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Amherst Cinema to open at 75% on July 30

[Amherst, Mass.] Amherst Cinema will increase theater capacity to 75% for screenings starting on July 30. This move comes four weeks after the Cinema began offering public screenings at 50% capacity as part of a phased reopening plan.

The Cinema will continue to monitor and adhere to public health guidelines and adjust safety measures as needed. Improved air filtration systems and increased attention to cleanliness remain in place.

What moviegoers can expect on July 30: For most shows, continued opportunities to physically distance while sharing the filmgoing experience; health and safety measures in effect (including improved air filtration and increased attention to cleanliness); and a summer line-up that continues to deliver an entertaining and eclectic selection of arthouse fare.

Face masks continue to be voluntary for fully vaccinated guests and required for all others, in accordance with CDC guidance. All guests may remove their masks while eating or drinking in their theater seat.

The Cinema continues to offer “Masked Mornings” on Saturday and Sundays. During these first screenings of the day, face coverings are required for all guests, audience capacity is capped at 25%, and no concessions are sold. Additionally, for those not yet ready to return for an in-person experience, the Cinema’s artfully-curated Virtual Cinema platform remains an option.

Amherst Cinema’s summer line-up continues with fantastical adventure THE GREEN KNIGHT (opening July 30), starring Dev Patel, Cannes award-winning rock opera ANNETTE (opening Aug 6), starring Adam Driver and Marion Cotillard, and made-in-Massachusetts and Sundance award-winning drama CODA (opening August 20), starring Marlee Matlin.

The Cinema’s Big Screen Classics series continues with cinematic treasures: MOONRISE KINDGOM, JURASSIC PARK, A LEAGUE OF THEIR OWN and CLUE. The Cinema’s Sound and Vision series features lyrical documentaries and narratives from across the globe: DEEP BLUES, PRINCE: SIGN 'O' THE TIMES, BUENA VISTA. SOCIAL CLUB, BUSTER WILLIAMS: BASS TO INFINITY, and LYDIA LUNCH: THE WAR IS NEVER OVER.

Tickets are available for sale at the Box Office and online. For the full line-up, visit: www.amherstcinema.org.

[Click here to learn more about the Big Screen Classics series.](#)

[Click here to learn more about the Sound and Vision series.](#)

[Click here for Amherst Cinema's full health and safety precautions.](#)

About Amherst Cinema

Amherst Cinema is an independent, nonprofit arts and education center brimming with world-class programs. The comfortable, fully accessible theater offers state-of-the-art projection and sound and is a welcoming crossroads for all. Amherst Cinema presents over 250 programs a year on four screens in more than 35 languages. The Cinema’s innovative education program for schoolchildren, See-Hear-Feel-Film, uses the immense power of cinema to teach young learners how to write their own stories. For more information, visit www.amherstcinema.org.

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