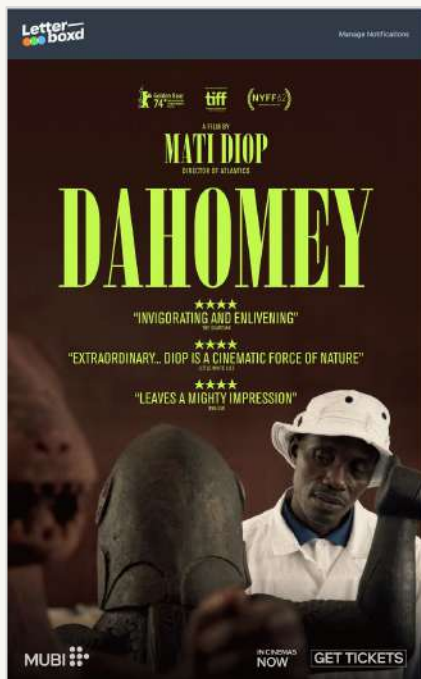
Outside back cover advertising for the October issue





UK ACTIVATIONS LETTERBOXD

Dedicated email newsletter on day of release



★★★★ "Extraordinary . . . Diop is a cinematic force of nature" – *Little White Lies*

★★★★ "Strange, captivating and rigorously intellectual... leaves a mighty impression" – *Time Out*

★★★★ "Invigorating and enlivening" – *The Guardian*

***Dahomey* is in cinemas now**

From acclaimed filmmaker Mati Diop (*Atlantics*), *Dahomey* is a poetic and immersive work of art that delves into real perspectives on far-reaching issues surrounding appropriation, self-determination and restitution. Set in November 2021, the documentary charts 26 royal treasures from the Kingdom of Dahomey that are due to leave Paris and return to their country of origin: the present-day Republic of Benin. Using multiple perspectives Diop questions how these artefacts should be received in a country that has reinvented itself in their absence.

Winner of the coveted Golden Bear prize at the 2024 Berlinale, *Dahomey* is now showing in cinemas. And as always, Letterboxd members can also claim 30 days of free streaming on [MUBI](#).

[GET TICKETS](#)

[Partner-offer terms and conditions apply.](#)



DE ACTIVATIONS OVERVIEW

- Screening at [MARKK museum](#) in Hamburg with a film talk on 29th October. MARKK intends to establish itself as a reflexive forum that critically examines traces of the colonial heritage, traditional patterns of thinking, and issues of the postmigrant globalized urban society.
- Preview screening at [Sinema Transtopia](#) in Berlin on October 15th, which explores cinema as a space of social discourse, exchange and solidarity.
- Collaboration with [DADDY Magazine](#), a black-owned Berlin-based publication that centres underrepresented voices.
- Partnership with [GURLZ WITH CURLZ](#), an organisation who focus on empowering Black women in German speaking countries.
- Cooperation with [Tupoka Ogette](#) to discuss the film and its themes on her social channels and podcast.
- Grassroots outreach campaign to relevant institutions and organisations such as **Decolonial Tours** and **Deschoolanize**
- Robust film festival strategy, including screenings at Let's Dok and the African Film Festival in Munich.
- Print placements in key cultural outlets **Arte Magazin** and **Die Zeit**.
- Creation of educational materials together with [Seggen Mikael](#) to share with schools.



FILMVORFÜHRUNG UND GESPRÄCH
DI 29. OKTOBER | 19:00 UHR

**Dahomey -
Filmscreening und
Gespräch**

DAHOMEY





DE ACTIVATIONS DADDY MAGAZINE

Instagram takeover – 3x posts and stories plus a branded newsletter



DADDY X MUBI GIVEAWAY – DAHOMEY

Dear friends,

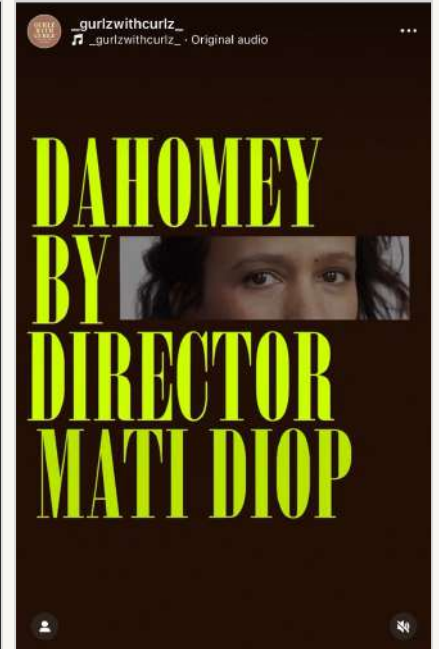
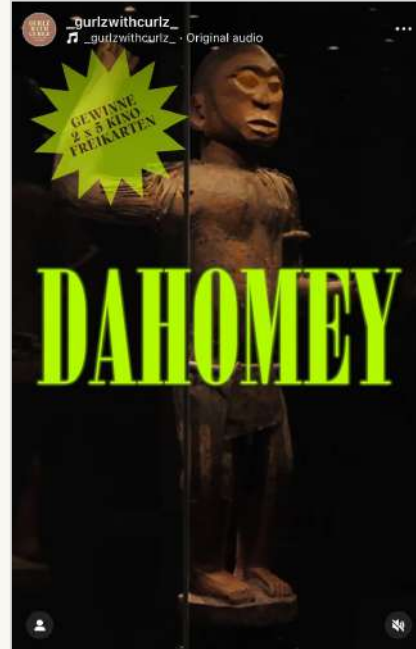
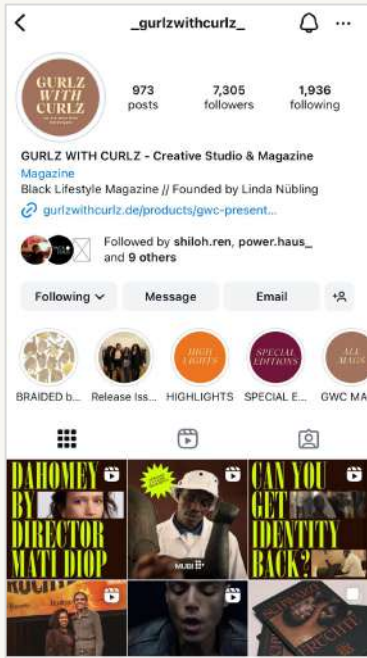
We're back early with an exciting collaboration with MUBI Germany, focusing on Mati Diop's upcoming documentary DAHOMEY. MUBI curates transformative films from around the globe, featuring works from iconic directors to emerging filmmakers. Not only do they make these selections available to stream online, but MUBI also produces and distributes films like Aftersun, Holy Spider, and Perfect Days. DAHOMEY, one of their latest projects, will be released in cinemas on 24th October and has already garnered praise, winning the coveted Golden Bear prize at the 2024 Berlinale.

In collaboration with MUBI, we're giving away 5x2 cinema tickets across Berlin to celebrate DAHOMEY's upcoming screenings! To enter, [follow us](#) and [MUBI Germany](#) on Instagram, and comment on [our most recent post](#) with the name of your favourite cinema companion.



