

MAGNIFIER

MAKING THE MOST OF YOUR IDEAS

MAGNIFIER 04
26TH & 27TH JANUARY



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film

MAGNIFIER

MAKING THE MOST OF YOUR IDEAS

Our Magnifier approach helps you identify and build your audiences and revenue streams from the early stages of your project's development.

Magnifier aims to maximise the value of your ideas by:

- > BROADENING NETWORKS
- > EXPLORING INTELLECTUAL PROPERTY OPPORTUNITIES
- > PROTOTYPING
- > FINDING NEW AUDIENCES
- > SHARING KNOWLEDGE
- > BUILDING A COMMUNITY OF MUTUAL SUPPORT
- > UNLOCKING THE POTENTIAL OF YOUR IDEAS

Magnifier works on the principle of sharing knowledge, value, and risk.

By participating in Magnifier, you will be at the forefront of a rapidly emerging culture of collaboration that sits at the heart of contemporary creative business.

The cohort days are for the initial scoping of the potential of your project. But the Magnifier approach continues throughout the development of your project as you work to fully realise that potential.

There is also potential to unlock further development and/or company funding from us, when well thought through plans to develop complementary intellectual property and marketing plans emerge that need more resource, such as buying in external services and expertise.

The limits will be how far you are willing to seize the opportunities: the more you put in, the more you will get out.

SCHEDULE

THURSDAY 26TH JANUARY

- 09:00 Coffee and networking.
- 09:30 **Workshop: Audience Interaction**
In partnership with Crossover Labs' Mark Atkin, we have developed a hands-on, one-day workshop that adopts a service design approach to film- looking at audience interaction across the entire length of a film's production and commercial life. You will explore each of the five stages of interaction (Awareness, Interest, First Time Engagement, Subsequent Engagement, Turning Audience to Advocate), which will inform the development of a strategy to maximise your audience.
- 12:30 Lunch and Networking.
- 13:30 - 16:30 **Workshop: Audience Interaction (cont.)**
- 19:00 **Screening: *Lady MacBeth***
A preview of William Oldroyd's critically-acclaimed new film *Lady Macbeth*, starring Florence Pugh and Cosmo Jarvis, at the BAFTA Cymru screen in Cineworld.

FRIDAY 27TH JANUARY

- 09:00 Introduction with Michael Gubbins.
- 09:30 **Session One: Photography & Exhibition**
A discussion on photography and exhibitions, focusing on Turner-nominated photographer Richard Billingham's FFCW and BFI-supported film *Ray & Liz*, with producer Jacqui Davies. Other guest speakers are Bronwen Colquhoun, Head of Photographic Exhibition at the National Museum of Wales, Head of Artists' Moving Image at Film London- Maggie Ellis, and producer Rebekah Tuluie.
- 10:45 **Session Two: In conversation with Camilla Deakin**
An opportunity to hear about Camilla's experience in expanding the intellectual property of *We're Going on a Bear Hunt* and animated Raymond Briggs feature film *Ethel & Ernest*, with additional insight from Welsh producer and collaborator Jon Rennie.
- 11:30 **Session Three: Sales and Distribution**
Guest speakers Beatrice Neumann (BeA Film), Kaleidoscope's Michael Chapman, and OurScreen CEO David Kapur give their advice on developing a sales and distribution strategy for your project from an early stage.
- 12:30 Lunch and networking.
- 13:30 **One-to-One Sessions.**
An opportunity to discuss your project with guest speakers and Ffilm Cymru Wales staff on an individual basis.
- 16:30 Final Thoughts from Michael Gubbins.

GUEST SPEAKERS

MICHAEL GUBBINS

Michael Gubbins is an analyst, journalist and consultant, working in the international film, entertainment and media industries, with particular expertise in the changing on-demand digital economy. He is the Chair of the Ffilm Cymru Wales and the co-founder of SampoMedia, which has acquired an international reputation for its work on audience-centred creative and business strategy in film, media and the creative industries.

