



Francisco Patierra Studio, the first movie house in the Philippines, was established in time for its planned first silent movie premier during the Christmas season of 1896. However it was not until January 1897 when the movies were first shown. Could Rizal's execution in December 1896 be the cause of delay? The Partierra Studio catered to the Manila Ilustrado, whose lineage came from the rise of educated Filipino Chinese, like Rizal. Avenida would later become a bustling avenue of modern theaters in the succeeding decades.