

# MAGNIFIER

MAKING THE MOST OF YOUR IDEAS

MAGNIFIER 05  
29<sup>TH</sup> SEPTEMBER

B R E A T H

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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

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.

FRIDAY 29<sup>TH</sup> SEPTEMBER

- 09:00      **Coffee and Registration.**
- 09:15      **Introduction**  
Kimberley Warner will provide an introduction to Magnifier, and development funding awardees will deliver a five-minute elevator pitch introducing themselves, their project and their expectations for the day.
- 10:00      **Session 1: Festival Hack**  
Whether you're looking to raise finance for a project in development or sowing the seeds for selection in the programme, festivals and markets remain a key marker for the success of your feature film or documentary.
- Alice Cabanas, Film Programme Manager at the British Council, provides an overview of the key film festivals; what they mean to the market and why you should develop your festival strategy early.
- Greg Martin, Acquisitions and distribution executive, presents a download of this year's Toronto Film Festival, providing Embankment Films' insight into the kind of projects making waves at the festival and the deals that were done at one of the most important launch pads in the film industry calendar.
- 11:30      **Break**  
An opportunity to network with the invited speakers.
- 12:00      **Session 2: Writing winning creative pitches: the Devil in the Data**  
Demographic data has transformed the way filmmakers such as Eli Roth pitch for investment, develop ideas and market their work. Yet resistance to bringing science into storytelling abides. Film and VR producer Uzma Hasan (*The Infidel*), and multimedia producer and Senior Lecturer at UWE Bristol Judith Aston reveal why data should be every creative's best friend.
- 13:00      **Lunch and networking.**
- 14:00      **Session 3: How to bring your audience with you during film development**  
Director Philip Clemo (*The Air Still Holds on My Breath*), Producer Rob Alexander (*Gary Numan: Android in La La Land*) and Gabriella Gilkes Science Programme Manager at the Eden Project talk through their partnership on the feature documentary *Breath: Journeys through the Landscapes of Life*. A collaboration between five UK universities, *Breath* has been showcased at the V & A and the Eden Project, been the subject of a TEDx and formed the backdrop for a live music performance, all whilst still in development.
- The panel, chaired by Cat Cooper, will explore the team's iterative development process, exploring the challenges and great rewards of cross-sector collaboration.
- 15:00      **Break**
- 15:15      **Five-minute pitches.**
- 16:45      **Workshop**  
An opportunity for the Magnifier participants to have 1-2-1 sessions with the guest speakers and with Ffilm Cymru Wales staff to workshop their projects.
- 17:00      **Conclusion**  
Final thoughts with 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.

## ROB ALEXANDER

Rob Alexander has been producing multi-media projects for international broadcast, arts and education for two decades with; BBC, Channel Four, RAI Italy, SVT Sweden, The Open University, Liverpool Arts Network, Arts Council UK and film funds including FVG Italy, MEDIA EU, Creative England and Screen South. He is a graduate of EAVE (European Audio Visual Entrepreneurs), Power to the Pixel cross-media Lab, and Ronda Multi-platform Business school.

He most recently produced and co-directed *Gary Numan: Android in La La Land*, which was selected for SXSW, EIFF, HOTDOCS & MIFF and was self-distributed in over 50 screens across the UK before BBC broadcast in 2016.

His most recent projects supported by academic collaboration include *The Glass Bead Game*, an ongoing podcast series supported by Sussex University with involvement from academics in various institutions across the globe, and *BREATH*, directed by Philip Clemo - developed with support from MEDIA, Ffilm Cymru Wales and the UK Arts Council and with academic partnerships with Exeter, Loughborough, Brighton, Coventry and Cambridge Universities.

In addition to his work through his production company perfectmotion ltd, he has recently set up Amber Content, a UK distributor who have just released the BAFTA Scotland (Best Feature) & BAFTA Cymru (Best Actor) nominated *Moon Dogs*.

## DR JUDITH ASTON

Judith Aston is a multimedia professional with a passion for live cinema, interactive documentary and digitally expanded filmmaking. She holds a PhD in Film/Interaction Design from the Royal College of Art and a Masters degree in Geography/Anthropology from the University of Cambridge. She is Co-Founder of i-Docs.org and an elected fellow of the Royal Society of Arts. She works across academia and industry, balancing her work as a Senior Lecturer in Filmmaking with Practice-led research conducted through the University's Digital Cultures Research Centre. Her work explores new ways to convey ideas and experiences at the intersection between immersive filmmaking, live participation and creative technology. She also produces and directs, most recently for live multimedia events such as The Russian Winter and the Bristol Proms, and for her Theatre Within a Theatre immersive film installation. Her work is very much linked to her teaching and she has extensive experience of working with undergraduates, masters and PhD students, as well as innovating within the curriculum.