In more than 30 years in journalism, Gubbins edited Screen International and ScreenDaily, Music Week and business technology magazine Computing, as well as editing and writing for daily newspapers in the UK and Europe. He is a member of Experts Committee of Europa Cinemas and of the advisory boards of Power to the Pixel and the Met Film School. In 2015, he was an expert on the Canadian Media Fund Experimental Stream, which helps finance some of the most advanced innovation in a wide range of creative fields. Gubbins is a regular chair and keynote speaker at conferences and film events around the world, including, over the last 12 months: Cannes, Berlin, Toronto, Bogota, Utrecht, Brussels, Gothenburg, Karlovy Vary, Zagreb, Graz, San Sebastian, Rotterdam, Ronda, Barcelona, Rome and Montreal. SampoMedia clients have included the British Film Institute, Europa Cinemas, Media Business School, the European Think Tank, Telefilm, CineRegio, Medici Group, Cannes Marche Du Film, Film4, Curzon Film World, BAFTA, Europa Distribution, Inside Pictures and the European Commission.

MARK ATKIN

Mark Atkin works with film and TV producers and directors, games developers and web designers, preparing them to become the producers of tomorrow, through labs and workshops. He curates exhibitions and conferences on Immersive Media with various international festivals and events, such as The Global Health Film Festival, CPH:DOCS, The World Congress of Science and Factual Producers, Bergen International Film Festival and Sheffield Doc/Fest. Crossover released four theatrical films in the past two years, including *Atomic*, with music by Mogwai and *The Show of Shows*, with music by Sigur Ros. We produced the BBC's first Virtual Reality documentary, *Easter Rising: Voice of a Rebel* last year. He acts as a mentor on the Documentary Campus, ESoDoc and EAVE international development schemes.

MICHAEL CHAPMAN

Michael Chapman is an acquisitions executive at Kaleidoscope, seeking titles for both UK Distribution and International Sales. Recent Kaleidoscope titles include Alice Lowe's *Prevenge*, arthouse horror *A Dark Song* and theatrical animation *Asterix & Obelix*. Michael also works to develop a slate of titles for Kaleidoscope, ranging from upcoming action thriller *Drago*, directed by Jonathan English, through to festival led horror, *The Windmill*.

BRONWEN COLQUHOUN

Bronwen Colquhoun is Senior Curator of Photography at National Museum Wales. Bronwen is currently developing a programme for the Museum's newly designated Photography Gallery, due to launch in September 2017. Prior to this role, she was Assistant Curator of Photographs at the Victoria and Albert Museum, London. There she worked on a number of exhibitions including *A History of Photography: Series and Sequences* (2015), *Staying Power: Photographs of Black British Experience 1950s to 1990s* (2015) and *The Camera Exposed* (2016). Bronwen was awarded her PhD in Museum and Heritage Studies from Newcastle University in 2015. Her thesis examined how photo-sharing website, Flickr The Commons, supports community engagement and builds new knowledge and meaning around photographic collections online.

JACQUI DAVIES

Jacqui Davies is a London-based producer and curator. Since 1997, Davies has worked internationally with artists on projects involving film and video. Working independently across all platforms- producing, commissioning and curating- Davies has facilitated projects for cinema, television, galleries, site-specific, stage, and online.

Davies is the Producer of Ben Rivers' Artangel / BFI funded film *The Sky Trembles and the Earth is Afraid and the Two Eyes Are Not Brothers* (2015), *Ray & Liz*: a feature film by artist Richard Billingham, and feature-film, *Lockvögel (Decoys)*, by artist and filmmaker Redmond Entwistle. She was the Associate Producer on Phillip Warnell's feature film, *Ming of Harlem*, which won the George Beauregard Prize at FID Marseille 2014. Davies also acts as a tutor as part of Feature Expanded: an intensive training programme for visual artists developing and producing their first feature films, organised by HOME Manchester and Lo schermo dell'arte Film Festival, Florence. In 2015, Davies curated EMBODIED, an exhibition that presented a series of encounters between documentary and performance; EMBODIED was presented by Nikolaj Kunsthal & CPH:DOX.