DE ACTIVATIONS GURLZ WITH CURLZ

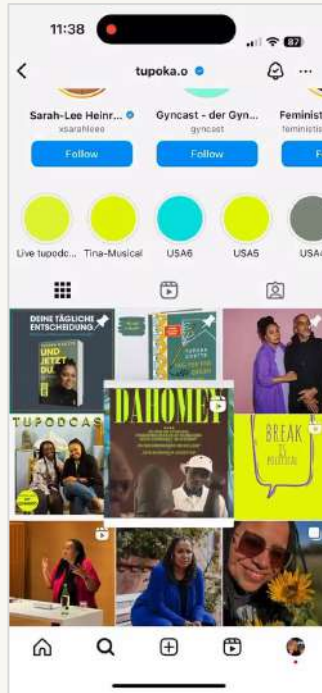
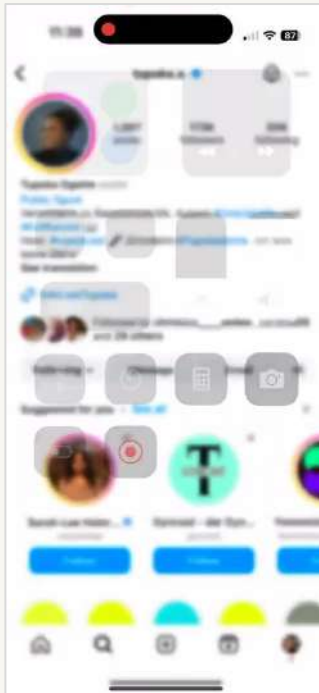
Instagram takeover – 3x reels presenting the film, its topics, Mati Diop as a director and also offering followers a chance to win cinema tickets





DE ACTIVATIONS TUPOKA OGETTE

Collaboration with leading figure Tupoka Ogette including an Instagram Reel, Instagram Story and recommendation on her podcast





DAHOMIEY

DE ACTIVATIONS PRINT ADVERTISING – DIE ZEIT & ARTE MAGAZINE





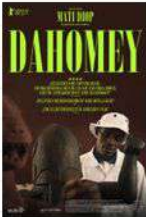
DE ACTIVATIONS

CREATION OF EDUCATIONAL MATERIALS & "SCHOOL FILM RECOMMENDATION"

FILMTIPP
Veronik Kino

DAHOMEY

REGIE Mati Diop
BUCH Mati Diop
MITWIRKUNDE Gildas Adannou, Habib Ahandessi, Josephine Guedes u. a.; **VOICE-OVER** Malenzy Orcel als „26“
LAND, JAHR Benin, Frankreich, Senegal 2024
GENRE Dokumentarfilm
KINOSTART, VERLEIH 24. Oktober 2024, MUBI



SCHULUNTERRICHT ab 10. Klasse
ALTERSEMPFEHLUNG ab 15 Jahre
UNTERRICHTSFÄCHER Geschichte, Französisch, Kunst, Ethik, Sozialkunde
THEMEN Kolonialismus, postkoloniale Verantwortung und Restitution, (französische) Geschichte, Kunst, Museum, Rückforderung

INHALT
DAHOMEY zeigt die bewegende Rückführung von 26 Artefakten vom Musée du quai Branly in Paris in ihr Ursprungsland, dem heutigen Benin, im November 2021. Die Wissenschaftler*innen Bénédicte Savoy und Felwine Sarh erhoben 2019 ihre Stimmen für die Rückgabe dieser wertvollen Kulturgüter, die aus dem einst mächtigen Königreich Dahomey stammen. Unter den Artefakten befinden sich ein majestätischer Yoruba-Thron und beeindruckende Statuen der Könige Gélé und Bèkranzin. An der Universität d'Abomey-Calavi in Benin entflammte eine lebhaft Diskussion unter den Studierenden, die die Rückführung aus verschiedenen Perspektiven beleuchtet. Dabei werden auch kritische Fragen zur Intention des französischen Präsidenten Emmanuel Macron sowie zur Kolonialgeschichte gestellt. Die Debatte kreist u. a. um die Bedeutung der Rückgabe, angesichts der insgesamt rund 7.000 geraubten Artefakte. Sie thematisiert die Konzepte von Heimat und das Gefühl der Fremdheit, insbesondere im Kontext von Veränderung und Entwicklung.



DE ACTIVATIONS FESTIVALS & SPECIAL SCREENINGS



DAHOMEY
Frankreich, Senegal, Benin 2024, 68 Min.,
OmU, Regie: Mati Diop
So., 20.10. um 19:00 Uhr

im Anschluss: Podiumsdiskussion
zu postkolonialen Perspektiven
in Nürnberger Kulturinstitutionen

NUREMBERG
INTERNATIONAL
HUMAN RIGHTS
FILM FESTIVAL
weekend!

mit
Akim Gubara (ISD Nürnberg),
Shana Filmore (ISD Nürnberg),
Dr. Evelyn Reitz (Stadtmuseum im
Fembo-Haus),
Dr. Bärbel Reuter (Naturhistorische
Gesellschaft Nürnberg)

ISD Initiative Schwarzer Menschen
in Deutschland - Nürnberg e.V.

**MUSEEN DER
STADT NÜRNBERG**

Naturhistorische
Gesellschaft Nürnberg

**AFRIKA
FILM
FESTIVAL
KOBLENZ**

SAVE THE DATE

26.09. - 17:00

APRÈS
ATLANTIQUE

DAHOMEY

LE NOUVEAU FILM DE
MATI DIOP

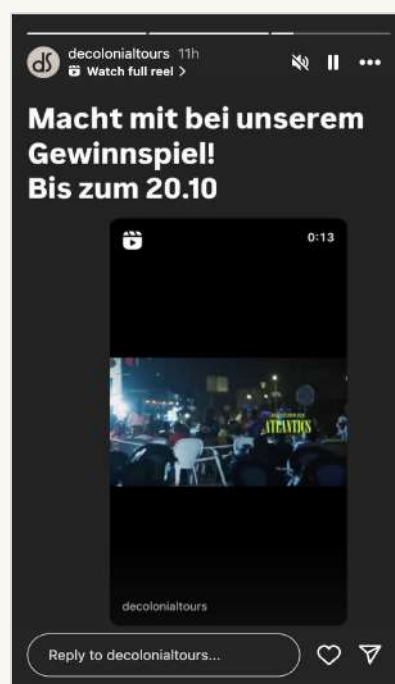
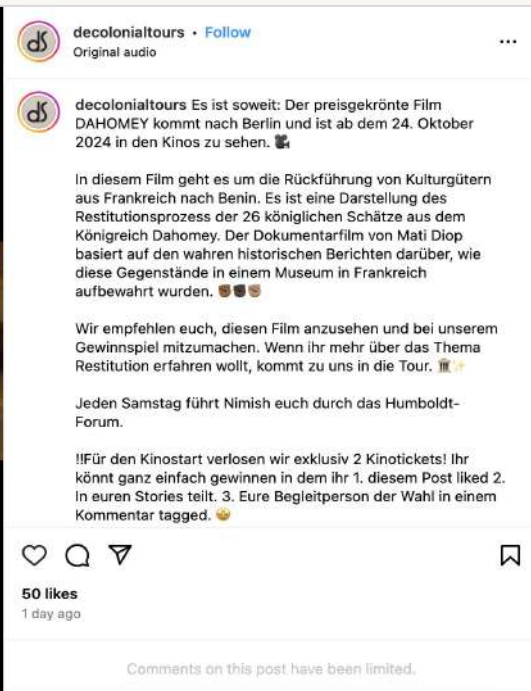
74^e Internationale
Filmfestspiele
Berlin
Competition





DE ACTIVATIONS GRASSROOTS OUTREACH

Outreach to universities and grassroots BiPoC organizations such as Deschoolanize, Decolonial Tours & Talking Objects Lab: Raffles and social media shares





MX ACTIVATIONS

NATIONAL ANTHROPOLOGY MUSEUM – SCREENING AND Q&A

- A special screening in the most iconic museum in México City.
- 300+ guests – including Press and media outlets
- Partner: Umani (Kombucha drinks)
- Q&A with:
 - **Akuavi Adonon Viveros**
Research professor at UAM Cuajimalpa. Her academic focus bridges anthropology and law to study contemporary phenomena in the recognition of indigenous peoples' rights.
 - **André Lô Sánchez**
Filmmaker, audiovisual artist, international speaker, and Afro Mexican "Chilampaneco" activist.
 - **Ana Rosas Mantecón**
PhD in anthropology, professor, and researcher in the Department of Anthropology at the Universidad Autónoma Metropolitana Iztapalapa.
 - **Lucrecia Arcos Alcaraz (Host)**
Poet, professor, and independent researcher.