## ALICE CABANAS

Alice Cabanas is Film Programme Manager for the British Council, running the shorts support offer and Travel Grant scheme alongside the international EU Film Festival offer. Alice joined the British Council film team after three years with Encounters Festival, based in Bristol. Alice headed communications, strategy and development for the festival, beginning as marketing manager in 2014 and then leading the festival as co-director between 2015-17.

## PHILIP CLEMO

Philip Clemo joined the BBC in 1987, going on to work as a film editor on one of its flagship programmes Panorama before leaving in 1993. He then worked as a freelance editor, consultant and director for a number of years. He started making short films in the summer of 1989, in a collaboration with photographer and film-maker Colin Gray. The partnership took them to India and Nepal and then Clemo travelled extensively throughout South East Asia and Australasia filming and gathering sound recordings.

More recently he has filmed in Iceland and Norway, making *The Air Holds Still On My Breath* (shown at Cannes Short Film Corner) and *Melt* (shown at Reykjavik Int. Film Festival and London Short Film Festival). These films were shot from a gyro-stabilised rig on a helicopter and on the ground using ultra-high speed camera technology. This work attracted the attention of David Lynch's producer Joni Sighvatsson and Francis Coppola's producer Fred Fuchs. Clemo is currently exploring the world of macro environments and developing new projects including a feature and installation, *Breath*.

## CATRIN COOPER

Producer and entrepreneur Catrin Cooper helped close finance on *Honeytrap*, the debut feature of Rebecca Johnson (BFI London, SXSW, 2015); *Alfred and Jakobine*, PBS International (Hot Docs, Sheffield Doc/Fest, AFI, 2014); *Street Kids United* (Berlinale, 2011). Catrin's early background was in production on studio features including Warner Bros' *Harry Potter and the Prisoner of Azkaban*, *Harry Potter and the Goblet of Fire* and Sony's *Casino Royale*. Since, she has become alumni of Creative Business of Entrepreneurs and Executives, NFTS, the Rotterdam Producers Lab, and Guiding Lights, mentored by producer Tim Bevan. Catrin is passionate about amplifying the voices of women across the creative industries.

## UZMA HASAN

Uzma Hasan is co-founder and producer at venture capitalist backed Little House Productions. Her latest feature, Nirpal Bhogal's *Firstborn*, premiered at Edinburgh International Film Festival 2016 ahead of a worldwide sale to Netflix. Her first feature *The Infidel* (2010) was released internationally to commercial and critical acclaim, was remade by Viacom India as *Dharam Sankat Mein* (2015) and as a musical that ran at Theatre Royal Stratford. She was Executive Producer on multi award winning documentary *Flying Paper* (2014).

She is currently developing projects with a diverse range of talent including Ritesh Batra (Rail D'Or winner for *The Lunchbox*), Guardian film critic Peter Bradshaw, comedian David Baddiel, novelist and commentator Nimesh Shukla and acclaimed contemporary dancer Sidi Larbi Cherkaoui, as well as with the BFI and the National Theatre's Immersive Storytelling Studio.

Uzma has worked internationally with companies including Focus Features, The Salt Company and Tribeca Enterprises on the development, production and exploitation of feature films. She consults for film funds including Eurimages, the Doha Film Institute, the Netherlands Film Fund and Harvardwood, the official network of Harvard alumni in the entertainment and media industries. She sits on selection committees for the British Independent Film Awards, Film London and Mira Nair's Maisha Filmmaking Labs, and on the boards of Ingenious Media backed Babber Films and Chisel Films.

Prior to producing independently, Uzma was head of development at microbudget studio Slingshot Productions. In 2010, she was nominated for HRH Prince's Trust Mosaic Arts & Culture Award; in 2012 she was nominated for the Asian Woman of Achievement Award and became a Woman of the Future Ambassador; and in 2013 she won the British Muslim Award for Services to Creativity. She attended Harvard University's Graduate School of Arts and Sciences as a Kennedy Scholar to read Film and Literature.

## GREG MARTIN

Greg joined Embankment in 2015. He was previously in the development team at Working Title. He started his career as a producer's assistant at Black Camel Pictures, working on the film *Sunshine on Leith*. He also has development experience from Heyday Films, Ealing Studios and Headline Pictures, and Sales and Distribution experience with Protagonist pictures.

