

ABCinema: My Flatpack Sprint

Friday 27th – Sat 28th March 2015

**Getting
the next
generation
curious and
engaged about
film heritage.**



Image by Vanessa Bellar Spruijt

Expand your film horizons and networks and pick up practical skills from seasoned YouTubers and film professionals to produce your own Flatpack Festival vlog and blog as part of a unique two day sprint

About

What can I expect?

You'll get to experience Festival highlights, meet other young people from across the UK that are also passionate about film as well as some of Europe's leading film archive and cinema professionals including representatives from The Eye in Amsterdam, Cineteca Di Bologna in Italy, home of Martin Scorsese's World Cinema Foundation and Flatpack Festival's very own Ian Francis who has clocked up fifteen years putting on film events in Birmingham and beyond.

Who We Are

Film Hub South West & West Midlands is one of nine Film Hubs around the UK that are part of the BFI Film Audience Network (BFI FAN), a ground-breaking initiative developed by the BFI to enable organisations and film experts in the independent cultural exhibition sector to work in partnership to boost film audiences across the UK, particularly in the areas of specialised and independent British film.

The ambitions of the Film Hub South West & West Midlands are to enhance the opportunities for people to engage with world cinema in all its diversity and to developing the cinema sector across the regions and beyond. Film Hub SWWM provides members with a wide range of funding opportunities, screening programmes, training and networking events.

Watershed in Bristol, UK is the Film Hub Lead Organisation for the South West & West Midlands, which stretches from Cornwall and Dorset to the West Midlands.

Contact Us:

bfi.org.uk/fan

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Watershed

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Part of ABCinema, co-funded by the Creative Europe programme of the European Union, this is a Watershed project with partners mac and Flatpack, the support of Into Film, Arts Connect West Midlands, Film Hub South West & West Midlands and the wider BFI Film Audience Network supported by the National Lottery through the BFI.

WATERSHED

FLATPACK
FILM
FESTIVAL



FilmHub
South West
& West Midlands



Opening Up a World of Film

The Partners



Arts Connect works to connect children and young people with great arts and culture. We are funded by Arts Council England to be the Bridge organisation for the West Midlands.

We run programmes with schools, arts organisations, libraries, museums, film centres and heritage venues. We also promote Artsmark and Arts Award in the region. For more information go to artsconnectwm.co.uk

Into Film is a UK-wide charity that harnesses the educational value of film, placing it at the heart of young people's learning and personal development. Our programme runs free of charge, providing opportunities for young people to watch, make and understand films.

INTO FILM

We give 5-19 year olds across the UK the chance to experience film and the moving image creatively and critically, as well as learning about the film industry and careers within it.

In school, out of school, in cinemas or online we ignite and cultivate interest, and provide teachers and youth leaders with the tools and training to support engagement with film at all levels, intofilm.org



by: Adam Johnson (Slapstick Festival)

Friday

Day 1: 27 March

VENUE: mac birmingham, UK as part of Flatpack Film Festival
MY FLATPACK – HELLO

11:00 – 11:30 – Arena Bar, mac: Meet your peers over a welcome cup of tea

MY FLATPACK PART I - DIY KIT

11:30 – 13:00 – Pinsent Maisons 2

- Introduction from Rebecca Hardy (Arts Connect West Midlands), Amy Smart (mac) and Ruth Brooks (Into Film.) Get to know each other!
- Meet Flatpack Festival Director Ian Francis who has clocked up fifteen years putting on film events in Birmingham and beyond and writes for publications including Little White Lies. Get a 360% of the programme and behind-the-scene support in creating your own DIY route through Flatpack. Browse through the Flatpack festival programme for Friday and Saturday.
- Pick up tips in how to video blog (or vlog) from some of the YouTubers and Journalists behind RIFE Magazine
- What is Vlogging? Blogging? Quick overview and when / where it's best used and the plan for our collective Flatpack online presence.

WELCOME LUNCH: 13.00 - 14.00 Arena Bar, mac

My Flatpack participants get together with film professionals taking part in ABCinema.

MY FLATPACK PART II – VLOG IT

14:00 – 17:30 - Pinsent Maisons 2

- Getting creative - Vlog about you favourite film/ worst film / top ten films / favourite scenes / quotes
- Customize the My Flatpack YouTube studio backdrop and have a go at reviewing a short film to camera.
- Pick up some tips from Into Film in review writing and blogging.
- Get hands-on experience of creating and sharing your content for a live Flatpack YouTube channel.
- Out and About filming – creative, technical & legal things to keep in mind!
- Planning Out Content - what are we going to see? How will we record our comments - photos, text, filming out on location or in the studio?