DAHOMÉY





MX ACTIVATIONS

NATIONAL ANTHROPOLOGY MUSEUM – SCREENING AND Q&A





DAHOMÉY

CINEMAS



US CINEMAS OVERVIEW

- In-theater materials were distributed to all exhibition sites, including trailers and one-sheets.
- Review boards distribution to key sites ahead of theatrical openings.
- Full suite of digital and social assets shared with distribution partners for online promotion of the release.
- In-person Q&As with director Mati Diop on opening weekend in New York, promoted with social assets.






US CINEMAS IFC CENTER

IFC CENTER

SHOWTIMES SPECIAL GUESTS



DAHOMEY

Opened Friday, October 25, 2024

SPECIAL EVENTS

Sat Oct 25 :
Post-screening Q&A with filmmaker Mati Diop at 6:30 p.m.
[BUY TICKETS](#)

Sun Oct 27 :
Post-screening Q&A with filmmaker Mati Diop at 4:40 p.m.
[BUY TICKETS](#)

SHOWTIMES AT IFC CENTER

Fri Oct 25	1:00 pm BUY TICKETS	2:50 pm BUY TICKETS	4:40 pm BUY TICKETS
	6:30 pm BUY TICKETS	8:20 pm BUY TICKETS	
Sat Oct 26	1:00 pm BUY TICKETS	2:50 pm BUY TICKETS	4:40 pm BUY TICKETS
	6:30 pm BUY TICKETS	8:20 pm BUY TICKETS	
Sun Oct 27	1:00 pm BUY TICKETS	2:50 pm SOLD OUT	4:40 pm BUY TICKETS
	6:30 pm BUY TICKETS	8:20 pm BUY TICKETS	
Mon Oct 28	1:00 pm BUY TICKETS	2:50 pm BUY TICKETS	4:40 pm BUY TICKETS
	6:30 pm SOLD OUT	8:20 pm BUY TICKETS	
Tue Oct 29	1:00 pm BUY TICKETS	2:50 pm BUY TICKETS	4:40 pm BUY TICKETS
	6:30 pm BUY TICKETS	8:20 pm BUY TICKETS	
Wed Oct 30	1:00 pm BUY TICKETS	2:50 pm BUY TICKETS	4:40 pm BUY TICKETS
	6:40 pm BUY TICKETS	8:20 pm BUY TICKETS	
Thu Oct 31	1:00 pm BUY TICKETS	2:50 pm BUY TICKETS	4:40 pm BUY TICKETS
	6:30 pm BUY TICKETS		




US CINEMAS FILM AT LINCOLN CENTER

Q&As this weekend for the NYFF&2 selection *Dahomey*

AAdvantage

Film at Lincoln Center

New Releases
Dahomey
Mati Diop



Dahomey. Courtesy of MUBI.

Q&A WITH MATI DIOP ON SATURDAY & SUNDAY

Showtimes

Friday, October 25

- 1:45 PM [Buy Tickets](#)
- 3:30 PM [Buy Tickets](#)
- 5:15 PM [Buy Tickets](#)
- 7:00 PM [Buy Tickets](#)
- 8:45 PM [Buy Tickets](#)

Saturday, October 26

- 12:00 PM [Buy Tickets](#)
- 1:45 PM [Buy Tickets](#)
- 3:30 PM [Buy Tickets](#)
- 5:10 PM [Buy Tickets](#)
- 7:45 PM [Buy Tickets](#)
- 9:30 PM [Buy Tickets](#)

[VIEW MORE SHOWTIMES](#)

Venue
FDM Film Center (FDC)

Become an FLC Member and save \$9 on all tickets year-round!

Mati Diop • 2024 • France/Senegal/Benin • French with English subtitles • 87 minutes

Join Mati Diop in person! Tickets on sale now.

- Sat., Oct. 26 at 3:30pm – **Q&A with Mati Diop**
- Sat., Oct. 26 at 5:30pm – **Q&A with Mati Diop**
- Sun., Oct. 27 at 7pm – **Q&A with Mati Diop**

The African kingdom of Dahomey, which ruled over its region at the west of the continent until the turn of the 20th century, saw hundreds of its splendid royal artifacts plundered by French colonial troops in its waning days. Now, as 26 of these treasures are set to return to their homeland—now within the Republic of Benin—Mati Diop documents their voyage back. As with her layered, superlatively tinged *Atlantics*, Diop takes a singular approach to contemporary questions around belonging in our postcolonial world, transforming this rich subject matter into a multifaceted examination of ownership and exhibition, and employing multiple points of view, including—most strikingly—those of the artifacts themselves as they sail in darkness over the ocean to their rightful home. Alternating images of nocturnal melancholy and debates among students at Benin's University of Abomey-Calavi about what should be done with the objects, *Dahomey* brilliantly negotiates a lost past and an unsure present. Winner of the Golden Bear at the 2024 Berlin Film Festival, An NYFF&2 Main State selection, A MUBI release.



US CINEMAS REGIONAL EXPANSIONS

30th Black Harvest Film Festival Lineup Ann

GENE SISKEL FILM CENTER

NEW FILM EDGES & RESTORATIONS

OPENS 11/1 EXCLUSIVE

DAHOMEY

2024, Mati Diop, France/Senegal/Benin, 85 mins
In English and French with English subtitles |
Format: DigiKod

Play Trailer

ORDER TICKETS

"What is displayed in DAHOMEY is a country, a people, in fact, who are deciding the world they want to build and what tools they want to build with." - Robert Daniels, *RogerEbert.com*

"A bold and memorable history lesson." - Adam Bellow, *IndieWire*

Opens November 1 | In Mati Diop's (ATLANTICS) hypnotic DAHOMEY, 26 stolen artifacts—including a wooden statue of King Gezo—are being returned from Paris to their homeland, the West African kingdom of Dahomey (now Benin), more than 100 years after they were stolen by French colonial troops. As Diop's camera observes the process of shipping ancient artworks across thousands of miles, and as Gezo is carefully packed up for his journey, his eerie, ghostly internal monologue contemplates the experience of being taken from, and now returned, to his native home. At just over an hour, and winner of the top prize at the Berlin International Film Festival, DAHOMEY is a lean, captivating conversation that invites the audience to reflect on cultural heritage and the critical, complicated process of restitution. *Film Center exclusive.*

JACOB BURNS FILM CENTER

This film is coming soon! Check back or join our mailing list for updates.

CC Open Caption screening
+ Additional program content
SF Seniors Friendly. Details HERE

Dahomey

All Films

Series

There are no showtimes currently scheduled for this film.

Opens November 15— Westchester Exclusive

2024, 68 m, Mati Diop, Mubi, Benin/France/Senegal, French/Fon/English with subtitles. Rated NR.

Winner of the coveted Golden Bear Prize at the 2024 Berlinale.