Between 2011 and 2013, Davies produced 25 artists' films for Random Acts, Channel 4, which were co-commissioned by FACT, Liverpool. This included films by Marina Abramovic, Richard Billingham, James Franco, Johan Grimont, Lewis Klahr, Mark Leckey, Martha Rosler, Phillip Warnell, and Apichatpong Weerasethakul.

In 2007, Davies co-founded Animate Projects, which built on the existing Arts Council England / Channel 4 commissioning programme, ANIMATE! As Head of Production and Gallery Exhibition she commissioned several projects, including *A Letter to Uncle Boonmee* and *Phantoms of Nabua* by Apichatpong Weerasethakul (2009), and *Unfolding the Aryan Papers* by Jane & Louise Wilson (2009).

Davies has worked with many commercial galleries to curate film and video projects, including exhibitions by Apichatpong Weerasethakul and Lewis Klahr, at Anthony Reynolds Gallery. She has co-curated multiple projects, such as Richard Billingham's *RAY*, at Glynn Vivian Art Gallery and *Unfolding the Aryan Paper*, by Jane & Louise Wilson at the BFI Gallery. As co-creator, Davies' credits include Mark Wallinger's *Sinema Amnesia* and Lindsay Seers' *Entangled 2*, both at Turner Contemporary, as well as *Semi-Conductor's* solo exhibition, *Worlds in the Making* at FACT.

CAMILLA DEAKIN

Camilla started her career as a freelance journalist, writing about music, fashion and club culture. In 1992 she moved across into TV production, working as a Producer and Director for Uden Associates on a range of TV documentaries and arts programmes. She joined the Arts and Music department of Channel 4 in 1999 where she soon rose to become Editor, Arts & Animation. Camilla left Channel 4 in 2002 to set up Lupus Films with colleague Ruth Fielding. Camilla has produced both animation and live-action films and series for the BBC, Channel 4, Five, ITV, Disney and Cartoon Network, as well as Executive Producing a number of short films for Channel 4 and the UK Film Council. Camilla produced series one of popular CG pre-school show *The Hive* for Disney Junior, which is shown in over 150 territories worldwide; *The Snowman and The Snowdog*, a half-hour Christmas special which attracted over 11 million viewers when first broadcast on Channel 4 in 2012 and *We're Going on a Bear Hunt*, a half-hour animated adaptation of the much-loved internationally best-selling children's book for Channel 4. In 2014 Camilla moved into producing feature films starting with *Ethel & Ernest*, a hand-drawn animated film based on the graphic novel by Raymond Briggs. Camilla is currently heading up the development of a further four feature film projects.

MAGGIE ELLIS

Maggie Ellis has worked with and supported independent talent in the film industry for 26 years and has helped launch the careers of some highly regarded filmmaking talent. She started her career teaching Art and Design History and Photography, Film and Television at various art and film schools, including the Royal College of Art, Chelsea School of Art and the National Film & Television School. She has co-written courses for Communication degrees and Creative Skills programmes as well as consulting for NESTA and the Wellcome Trust, amongst others. Maggie moved into the Film and TV industries in 1989, initially working as a freelance technician, predominantly in sound and stills photography, moving across the grades into producing, predominantly on documentaries, artists' films and animations: features, shorts and series. She has set up and run a number of commercial and publically financed production schemes, in particular the London Production Fund, London Artists' Film & Video Awards (LAFVA), Film London's first feature scheme, Microwave, and Film London Artists' Moving Image Network (FLAMIN).

