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Participatory Film Technologies: The Czechoslovak Kinoautomat Experiment in Audience Empowerment at the 1967 Expo

At the 1967 International and Universal Exposition (Expo 67), the Czechoslovak pavilion featured the interactive film *Kinoautomat - One man and his house*, where spectators could influence the story line of the film by voting for one of two possible story lines on a number of occasions.

This paper wants to investigate how the specificity of the used film technology impacted on the participatory potential of Kinoautomat, how it allowed for more (film) audience participation, but also how the political context, the way the technology was actually put to use, and how the entire event was framed also foreclosed its possibilities of a more structural impact on the participatory process at the micro and macro levels. Here, the question also becomes why the Kinoautomat principles were only rarely applied to increase participation in the film viewing experience.