From acclaimed filmmaker Mati Diop (*Atlantics*), *Dahomey*

PITTSBURGH CULTURAL TRUST

MENU

SEARCH

SHOP

Dahomey

Sun, Nov 3 - Mon, Nov 11, 2024

Get Tickets

Pittsburgh Cultural Trust

HARRIS THEATER

Facebook

X

Instagram

From acclaimed filmmaker Mati Diop (*Atlantics*), DAHOMEY is a poetic and immersive documentary that delves into real perspectives on far-reaching issues surrounding appropriation, self-determination and restitution. Set in November 2021, the film charts 26 royal treasures from the Kingdom of Dahomey that are due to leave Paris and return to their country of origin, the present-day Republic of Benin. Using multiple perspectives, Diop questions how these artifacts should be received in a country that has reinvented itself in their absence. Winner of the coveted Golden Bear prize at the 2024 Berlinale, DAHOMEY is an affecting though

Read More

Video

DAHOMEY | Official Trailer | Coming Soon



US CINEMAS SOCIAL SUPPORT

Social support from exhibitors promoting openings and Q&As

DAHOMEY

Q&As WITH DIRECTOR
MATI DIOP

FILM AT LINCOLN CENTER

SATURDAY, OCTOBER 26, 3:30PM
SATURDAY, OCTOBER 26, 5:30PM
SUNDAY, OCTOBER 27, 7PM

MUBI Film at Lincoln Center

TICKETS ON SALE NOW

theynyff and 2 others
Elinor Bunin Munroe Film Center

theynyff 🇸🇳 Senegal's entry for @TheAcademy Award for Best International Feature, Mati Diop's powerful documentary DAHOMEY opens in our theaters on October 25! Diop will join us in-person for Q&As at select screenings on October 26 & 27!

As with her layered, supernaturally tinged ATLANTICS, Diop takes a singular approach to contemporary questions around belonging in our postcolonial world, transforming this rich subject matter into a multifaceted examination of ownership and exhibition, and employing multiple points of view, including—most strikingly—those of the artifacts themselves as they sail

274 likes
2 days ago

Add a comment... Post

IFC Center @IFCCenter · Oct 18

Acclaimed ATLANTICS director Mati Diop returns with a gripping document of appropriation, self-determination and restitution.

Winner of the coveted Golden Bear prize at the 2024 @Berlinale

DAHOMEY opens Fri, Oct 25 - one week away!
ifccenter.com/films/DAHOMEY

It was so dark in this foreign place.

filmlinc and theynyff
Film at Lincoln Center

filmlinc 🇸🇳 are now on sale for Mati Diop's DAHOMEY, an NYFF62 Main Slate selection opening in our theaters on October 25!

The African kingdom of Dahomey, which ruled over its region at the west of the continent until the turn of the 20th century, saw hundreds of its splendid royal artifacts plundered by French colonial troops in its

102 likes
3 days ago

Add a comment... Post



UK CINEMAS PICTUREHOUSE

Dedicated email and website banner across the week of release



Picturehouse

DAHOMEY
An interrogative reverie

[In cinemas now](#) | [Get tickets](#)

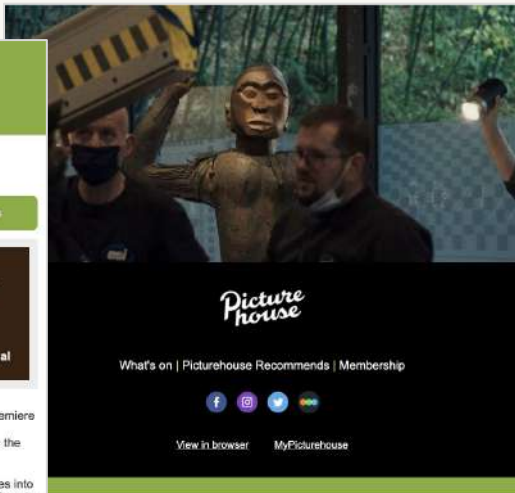
★★★★
"Loves a mighty impression"
Time Out

WINNER
Golden Bear
Berlin International Film Festival

From acclaimed filmmaker Mati Diop (*Atlantics*) comes *Dahomey*, fresh from its UK premiere at BFI's London Film Festival. It's a poetic and immersive work of art that follows the homecoming of 26 royal treasures, stolen from the Kingdom of Dahomey, from Paris to the present-day Republic of Benin.

Giving a voice to objects that have witnessed centuries of colonial history, the film delves into issues surrounding appropriation, self-determination and restitution. Diop elevates the form to create an interrogative work that's as bewitching as it is informative, questioning how these artefacts should be received in a country that has reinvented itself in their absence.

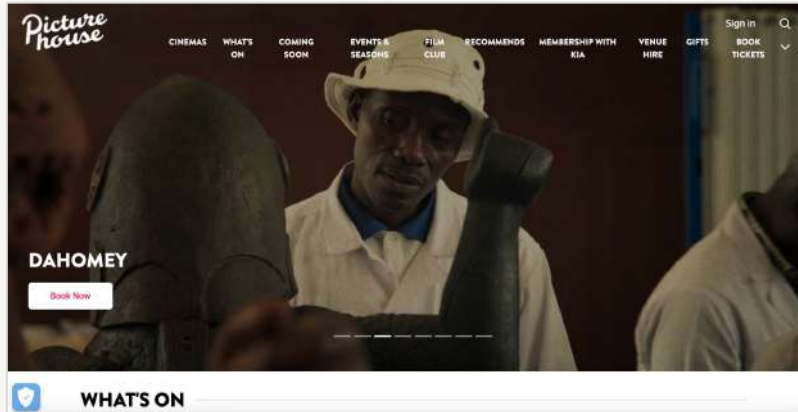
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DAHOMEY

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WHAT'S ON

Website Banner

Solus Email



UK CINEMAS ON SITE

Quads and 6 Sheet standees across all participating sites





DE CINEMAS OVERVIEW

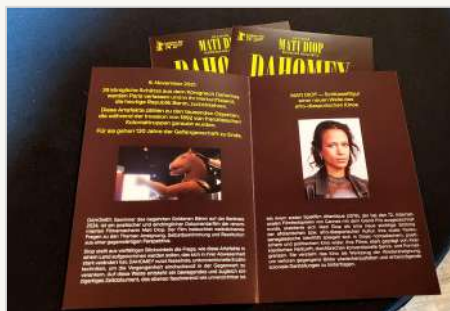
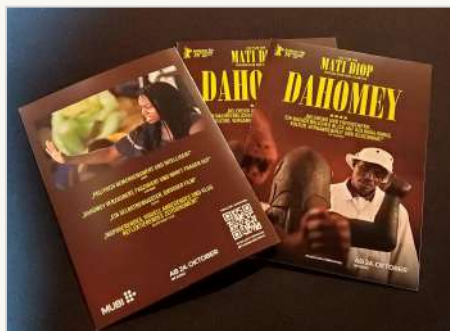
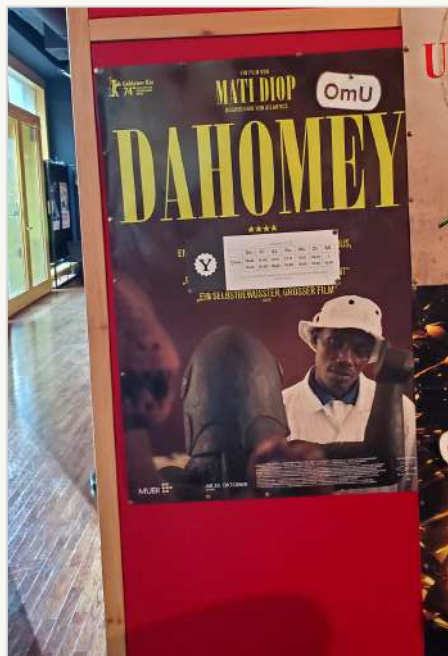
- In-cinema materials were distributed to all exhibition sites including trailer, posters and flyers.
- Full suite of digital and social assets shared with cinemas for online promotion.
- Print advertisements in cinemas' programmes, weekly flyers and brochures.
- Special preview screenings such as in established documentary series.