Embankment Films provide individually tailored solutions for filmmakers to finance their films. Specialising in financing of quality and award-winning films, the company procures pre-sales, tax-credit facilities, equity, mezzanine and gap financing for international producers, enabling filmmakers to manage their "owned" film assets. Embankment acquires and packages projects that have targeted audiences, and offers international distributors first class marketing and technical delivery.

Since the company's inception in 2012, Embankment have converted finance on over 24 films, with four films enjoying premiers this year at Toronto: Andy Serkis' *Breathe*, starring Andrew Garfield and Claire Foy, Wim Wenders' *Submergence*, starring Alicia Vikander and James MacAvoy, Bjorn Runge's *The Wife*, starring Glenn Close, Jonathan Pryce, and Christian Slater, and Simon Baker's *Breath*, starring Elizabeth Debicki, Simon Baker and introducing Ben Spence and Simon Coulter.

# 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.

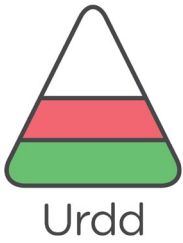
Powered by the industry skills body Creative Skillset and inspired by the Creative Industries Council, Hiive brings together a number of tools that makes it an indispensable offering. Allowing users to build and showcase their online creative portfolio, the site helps creatives connect with a diverse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

