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ICINEMA

A Talk With Cinema 7's Steve Bové

by Kate Davidson

If there is a crossroad where business and appreciation meet, that's where you'll find Cinema 7 owner Steve Bové. "Business art," as the native Oregonian phrases it. "I get to indulge my aesthetic curiosities," which are just as intense as when Bové first rolled out the red for viewers 12 years ago.

"It began with the help and encouragement of all my friends who still work here. I was especially interested in film at the time because of the film classes at the university taught by Bill Cadbury. He was, is, my source of inspiration," reflects Steve. "It was more than an interest in a commercial way, it was an interest in cinema altogether."

When you watch him speak of cinema (be it of weathering the turbulence of the video trend or describing the old neon Mayflower marquee) you see a man immersed in a passion for the medium. "The focus of the

Cinema to me," he states, "is just being able to feel you're part of cinema history, like it has become an archive house. Just to keep the idea, the spirit of cinema around," and so he has.

1974. Enter Cinema 7. It was the seventh silver screen in the Eugene/Springfield area. At present there are 24. The cinema is unique in that it is totally independent. This allows Bové to adjust to economic changes quickly. "The key to survival is that you can't stay on the same course. It's like politics, it's an ongoing education. The only thing you can do is get the word out."

And the word is out. The '86 International Film Festival is already in full swing. The line-up speaks for itself. "I'll encourage that this film schedule is 99.97% leftist," adds Steve with a grin. "I'm really excited about the festival." No need to take your Lear jet to New York, it's here. Exit stage left. . . . Thanks, Steve.

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