DAHOMEY



DE CINEMAS ON-SITE





DE CINEMAS

CINEMA PROGRAMMES, FLYERS AND DIGITAL DISPLAY

Neu im Kino
die kinoachse. Lichtspiele in Friedrichshain

In Liebe, Deine Hilde
Mit Lisa Fern, Johannes Dreyer, Alexander Scherl, Lisa Wagner, Peter Haberlert, Dennis Böllig, Sina Klarmann, Lena Brunnmann, Bodo Lutz, Stefan, Regie: Andrius Zaluski
Berlin 1941. Hilde ist in Klaus verliebt. In ihrer Leidenschaft vergessen die beiden oft Krieg und Gefähr. Sind nur zwei junge Menschen. Hilde besinnt sich auf Max, ihren Liebsten, der sich in Widerstandsaktivitäten bewegt. Sie selbst ist aber zugleich, bereit sich aber immer beherzter an den Aktivitäten ihrer Gruppe, die man später die „Rote Kapelle“ nennen wird. Es ist der schönste Sommer ihres Lebens. Als er sich ergibt, werden alle verhaftet und Hilde ist im achten Monat schwanger. Im Gefängnis bringt sie ihren Sohn zur Welt und entwickelt eine Kraft, die ihr niemand geglaubt hätte. Die 8. gemeinsame Arbeit von Regisseur Andreas Dresen und Drehbuchautorin Laila Stieler basiert auf der wahren Geschichte von Hilde und Klaus Goggi, die beide in der 6. Filmbiografie hingerichtet wurden.
Kino Intimes Deutsche Fassung

Blur: To The End
Musik von Taly L.
Eine intime Dokumentation über die populäre Fettpop-Band aus New York, die im Archivarzial, Audio- und Bildaufnahmen von Dariusz und Krzysztof erstein Musikprojekt von Schützten sowie auf ihren Tonkassetten aus den 1990er Jahren, jener Zeit, in der die Band ihre Welterfolge begann. Das Drehbuch begleitet die Band, wenn sie sich über New York bewegt, aber sie hat keine Kamera und natürliches Licht verwendet, um einen möglichst offenen, emotionalen und ehrlichen Blick auf das Geschehen einzunehmen.
A new feature length documentary capturing the extraordinary and emotional return of folk, capturing the year in which they made a surprise return with their first record in 8 years, the critically acclaimed #1 album 'The Roll of Throat'
Kino Zukunf
Englische Originalversion mit deutschem Untertitel (English language) (Dolby)

The Apprentice - The Trump Story
Mit Sebastian Das, Jeremy Strong, Mattia Scialoja, Regie: Ali Abbasi.
Die Geschichte von Aufstieg des jungen Donald Trump, der im New York der 70er und 80er Jahre an der Spitze eines Immobilienimperiums aufsteigt - begleitet von Macht, Ehrgeiz, Korruption und Betrug, immer an dermer Seite, bei aufstrebende, reiche Anwälte und Frau Roy Cohn, als Lebenspartner agieren. Folgt er den charismatischen Milieu von New York in die Hinterzimmer der politischen Welt und die gemeinsame Idee der New York Immobilienmagazine ein. Galt wird in Trumps wichtigsten Mentor, ein weltlicher Palast - und ein Anfang von Wahrheit historischen Ausmaß.
A young Donald Trump (Sebastian Das), eager to make his name as a lawyer sets up his own wealthy family in 1970s New York, under the guidance of Roy Cohn (Jeremy Strong), the central attorney who would help create the Donald Trump we know today. Cohn sees in Trump the perfect protégé - someone with no pretensions, a hunger for success, and a willingness to do whatever it takes to win.
Tilster Lichtspiele Englische Originalversion mit deutschem Untertitel (English language) (Dolby)

Dahomey
Dokumentation von Mati Diop.
November 2021: 16. Concorso della Mostra del Cinema di Venezia
Das Kinoachse Dahomey verleiht Paris und kehrt in die Herkunftsländer, die heutige Benin, zurück. Zusammen mit Tausenden anderen Gegenständen wurden sie 1892 von französischen Kolonialtruppen geraubt. Doch wie sollen die zurückkehrenden Objekte empfangen werden, in einem Land, das sich während ihrer Abwesenheit stark verändert hat? Unter dem Blick des Universum von Abney-Galen in Benin entfaltet sich politische Dystopia.
Kinoachse
Tilster Lichtspiele
Originalversion mit deutschem Untertitel (Dolby)

Tilster Lichtspiele • Kino Intimes • Kino Zukunf
Kinoprogramm
die — kinoachse
Lichtspiele in Friedrichshain
Tilster-Kino - Haus
Vier Kinos - Ein Programm

EN FILM VON
MATI DIOP
REGISSEURIN VON FANTASIE

DAHOMEY

MUBI

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10245 Berlin, Tel. 030 4308129
www.wilhelmstrasse.de

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www.kino-intimes.de

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www.kino-zukunft.de

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Programm / Tickets

MUBI

DAHOMEY

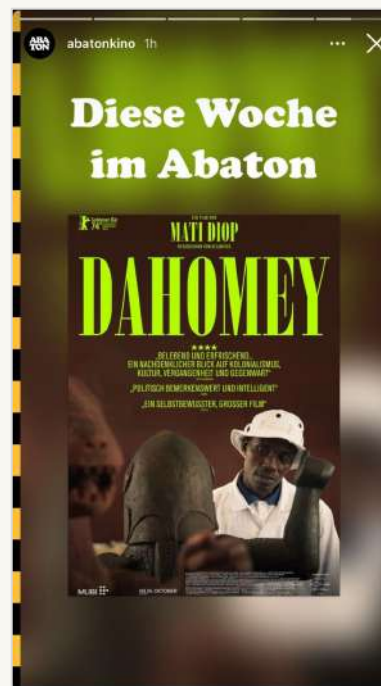
EN FILM VON
MATI DIOP

AB 24. OKTOBER
IM KINO

☰ ☰ ☰ 🔍



DE CINEMAS SOCIAL SUPPORT





MX/CL CINEMAS OVERVIEW

- In-cinema materials were distributed to all exhibition sites including trailer, posters and flyers.
- Full suite of digital and social assets shared with cinemas for online promotion.
- Digital adapts of artwork shared displayed lobby screens at the Cineteca Nacional, as well as inclusion in the Cineteca Nacional Monthly Program.

DAHOMEY

ESTRENO

CINETECA NACIONAL MÉXICO

57



DAHOMEY

El documental *Dahomey* es una crónica sobre la "restitución" de 26 piezas históricas al gobierno de Benín, saqueadas por Francia durante la invasión colonial al reino de Dahomey en el siglo XIX. No obstante, la directora Mati Diop da un giro fantástico, convirtiendo a la escultura del rey Ghezo (la pieza número 26) en el narrador de la devolución del tesoro de Abomey, desde su embalaje en el Museo del Quai Branly hasta su recibimiento en Cotonú.

Como en toda nación con pasado colonial, estos movimientos diplomáticos —disfrazados mediáticamente de ingenua retribución— sólo abren más heridas en la identidad de países que aún viven las secuelas del control extranjero. En lugar de esclarecer el panorama, la visión cinematográfica y política de Diop aporta fragor al caos que despiertan estas estrategias de política internacional en la opinión pública, pues al centro del documental está una desordenada discusión que visibiliza a las múltiples voces del pueblo beninés.