MY FLATPACK EXPERIENCE – FRIDAY NIGHT

CHOOSE FROM: The Internet's Own Boy, Impact Hub, The Wigout Centrala

@ MW, The Doghouse and more... For a sneak preview of the programme, visit: <http://flatpackfestival.org.uk> / venue info here.

Saturday

Day 2: 28 March

09.30 – 10:00 (30mins) Tea and Coffee

MY FLATPACK PART III – EDITORIAL

9.30am - 10:20am – Pinsent Maisons 2

- Feedback on the previous night's event or screening! Vlog it.
- Editorial round-up on who does what and when before heading off to various events at mac and potentially beyond. Open access to the RIFE youtube studio.

10.20 - 11.00am

Travel to various venues ready for 11.00am start times.

Under 18's to stay at mac for screenings / activities there.

MY FLATPACK EXPERIENCE

SATURDAY CHOOSE FROM: DVD Bang, DIY Sci-Fi, Drawn to be Wild, Shape Shifters, Flicker Skitter Stumble, Strange Adventures, Family Portraits, and more... For a sneak preview of the programme, visit flatpackfestival.org.uk

MY FLATPACK PART III – EXPERIENCE & DROP-IN STUDIO SESSIONS

- 12:00 – 17:00 – mac studio (from 2.30pm) & multi-purpose space Experience & share your Flatpack Festival
- 13:30 – 14:30 Lunch on the go and/or at mac
- MY FLATPACK PART IV – WRAP-UP
- 17:00 – 18:00 - mac studio

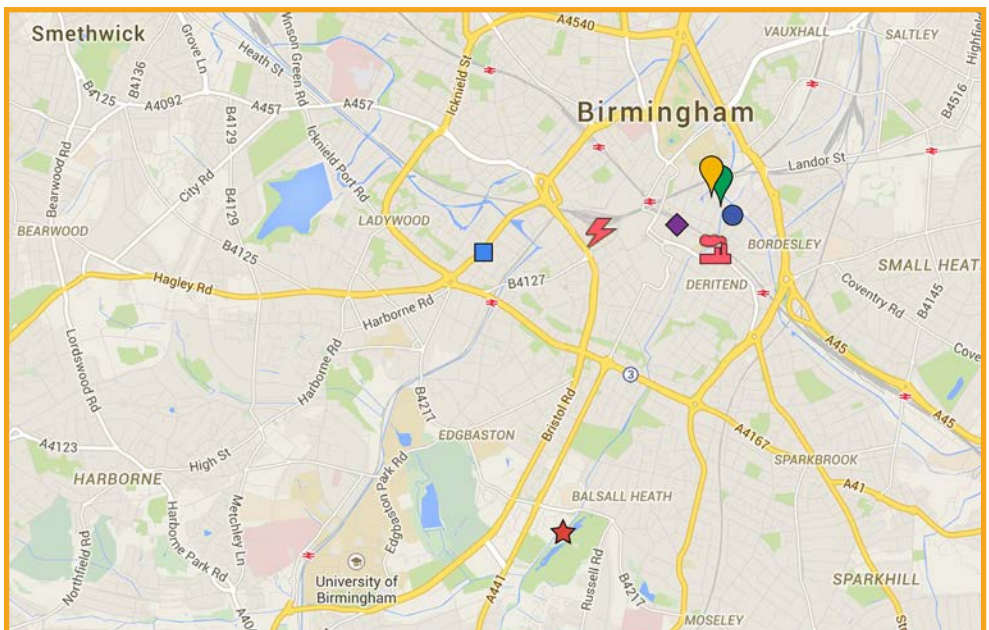
18:00 - 20:00 ABCinema Networking Event

Drinks, Nibbles and a chance to catch up with UK and international film professionals participating in ABCinema and Flatpack Festival. With thanks to our partner Arts Connect West Midlands.

