

# ABCINEMA MYFLATPACK

ABCinema My Flatpack brought together young people with a passion for film and media with leading young Youtubers and film archive and cinema professionals from Europe and the UK for 2 days of skills development and a unique film festival experience at Flatpack.

**25 Young People aged 16 - 25 participated in the ABCinema MyFlatpack Sprint from:** Shropshire, Hereford, Leeds, Bristol, London and Birmingham





**This sprint was led by young YouTubers and journalists from Rife magazine, Into Film and Arts Connect West Midlands and focused on the participants' experience of the Flatpack Film Festival.**

**Young participants were invited to explore the festival and report back on their experience, developing skills in blogging and vlogging, creating content for a YouTube channel, wordpress website and Storify.**

**This was also a unique opportunity for the young participants to expand their networks getting to know other young people from across the UK and being exposed to practitioners from across Europe.**

# MY FLATPACK RESOURCES

- 2 x Young YouTubers and journalists from Rife magazine – Overall fee £720 for 2 x days
- 1 x Adult creative practitioner x 1 from Into Film (review writing task) – in-kind partnership support 2 x days
- 1 x Adult creative practitioner x 1 Arts Connect West Midlands (out and about filmmaking) – in-kind partnership support 2 x days
- 1 x room for the vlogging studio customised using magazines, posters, newspapers
- 1 x large edit suite with computers equipped with Final Cut Pro (also used for review writing)
- 1 x Technician
- Tripod/ Canon 350/radio and boom mics and have a Tecpro Felloni light
- Festival ticket allocation and merchandise negotiated with Flatpack



# CREATING SHARABLE CONTENT

During the MyFlatpack sprint the young participants created:

1 x WORDPRESS website with

5 x blogs

12 x YOUTUBE Vlogs

1 x STORIFY



# PARTICIPANTS OUTCOMES

- **Increased confidence** (in making choices, meeting new people, attending events alone, expressing opinions)
- **Expanded networks** (peer networks as well as professional – Flatpack Film Festival, archive and film professionals)
- **Audience Development**; more awareness of Film Festivals and a broader range of content for participants and their peers
- **Peer sharing and profile** through published vlogs and blogs

**The “My festival” sprint model and methodology proved very effective in getting young people engaged in a real live brief (a festival) and writing/vlogging about their experience could be easily adapted to other cultural events and national contexts.**



## Skills gained in:

- **Out & About Filming** (creative, technical & legal things to keep in mind on a shoot)
- **Planning Out Content** - what are we going to see?
- **Interview techniques** incl. camera and sound recording for filming interviews
- **Lighting** for 'in studio' set-up
- **YouTube** (Vlogging)
- **Creating effective review writing** (Into Film resources)
- **Wordpress** website and blogging

# PARTICIPANTS COMMENTS

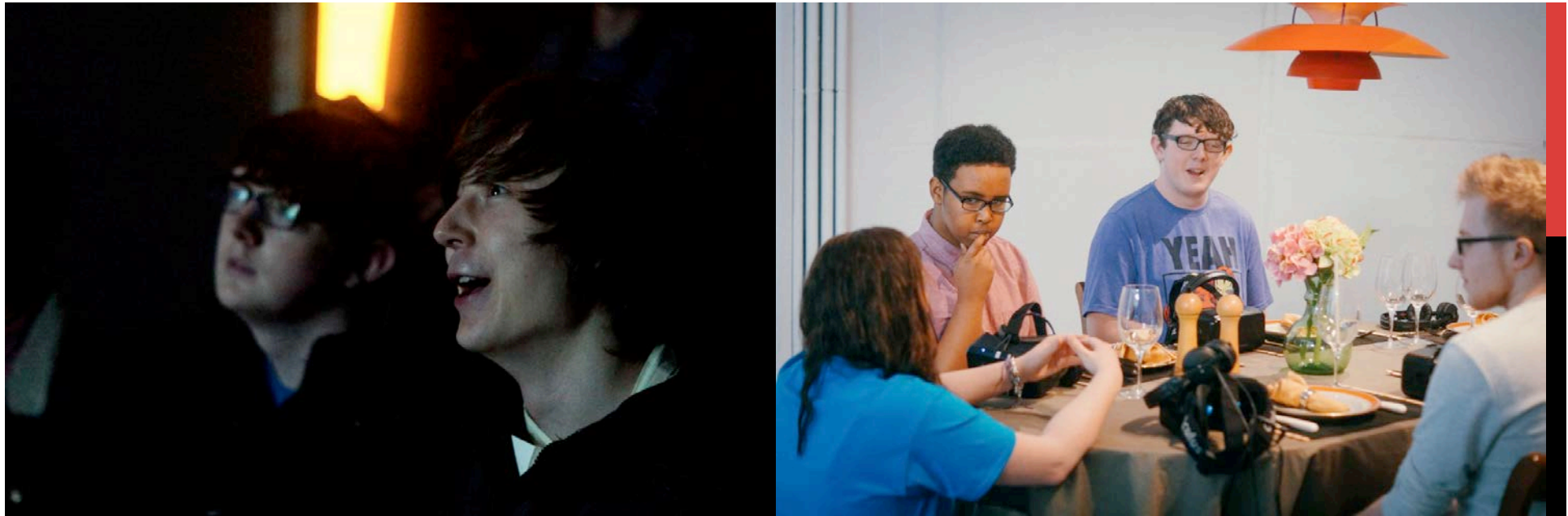
*“It was very intense, very exciting and highly enjoyable”-*

**Chadwick Jackson, Birmingham**

*“In terms of the value of this event, it has opened up a whole new world to me.” –* **Silva Pius, Reading**

*“Being from rural Herefordshire we don't get to go to these kind of events very often, so having the opportunity to go to so many in a short space of time was incredible.” –* **Bethan Mckinnie, Hereford**

*“I didn't know what to expect and it was a lot to take in at the beginning but we made some friends to go to Festival events with which has been exciting and we've had a brilliant experience.” –* **Morgan Jones, Worcester**



*“It's been great meeting people who are into the same things that we are and learning new things from them. There has been a lot of inspirational events and we just want more of this!”-*

**Bethan Mckinnie, Hereford**

*“It's been fun, exciting and busy. I'm going to take back with me the experience of being here and the idea of putting on a festival with so many different events, creatively it is really interesting and hopefully I can develop something back in Belfast with what I have learnt here and the contacts I've made.”* **Thomas**

**Pollock, Belfast**