Como en *Atlantique* (2019), el "aire lírico" musicalizado por Wally Badarou y Dean Blunt acompaña un pesimismo crudo que rompe la fantasía romántica de "regreso a casa". El trabajo de Mati Diop deja en claro que la exposición en Cotonú solo beneficia a las élites de ambos continentes, puesto que las 26 piezas retornadas son una absurda fracción de las 7,000 piezas resguardadas en museos extranjeros. Al final, *Dahomey* deja la triste sensación de estar frente

D. Mati Diop
2024. 68 min. - Color
Senegal-Benín-Francia
Dist: MUBI.



DAHOMEY



EMAIL, PAID DIGITAL, SOCIAL



PAID DIGITAL US CAMPAIGN

- Campaign across Google Search, YouTube and Meta.
- Utilising a range of video formats, including the full trailer, and trailer cutdowns as well as acclaim statics.

Employing advanced targeting tactics:

- **Targeting:** interest targeting including Claire Denis, Benin and documentary on Meta. Keyword targeting overlaid with topics such as Art museum & galleries and documentary films as well as whitelist of key channels (such as The Met, Museum of the African Diaspora) on YouTube.

DAHOMEY

TOPLINE RESULTS (As of October 23)

798K+

Impressions

177K+

Engagements

139K+

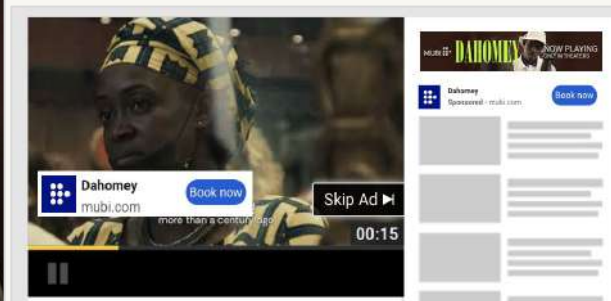
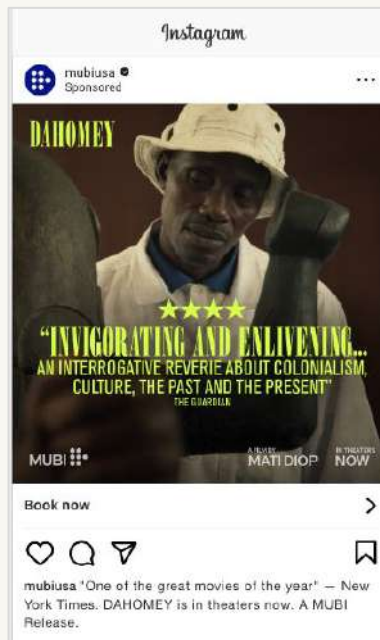
Video Views

5K+

Clicks

413K+

Est. Reach





PAID DIGITAL CA CAMPAIGN

- Campaign across Meta.
- Utilising video assets such as trailer cutdowns as well as acclaim statics.

Employing advanced targeting tactics:

- **Targeting:** interest targeting including Claire Denis, Benin, TIFF, documentary and African Culture on Meta. We had two adsets: one adset targeting Montreal with French assets and the other targeting Toronto and Vancouver with English assets.

DAHOMEY

TOPLINE RESULTS (As of October 23)

72.9K+

Impressions

9K+

Engagements

1.8K+

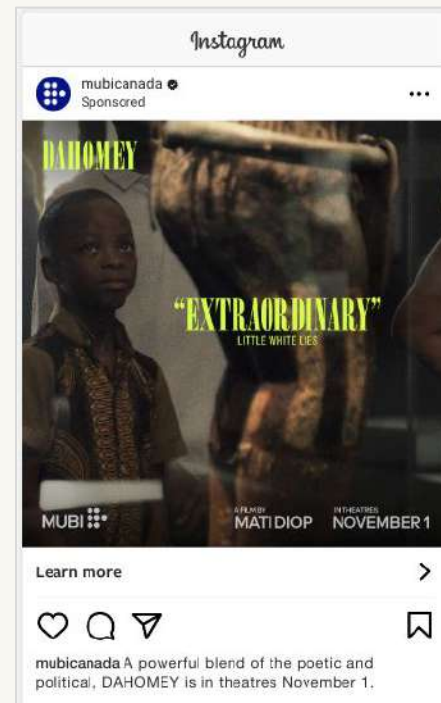
Video Views

968

Clicks

47.8K+

Est. Reach





PAID DIGITAL UK CAMPAIGN

- Campaign across Google Search, YouTube and Meta
- Utilising a range of video formats, including the full trailer, and trailer cutdowns as well as acclaim statics.

Employing advanced targeting tactics:

- **Targeting:** interest targeting including Claire Denis, Benin, SOAS University of London and documentary on Meta. Keyword targeting overlaid with topics such as Art museum & galleries and documentary films as well as whitelist of key channels (such as Novara Media, The Black Cultural Archives) on YouTube.

DAHOMÉY

TOPLINE RESULTS (As of October 23)

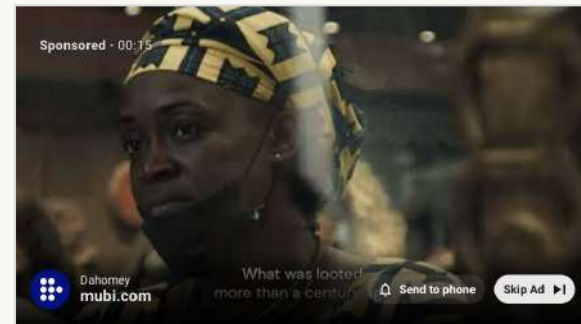
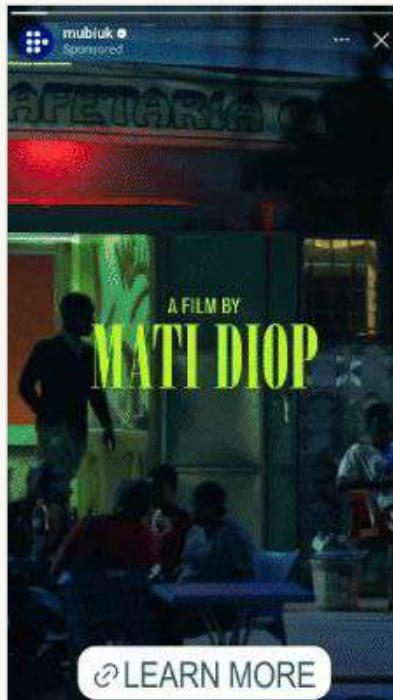
1.3M+
Impressions

271K+
Engagements

194K+
Video Views

8K+
Clicks

661K+
Est. Reach





PAID DIGITAL DE CAMPAIGN

- Campaign across YouTube and Meta.
- Utilising a range of video formats including trailer cutdowns as well as acclaim statics such as a Golden Bear static.

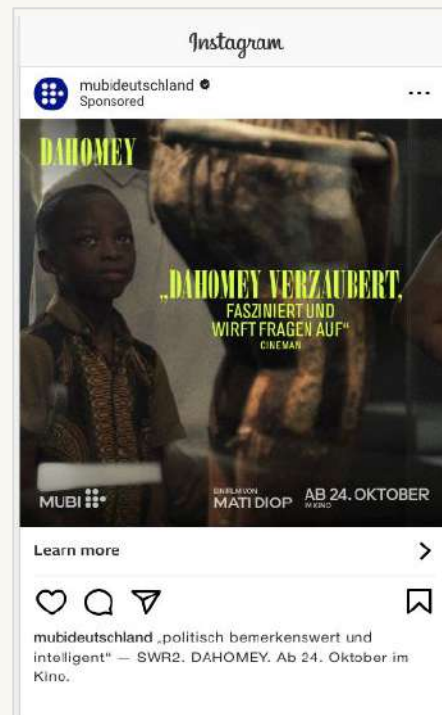
Employing advanced targeting tactics:

- **Targeting:** interest targeting including Claire Denis, Benin, Berlin International Film Festival and documentary on Meta. Keyword targeting overlaid with topics such as Art museum & galleries and documentary films as well as whitelist of key channels (such as Arte and Museum am Rothenbaum) on YouTube.

