

Back Story:

If I could turn back time

If I could find a way

- Cher 1989

If Duncan Goldwyn could turn back time, it would be to the nostalgic hub of cinema that was his father David's video rental store in the 1990s: eager customers browsing cassettes that formed portals to new worlds as the sickly-sweet saccharine scent of caramel popcorn wafted over the jubilant chimes of movie soundtracks. Stowing away under a blanket fort in the dark, Duncan would devour films that he had swiped from the decked-out shelves. Square-eyed against the screen, he left his world behind, discovering new worlds, as he battled in space, took flight on mysterious creatures, fled from menacing, maniacal killers and even fell in love, both with the characters who adorned his screen and the beauty of the films themselves.

But the rental renaissance ended with the dawn of the 21st century and, with his father's death and the rise of at home media, gone too were the dependable bustle of customers who had flocked to the store in search of their weekly cinematic fix. Duncan was left with the shell of the store he had once known. But what remained, was the love he had for the world of cinema. Through years of experimenting, inspired by the charismatically mad scientists of his favourite films, Duncan worked to create a portal that would rejuvenate interest in the family store. Eventually, his eureka moment came, and Duncan once again opened up the store doors, selling 90s nostalgia and the unique opportunity for guests to travel to new worlds – ones that, up until now, only existed behind the screen.