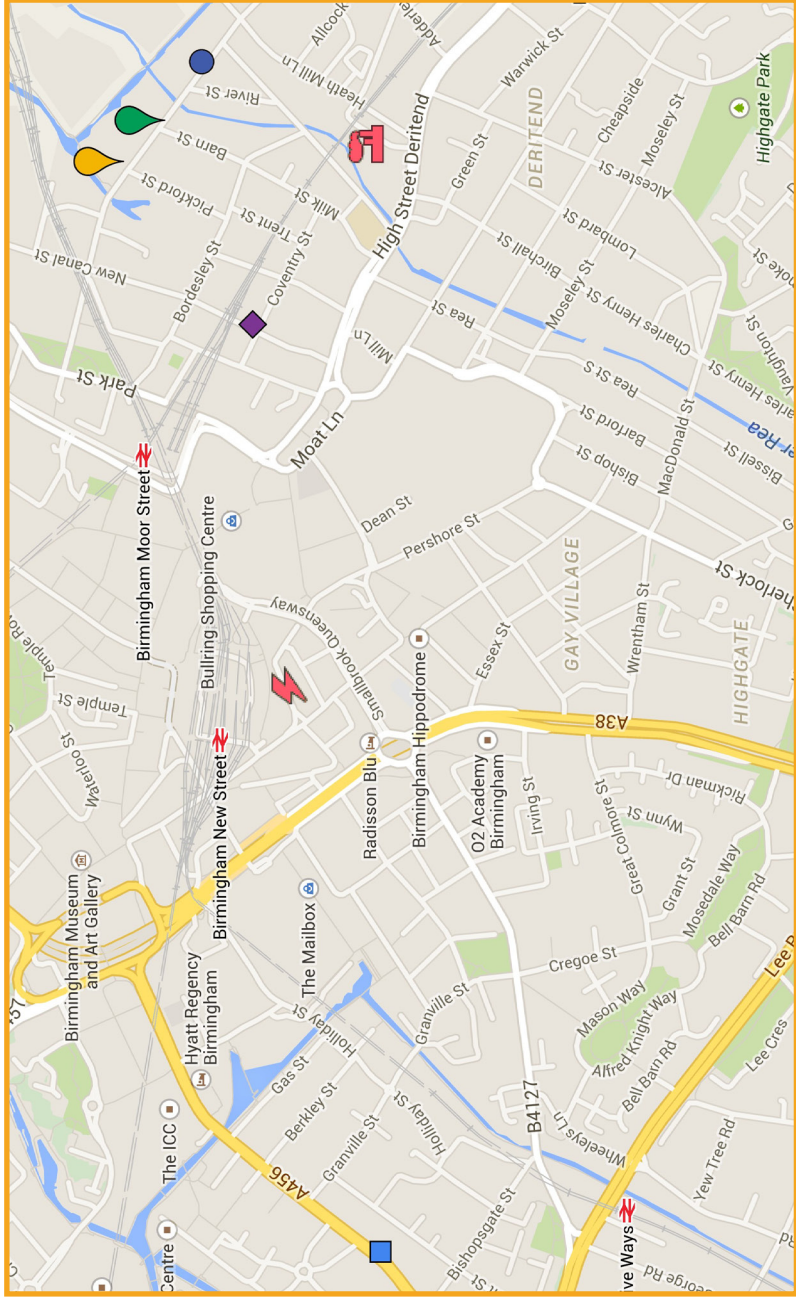


Map

- ★ mac birmingham, Cannon Hill Park, Edgbaston, Birmingham, B12 9QH
- ◆ Impact Hub, 58 Oxford St, Digbeth, Birmingham, B5 5NY
- Hampton by Hilton Birmingham, Broad St, B15 1SU
- 📍 Flatpack Kavarna @ MW, 158 Fazeley St., Digbeth, Birmingham, B5 5RS
- ⚡ The Electric, 47 Station Street, Birmingham, B5 4DY
- The Bond, 180-182 Fazeley St, Birmingham, B5 5SE
- 🏭 The Custard Factory, Gibb St, Digbeth, Birmingham, B9 4AA
- 📍 Stryx @ MW, Unit 13 Minerva Works, Fazeley St., Digbeth, Birmingham, B5 5RS



City Centre







Madeleine Probst
ABCinema
Project Producer

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watershed.co.uk
conversationsaboutcinema.co.uk

Madeleine Probst is the Cinema Programme Producer at Watershed in Bristol, a cross art form venue and producer, sharing and developing and showcasing exemplary cultural ideas and talent. She manages the Film Hub South West and West Midlands as part of BFI's Film Audience Network and produces a portfolio of projects including DepicT! short film competition as part of Encounters Short Film & Animation Festival and Conversations About Cinema, a BFI Film Audience Network initiative opening up issues, debates and discussion through film. She has directed several international Europa Cinemas Audience Development Innovation Labs in Italy, Spain, Bulgaria, Mexico and Japan and is Vice-President of Europa Cinemas. Prior to this, she worked for Vital Distribution, the leading UK provider of sales, marketing and distribution services to over 75 independent music labels.