DAHOMEY

TOPLINE RESULTS (As of October 23)

299.4K+	30K+	15K+	2.4K+	187K+
Impressions	Engagements	Video Views	Clicks	Est. Reach





PAID DIGITAL MX/CL CAMPAIGN

- Campaign across Meta.
- Utilising a range of video formats, including the full trailer, and trailer cutdowns as well as acclaim statics.

Employing advanced targeting tactics:

- **Targeting:** interest targeting including Claire Denis, Benin, documentary and African culture on Meta.

DAHOMEY

TOPLINE RESULTS (As of October 23)

1.2M+	386K+	53K+	20K+	577K+
Impressions	Engagements	Video Views	Clicks	Est. Reach





CRM CAMPAIGN – US, CA, UK, DE, MX, CL GET TICKETS EMAIL

A LONG JOURNEY HOME

Mati Diop's spellbinding and essential work of art **DAHOMEY**, winner of the coveted Golden Bear prize at the 2024 Berlinale. In theaters this Friday in New York at the IFC Center and Film at Lincoln Center, with Dip in person for Q&As at both on Saturday and Sunday. A MUBI Release.

GET TICKETS



Set in November 2021, the documentary charts 26 royal treasures from the Kingdom of Dahomey that are due to leave Paris and return to their country of origin: the present-day Republic of Benin. Using multiple perspectives, Diop questions how these artifacts should be received in a country that has reinvented itself in their absence.

"Stunning... It's one of the great movies of the year!"
— THE NEW YORK TIMES



A LONG JOURNEY HOME

Mati Diop's spellbinding and essential work of art **DAHOMEY**, winner of the coveted Golden Bear prize at the 2024 Berlinale. In select theatres October 25. A MUBI Release.

GET TICKETS



Set in November 2021, the documentary charts 26 royal treasures from the Kingdom of Dahomey that are due to leave Paris and return to their country of origin: the present-day Republic of Benin. Using multiple perspectives, Diop questions how these artifacts should be received in a country that has reinvented itself in their absence.

"Stunning... It's one of the great movies of the year!"
— THE NEW YORK TIMES



A LONG JOURNEY HOME

See Mati Diop's spellbinding and essential Berlinale winner **DAHOMEY** following its UK premiere at London Film Festival. In Cinemas this Friday. A MUBI Release.

Look out for special screenings with **Reclaim The Frame** at Shoaroom (Sheffield) and **FACT** (Liverpool) on October 25 and **Dukes at Komedia** (Brighton) on October 26.

GET TICKETS



Set in November 2021, the documentary charts 26 royal treasures from the Kingdom of Dahomey that are due to leave Paris and return to their country of origin: the present-day Republic of Benin. Using multiple perspectives, Mati Diop questions how these artifacts should be received in a country that has reinvented itself in their absence.

★★★★
"An interrogative maverick about colonialism, culture, the past and the present!"
— THE GUARDIAN



EINE LANGE HEIMREISE

Mati Diops ebenso fesselndes wie unverzichtbares Meisterwerk **DAHOMEY**, ausgezeichnet mit dem begehrten Goldenen Bären auf der Berlinale 2024. Ab 24. Oktober im Kino. Ein MUBI-Release.

TICKETS SICHERN



Der Dokumentarfilm begleitet 26 Kulturschätze aus dem Königreich Dahomey, die im November 2021 Paris verlassen und in ihr Herkunftsland zurückkehren sollen: die heutige Republik Benin. Aus verschiedenen Blickwinkeln hinterfragt Diop, wie diese Artefakte in einem Land aufgenommen werden sollen, das sich in ihrer Abwesenheit neu erfunden hat.

„Hervorragend... bircht die verstaubte Truhe der Kolonialgeschichte auf!"
— Variety



UN LARGO VIAJE A CASA

DAHOMEY, una obra de arte fascinante y esencial de Mati Diop, ganadora del codiciado Oso de Oro en Berlinale, 2024. En cines, 24 de octubre. Un estreno de MUBI.

OSTENER BOLETOS



Noviembre, 2021. El documental da seguimiento a 26 tesoros de la realeza del Reino de Dahomey que saldrán de París para regresar a su país de origen: la actual República de Benin. Recurriendo a múltiples perspectivas, Diop cuestiona cómo estos artefactos deben ser recibidos en un país que se ha reinventado a sí mismo durante el lapso en que estuvieron ausentes.

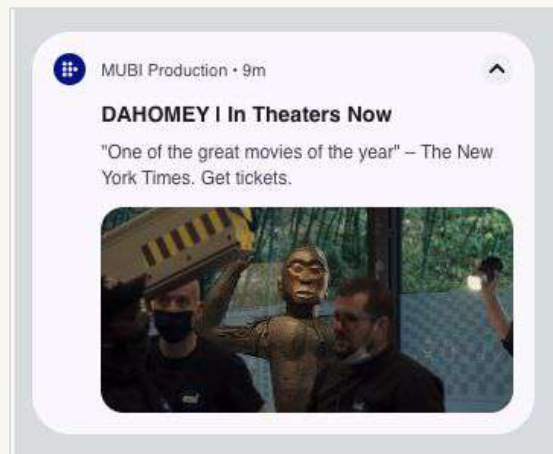
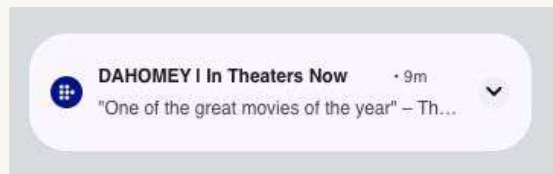
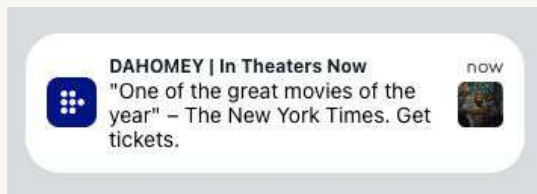
"Magnífica... abre a la fuerza la caja sellada de la historia colonial"
— Variety





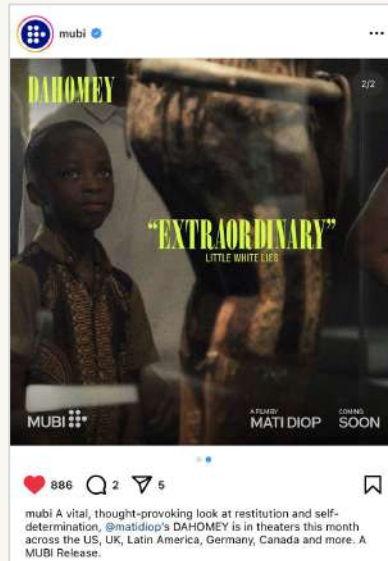
CRM CAMPAIGN – US

GET TICKETS PUSH NOTIFICATION – iOS & Android





SOCIAL ORGANIC POSTS – GLOBAL





SOCIAL ORGANIC POSTS – US, CA

Example coverage





SOCIAL ORGANIC POSTS – UK

Example coverage

MUBI UK & Ireland @mubiuk · Oct 4

Boldly bringing the past into the present, **DAHOMEY** is an unforgettable work of art from Mati Diop.