For five years she worked on Carlton Television's *Metroland* scheme, a commissioning/training programme for new documentary filmmakers. For seven years she was Production Executive for Channel 4 and Arts Council England's experimental animation scheme, animate! Since joining Film London, in 2005, as the first Head of Production and Talent Development, Maggie has commissioned hundreds of films, from shorts to features, from new and emergent talent. She was appointed to specifically set up and run Microwave, the now well established training through production micro-budget feature film commissioning scheme, in partnership with BBC Films and with support from Creative Skillset. Through this scheme, eight first time feature film makers have completed productions which have been picked up by Sales Agents and Distributors. In May 2013, she became Head of Film London's Artists' Moving Image Network, a newly formed department which focuses on commissioning mid career artists' films and developing a programme of support for them. FLAMIN runs the prestigious annual Jarman Award, now in its 10th year, with Channel 4 and the Whitechapel Gallery on board as partners. Maggie is on the advisory panels for the Wellcome Trust, the Board of Sheffield Media and Exhibition Centre (SMEC) and advisor to the Creative Residency scheme at the Hospital Club. She is a member of Cine Regio, the European network of film funders, and is on the organisation's sub committee for animation and manipulated image productions. Maggie also works as a freelance producer and advisor on a variety of mainstream and artists' productions.

ANWEN GRIFFITHS

Anwen Griffiths is a Partner in the Film and TV Groups at Sheridans law firm. For over 10 years Anwen worked in development and production for independent film and television companies including Potboiler Productions, Ecosse and Cowboy Films, before qualifying as a banking lawyer to act for studios, private equity houses and other funding institutions. She now specialises in the production, financing and distribution of feature films and television programmes, using both her direct production knowledge, banking and media finance background to provide a multi-disciplined service to filmmakers and investors.

DAVID KAPUR

David is a creative entrepreneur and has passionately worked across the creative, advertising and film industries for the past 16 years. Currently working as a Co-CEO & Founding Director of ourscreen & elevenfiftyfive, David is at the cutting edge of shaping how audiences are connecting with film and cinema today.

ourscreen is an alternative listing environment for UK cinemas with digital-social technology that empowers film fans to not only buy tickets, but to create and share new screenings. This is People Powered Cinema! The award-winning elevenfiftyfive was formed in 2008 to support the film community by identifying and reaching relevant audience groups in creative and innovative ways.

TOM MILLEN

Tom Millen is a Director of Crossover specialising in the production and exhibition of immersive content as well as arranging cross media training and events. He was previously responsible for producing the Alternate Realities strand at Sheffield Doc/Fest where he over saw the production of the interactive exhibition, VR Arcade and year round cross media training.

BEATRICE NEUMANN

Beatrice currently splits her time between consulting as a sales and distribution specialist for various clients including Edinburgh International Film Festival, Rotterdam Cinemart, Creative England and teaching Sales and Distribution at Sheffield Hallam University as a visiting lecturer. She is also in early development with her distribution platform VoDdities. Her career in the UK film industry started in 2003 with a brief stint at Nik Powell's Scala Productions. She went on to join Content Media where she took on the role as acquisitions manager in 2005, while also serving as production executive on various productions financed by the company including *Fish Tank* and *Outpost*. In 2008 Beatrice joined The Works as acquisitions manager, there she has played a crucial role in acquiring content for the company including *I Am Love*, Oscar-winning *The Cove*, *Good Vibrations*, BAFTA-winning *Kelly + Victor* and *Road*. Beatrice speaks regularly on international panels and advises and participates as a trainer on international training programmes including ACE, EAVE, Transatlantic Partners, Get It Seen, Rotterdam Lab and the EIFF Talent Lab. Her latest project is Distribution Rewired, a 2-day event on emerging distribution models and methods in collaboration with the Edinburgh International Film Festival. Additionally she is an Executive Producer on documentary *Battle Mountain: Graeme Obree's Story* and script editor on *Any Girl Who Loves The Beatles Will Break Your Heart*. The future as she sees it is full of opportunities in new methodologies and models slowly forming, however finding a successful and sustainable business model for the media industries will require a lot of thinking outside the box.