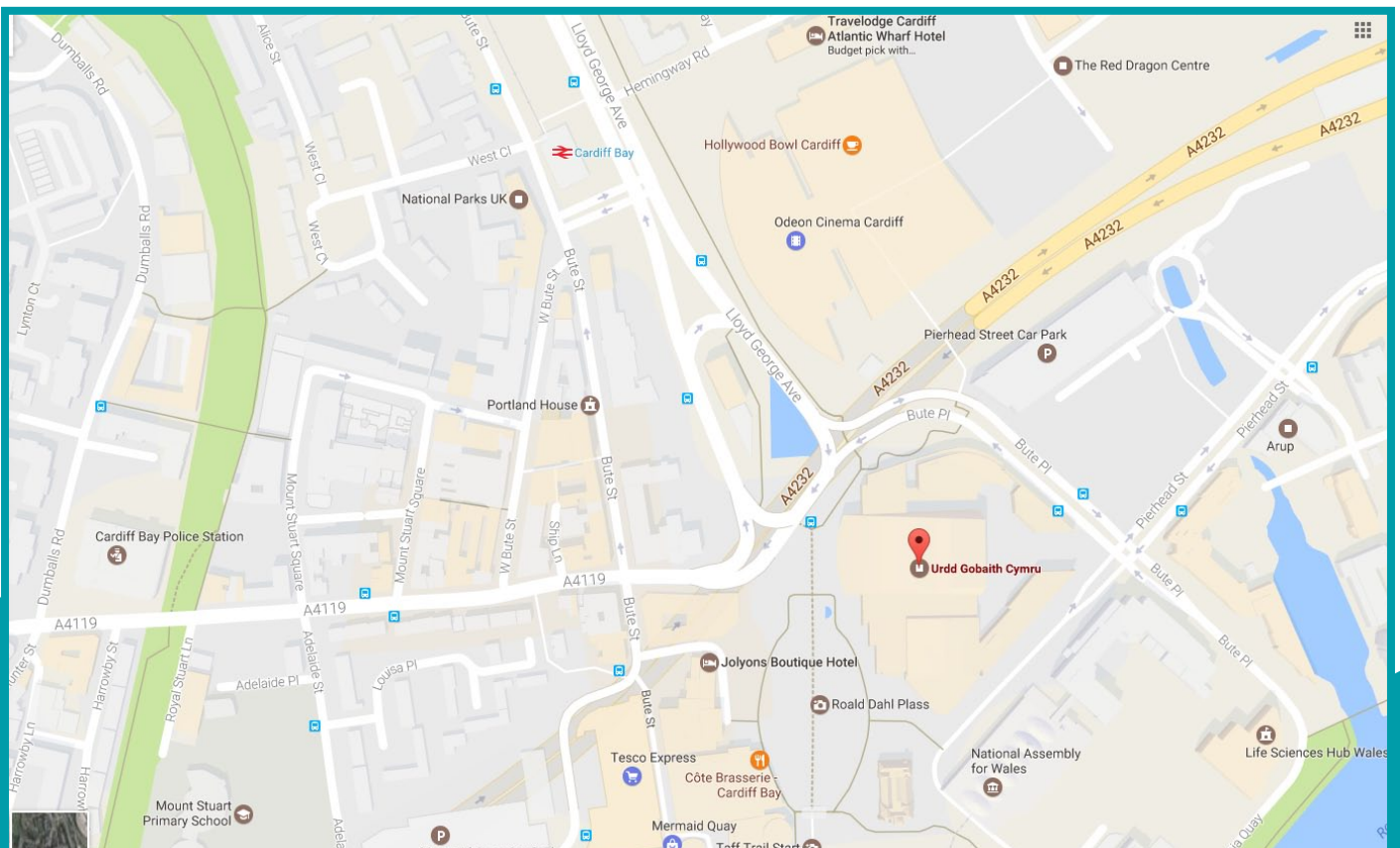
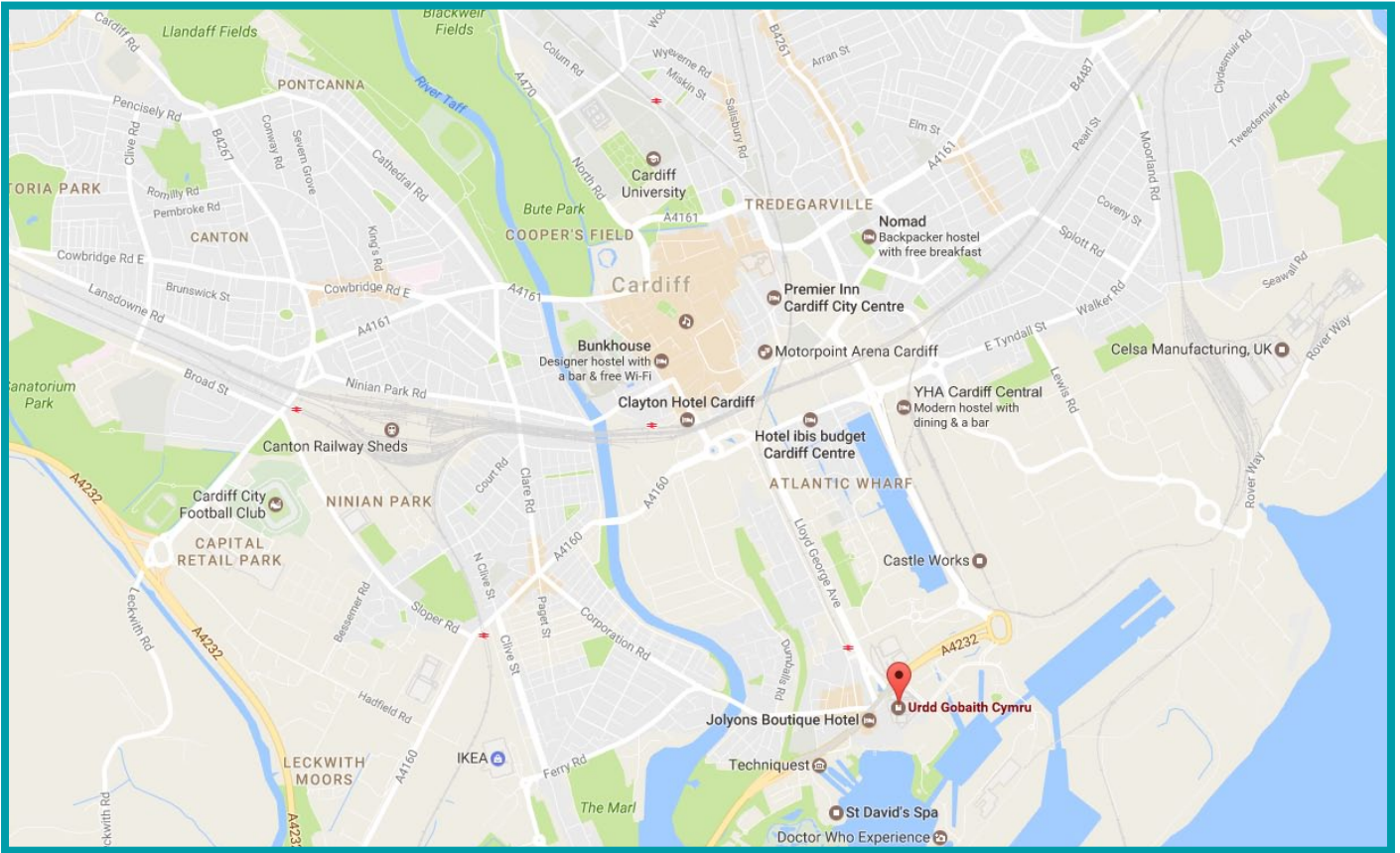


[www.hiive.co.uk](http://www.hiive.co.uk)





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# ffilm

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