In cinemas October 25. A MUBI Release.

0:26

mubiuk · Original audio

0:15

99 7

Liked by **sobmarina_ and others**
mubiuk Mati Diop's essential and compelling conversation piece **DAHOMEY** is in cinemas October 25.

A MUBI Release.

mubiuk

67 1 6

Liked by **jullamnowicka and others**
mubiuk Our artwork for Berlnale prize-winner **DAHOMEY**, a striking and immersive contemplation on culture, art and restitution.

In cinemas October 25. A MUBI Release.

mubiuk

44 3

Liked by **sobmarina_ and others**
mubiuk **DAHOMEY**, @matidiop's powerful new documentary is in cinemas October 25. A MUBI Release.

Get tickets: mubi.com/dahomey



SOCIAL ORGANIC POSTS – DE

Example coverage





SOCIAL ORGANIC POSTS – LATAM

Example coverage

MUBI Latinoamérica 📺 @mubilat · Oct 11

DAHOMEY, la obra de Mati Diop que inicia un diálogo crucial sobre identidad y patrimonio, llegará a los cines en México y Chile, y en Argentina a través de MACO Cine. Próximamente en streaming en Latinoamérica.

Un estreno de MUBI.



0:15

MUBI Latinoamérica 📺 @mubilat · Oct 6

Con una audaz visión que conecta el pasado con el presente, DAHOMEY de Mati Diop es una obra de arte inolvidable.

En cines en octubre en México y Chile, y en Argentina vía MACO Cine. Próximamente en streaming. Un estreno de MUBI.



0:05

mubilat 📺 @mubilat · Oct 10

mubiuk · Original audio



El escudo de armas de Béhanzin mostraba a un tiburón.

378 7

Liked by dsalinas_m and others

mubilat 26 tesoros reales regresan a su tierra de origen, la actual república de Benin, en la inolvidable DAHOMEY de @matediop.

En cines en octubre en México y Chile, además de Argentina a través de MACO Cine. Próximamente en streaming.

Un estreno de MUBI.

MUBI Latinoamérica 📺 @mubilat · Oct 10

Te invitamos a una proyección especial de DAHOMEY, el documental de Mati Diop ganador del Oso de Oro en la Berlinale.

Lunes 14 de octubre. 6 p.m.

Museo Nacional de Antropología de la Ciudad de México.

Entrada gratuita con registro previo en mubi.io/DAHOMEY_MX





MUBI GO CAMPAIGN

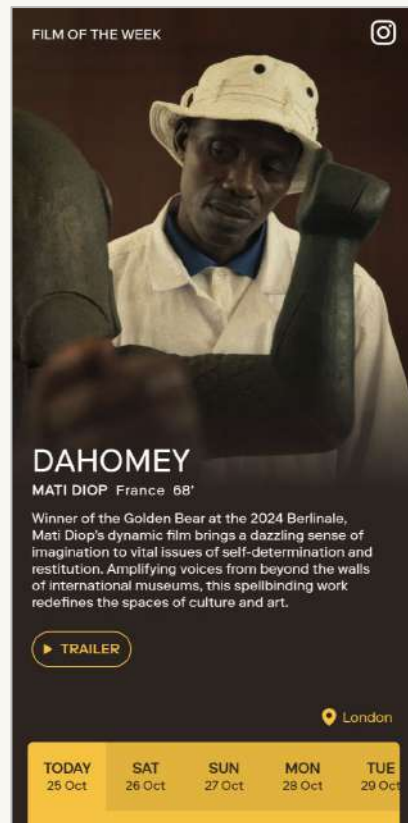
Featured as Film of the Week in the US, Germany, UK & Ireland on MUBI GO, our flagship initiative to support independent cinemas.

- Key awareness driver working to boost ticket sales.
- Social coverage across participating sites and from MUBI channels using bespoke creative suite.
- Dedicated newsletter to local subscribers and users on day of release.
- Banner takeover on the MUBI homepage.



Bespoke social assets

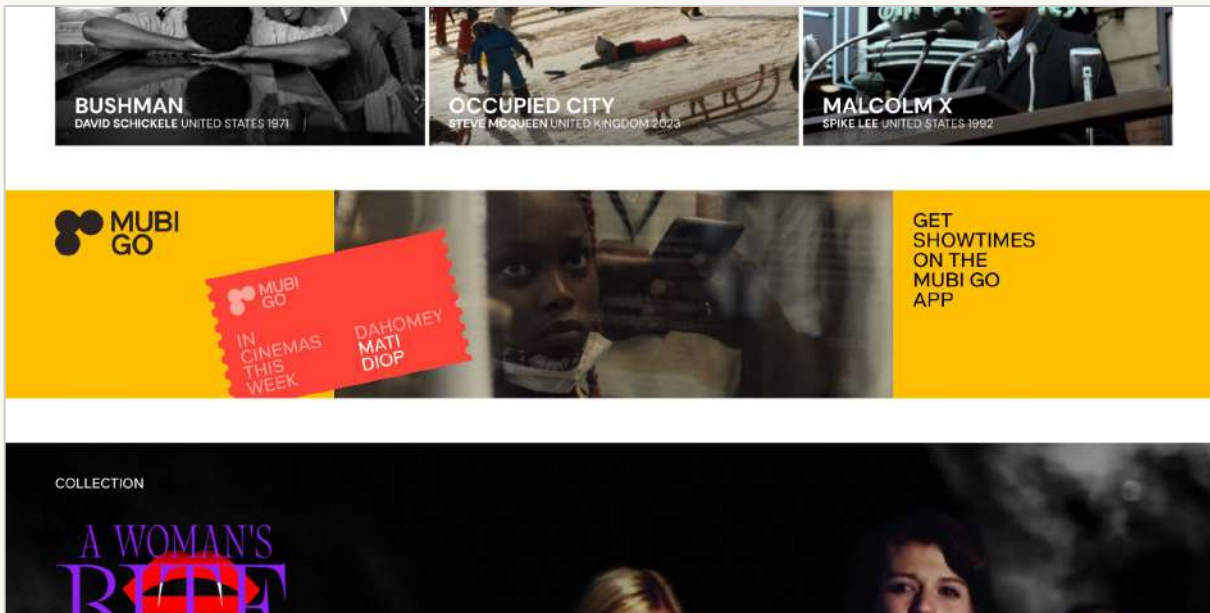
DAHOMÉY



MUBI GO app



MUBI GO HOMEPAGE PRESENCE



Desktop



Mobile



DAHOMÉY

PRESS



PRESS HIGHLIGHTS

US

Reviews

- [ARTNews](#)
- [The A.V. Club](#)
- [Documentary Magazine](#)
- [The New York Times](#)
- [Reverse Shot](#)
- [Rolling Stone](#)
- [The Wall Street Journal](#)

Features

- [Interview Magazine](#)
- [New York Magazine | Culture](#)
- [The New Yorker](#)



DAHOMEY

ONWARD AND UPWARD WITH THE ARTS

MATI DIOP AND THE CINEMA OF IMPOSSIBLE RETURNS

The French Senegalese director passed on big-budget Hollywood projects before making her latest film—a fantastical documentary about art restitution.

By Julian Lucas
October 24, 2024

Rolling Stone  

MOVIE REVIEW

One of the Year's Best Docs Asks: Who Owns a Colonized Culture?

Mati Diop's award-winning documentary 'Dahomey' chronicles how the return of stolen African artifacts reflects a larger identity crisis

BY DAVID FEAR OCTOBER 24, 2024

The New Yorker

Rolling Stone



DAHOMÉY

THANK YOU