JON RENNIE

Jon Rennie began his career in computer games, working at Bullfrog Productions on titles such as Theme Hospital, Dungeon Keeper and Populous: The Beginning. Since then, he has made a number of short films which have been shown nationally and internationally and started his own company in Cardiff to produce visual effects and animation for the film and broadcast industries. He is now Managing Director of Bait Studio (Motion Graphics and VFX), Cloth Cat Animation (Series Animation) and Thud Media (Games and Interactive). Credits include Visual Effects Supervisor and Producer on films and series such as *Ethel & Ernest*, *Boj*, *Toot the Tiny Tugboat*, *Tolibob*, *Grandpa In My Pocket*, *Disney Tales of Friendship with Winnie the Pooh* and *The Machine*. In 2012, he founded a production company with the intention of producing high quality film projects from Wales and with Welsh talent. *Benny & Jolene* (2014) is the first film from the company. Since then *A Wonderful Christmas Time* (2014) and *Black Mountain Poets* (2016) have been released to great acclaim, the latter with a full UK release and screening on Film4.

REBEKAH TULUIE

Rebekah is the Founder of Rainy Day Films. Rebekah trained as a painter. In 1997, she published *Handlines*, a book endorsed by the Red Cross, and received Country Life's Millennium award. She began her film career with a Forum for the Future Mackintosh Scholarship in 1998, followed, in 2001, by a National Endowment for Science, Technology and the Arts Fellowship. In 2004, with a Sir John Terry Memorial Scholarship, she completed her MA in Film Production at the National Film and Television School, where her work received several awards. This same year, Rebekah was one of Screen International's Stars of Tomorrow. In 2008, Rebekah was honoured with a Women in Film TalkbackThames New Talent Award and featured in Tatler's New Brit Talent list. In 2009, Rebekah completed the Inside Pictures programme. Her first feature, *The Edge of Love*, was released in 2008, followed by *Patagonia* (2011) and *Another Me* (2014). She was a member of the Ffilm Cymru Wales board from 2009 until 2015, and sits on the Producer Advisory Board for the National Film and Television School. In 2016, Rebekah was elected to sit on the Committee of the British Academy of Film and Television Arts in Wales, BAFTA Cymru.

THE SWARM

HIIVE

Shared learning and experience is at the heart of Ffilm Cymru's Magnifier approach. In order to get the most value out of Magnifier, we encourage all participants and speakers to sign up to the free online resource and discussion centre, Hiive.

Ffilm Cymru Wales has set up a Magnifier Swarm on Hiive, where you will be able to share information, insight and resources in an on-going, online community.

You can register for Creative Skillset's Hiive here: <https://app.hiive.co.uk/talent>

You'll then be invited to join the Magnifier Swarm.

The Magnifier Swarm is an invitation only group where members are comprised of participants and experts of the Magnifier approach. After visiting the Magnifier Swarm we'd recommend browsing the wider Hiive site.

Powered by the industry skills body Creative Skillset and inspired by the Creative Industries Council, Hiive brings together a number of tools that makes it an indispensable offering. Allowing users to build and showcase their online creative portfolio, the site helps creatives connect with a diverse pool of creative talent, courses, jobs, companies, projects and research.

Hiive Swarms incite collaboration between users, allowing people to kick start creative projects, share ideas and learning.



www.hiive.co.uk

86-88 Adam Street
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With thanks to our partner hosts University of South Wales.

Breakout rooms

CA410 and CA412, these are small rooms which can fit 6 people and are just down the corridor from CA419.

Other space

Informal seating space on the ground floor by the main entrance.

Parking

Visitors can use Adam Street Car Park directly opposite the Atrium.