Tiffany Holmes
ABCinema
Project Co-ordinator
Film Hub Coordinator
Film Hub SWWM

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Tiffany is the Coordinator for the Watershed led Film Hub South West & West Midlands, one of nine Film Hubs around the UK that are part of the BFI Film Audience Network, and is responsible for coordinating activity across the Hub region and being the central point of contact for Film Hub members. Before joining the Film Hub, Tiffany was the Director of Cornwall Film Festival and founder of C-Fylm, a rural community cinema initiative. Tiffany has also worked with local colleges and Falmouth University to re-establish Screen Actions, a film festival for young people of primary and secondary school age and A-level and FE Students in Cornwall.



Fern Dunn
ABCinema
Project Assistant

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@TinyFern

As a recent MA Curating graduate from UWE in Bristol, I was fortunate enough to spend the last year placed within the programming team at Watershed. Building on the experience that I gained through the Watershed Future Producers scheme, I have been able to develop my passion for film. Particular areas of interest are audience development, the cinematic experience and the relationship of music and film. I am a graphic designer by day, which aids me to look at film from a unique perspective.

Bios

Bristol's youth-led online platform, Rife is widespread, universal, full of life.

Born out of a partnership between Bristol Youth Links and Watershed, Rife magazine is a new magazine for young people, written by young people. Covering film, music, art, culture, social issues and politics, Rife is everywhere covering everything Bristol has to offer its young people through all your favourite channels, like YouTube, Twitter, Facebook, blogs, Vines, photos and more.

The current team of journalists contributing to Rife magazine is: Jess Connett, Molly Perryman, Sammy Jones and Shamil Ahmed. Look out for their videos, write articles, livetweet events and take snapshots of Bristol youth culture. We're also on the hunt for budding journalists, vloggers, bloggers, filmmakers, photographers, and designers to join our team

Watershed has been commissioned by Bristol City Council's Bristol Youth Links to develop a virtual youth service. Rife magazine forms part of the commission and was born out of consultation with young people and Bristol Talent Lab, a week of intense workshops that brought together Bristol's most talented young digital content creators.

rifemagazine.co.uk



Shamil Ahmed

Rife Magazine

@ShamPhat
rifemagazine.co.uk
<https://www.youtube.com/user/shamphatproductions>

If you see a guy walking through the city centre walking around and talking to a camera passionately, with a big beard and a smile on his face, that is most likely Shamil. He's a YouTube vlogger, a youngish dude who aims to spread the message of peace, love & smiles (hold the cheese) through his experiences and weirdness. He's also a part-time superhero (don't tell his mum). He says: "If you see me, come hug me & lets go out for coffee! :)" He was part of the Creative Talent Lab in Bristol in February 2014 and now part of the Rife Magazine's team of Young Journalists.



Little Ryan

Rife Magazine

@LittleRyan92
rifemagazine.co.uk
youtube.com/user/TheLittleRyanShow

Ryan Francis is a filmmaker and performer. He was one of the founding Young Journalists at Rife Magazine. He is most famous for his creation of his comedy shows The Little Ryan show.

Aside from this, he is also a freelancer and works with a small upcoming media production house called WatsonMedia.

RIFE



Rebecca Hardy
Arts Connect West
Midlands
Programme
Developer

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Rebecca is the programme developer for Film and Digital at Arts Connect West Midlands. She has over 16 years experience working in film and TV and had produced some of the most successful independent dramas for young people in the UK. In addition she is the Awards Manager for BAFTA wales, managing both the Games and Interactive Experience and Film and TV awards.



Ian Francis
Flatpack Film Festival
Director

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Ian Francis is a curator, writer and founding director of the Flatpack Film Festival. After a period programming at the Birmingham Film and TV Festival, Ian left in 2003 to set up mobile film organisation 7 Inch Cinema. Starting life as a monthly filmnight, their work grew to encompass archive tours, short film DVDs, community research projects and guest programming for organisations including Rotterdam Film Festival, Ikon Gallery and Green Man Festival. It also spawned an annual film festival which takes over venues all over Birmingham every March. Established in 2006, Flatpack has become established as one of the UK's most distinctive, eclectic and downright enjoyable film events. Ian speaks regularly on festivals, animation and early cinema, and has written for publications including Sight and Sound, Electric Sheep and Little White Lies. He is also an Associate Fellow at the University of Warwick.



Amy Smart
mac birmingham
Head of Arts
Administration

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www.macbirmingham.co.uk

Cinema Producer at mac birmingham working with the creative team on all aspects of the artistic programme but with a particular focus on film and digital. Amy manages mac's cinema screen in partnership with the Independent Cinema Office to offer a unique, commercially viable film programme that appeals to the most diverse possible range of local audiences. Curator of Screen Juniors, mac's children and family film strand as well as local festivals and events. Currently working in partnership with Arts Connect West Midlands piloting Film Ambassadors, a pilot project engaging young people with film.

Notes



