



Saving Film & Television for Future Generations

UCLA Film & Television Archive presents Forbidden Hollywood: When Sin Ruled the Movies
Friday, April 26, 2019 at the
Billy Wilder Theater at the Hammer Museum in Westwood

FOR IMMEDIATE RELEASE

LOS ANGELES, CA (Apr. 19, 2019) – The UCLA Film & Television Archive presents Forbidden Hollywood: When Sin Ruled the Movies, a double feature screening of *The Sign of the Cross* (1932) and *Only Yesterday* (1933), plus a book signing by special guest Mark A. Vieira on Friday, April 26, 2019 at the Billy Wilder Theater in the Hammer Museum, 10899 Wilshire Blvd., Los Angeles, CA 90024.

In his new book, *Forbidden Hollywood: The Pre-Code Era (1930-1934): When Sin Ruled the Movies*, Vieira describes the titillating frankness of early sound films, which resulted in a moralist “crusade” and the strengthened Production Code of 1934.

The “pre-Code” era only lasted four years, but during that time studios packed as much sin, sex, scandal and salaciousness into films as possible. Hollywood films from this era were more liberated than those produced after 1934, and were characterized by cinematic innovation. Certain genres thrived during this period, especially gangster films, horror films, and the so-called “confession films,” which showed the seamier side of life.

Vieira and the Archive have selected two films that highlight the subject matter and themes most targeted by censors of the period. Cecil B. DeMille’s *The Sign of the Cross* (1932), with its provocative milk bath, its graphically violent re-creation of the Roman games, and its notorious “lesbian dance,” is considered the film most responsible for the grassroots revolt. John Stahl’s *Only Yesterday* is a depiction of feminist issues during the Depression, and includes a matter-of-fact glimpse of a gay couple. Vieira’s new book uses striking images and a lively writing style to relate the struggle for film content in this no-holds-barred period.

Doors open at 7 p.m. Program starts at 7:30 p.m. Tickets are \$10 each.

About Mark A. Vieira

Mark A. Vieira is a filmmaker, photographer and writer specializing in Hollywood history. He produces glamour portraits in the vintage Hollywood mode, working in the historic Granada Buildings, where George Hurrell had his first Los Angeles studio. Mark has written 17 books since

1988 with topics about the artists, genres and photographic techniques of Hollywood's Golden Era. He publicizes his books with exhibitions of photographs that he prints by hand from original Hollywood negatives.

Vieira will be signing copies of his new book before the event's double feature screening. *Forbidden Hollywood* is published by Running Press with Turner Classic Movies.

About UCLA Film & Television Archive

The mission of the UCLA Film & Television Archive is to save film and television for future generations.

The Archive is internationally renowned for rescuing, preserving and showcasing moving image media and is dedicated to ensuring that the visual achievements of our time are available for information, education and enjoyment. The sixth-largest moving image repository in the world, and the second largest in the U.S., behind only the Library of Congress, the Archive's more than 450,000 holdings are stored in a state-of-the-art facility that meets and exceeds all preservation standards, from nitrate film to digital.

A unit of UCLA's School of Theater, Film and Television, the Archive's Research and Study Center provides free access to its holdings to researchers, writers and educators. Many of the Archive's projects are screened at prestigious film events around the globe, as well as locally at UCLA's Billy Wilder Theater.

For more information, please contact Marisa Soto at (310) 206-8588 or msoto@cinema.ucla.edu