Transport

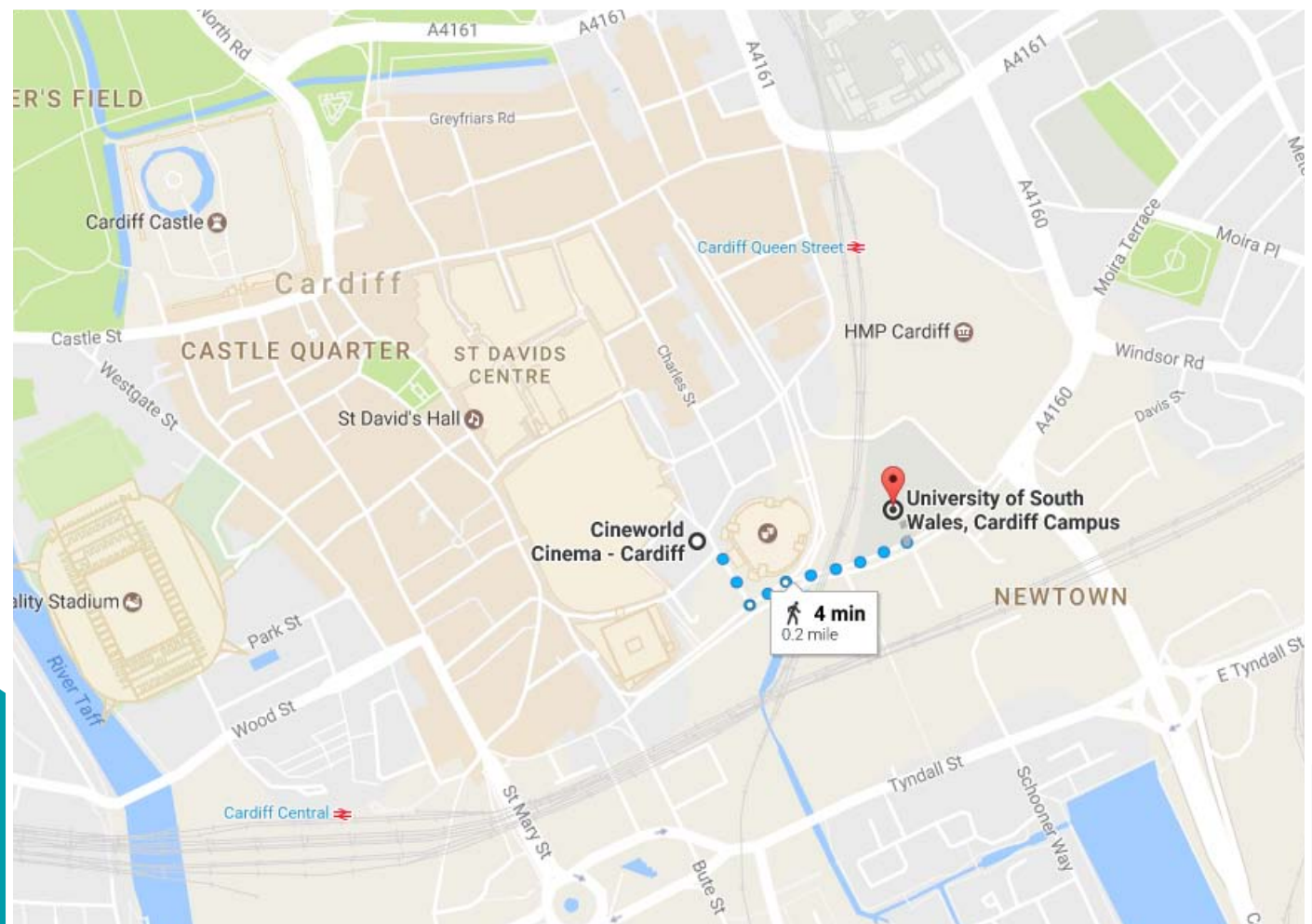
There are two train stations near to the Atrium, Cardiff Central: Central Sq, Cardiff CF10 1EP and Cardiff Queen Street: Station Ter, Cardiff CF10 2FY. Cardiff Bus run a regular bus service: <http://www.cardiffbus.com/english/>

Catering

There will be tea & coffee available on arrival and a paid for coffee bar during the day. Lunch vouchers will be given to all participants and specialists for use in the Mingle Restaurant on Campus.

General

The Atrium is a no smoking campus.



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