

# ABCINEMA SPRINT UK

**GETTING THE NEXT GENERATION CURIOUS, ENGAGED  
& EXCITED ABOUT FILM HERITAGE AND CULTURE.**

**FOR FULL ONLINE DISSEMINATION, VISIT:**

**[WATERSHED.CO.UK/FILMHUB/ABCINEMA-PROJECT](http://WATERSHED.CO.UK/FILMHUB/ABCINEMA-PROJECT)**



**ABCinema Sprint at mac Birmingham, UK**



**The ABCinema sprint focused on innovative approaches to engaging the next generation (16 – 25yrs olds) in film heritage and culture outside formal education. 45 people contributed to the sprint as a participant or a speaker over the 3-days including:**

- ***ACE***
- ***BFI Film Education***
- ***Bristol Silents***
- ***Chapter Arts Centre, Cardiff***
- ***Cinémathèque Royale de Belgique***
- ***Cube Microplex, Bristol***
- ***Deutsches Film Institut***
- ***Eye Film Institute, Amsterdam***
- ***Fondazione Cineteca di Bologna***
- ***Glasgow Film***
- ***Into Film***
- ***Les enfants de cinéma***
- ***Mac Birmingham***
- ***Media Active, Shropshire***
- ***Media Archive for Central England***
- ***Opening The Book***
- ***Queens Film Theatre, Belfast***
- ***Scottish Screen Archive***
- ***Showroom Workstation, Sheffield***
- ***The Lost Picture Show***
- ***The Poly Falmouth, Cornwall***
- ***Up Projects, London***





It took place within **Flatpack** in Birmingham, UK, exploring questions such as how should we try to reach those who don't engage with film heritage?

The 3 days were broken up into networking events, festival screenings, formal sessions and practical workshops, covering everything from how to co-design a young audience strategy with young people involved to practical case studies of getting films out in innovative ways on and offline.

**Young people were invited to contribute and also run My Flatpack, a parallel sprint** with 16-24 year olds that fed into the ABCinema sprint. Shorts from the ABCinema catalogue were used in practical tasks *including Alice in Wonderland* (UK, 1903, BFI) and ***Les Six Soeurs Dainef*** (France, 1902, The Eye) used for a practical task (How to write about film for people that don't know anything about film - led by Rachel Van Riel, Opening the Book.)



# FEEDBACK

**98% of participants reported that they felt inspired as a result of the event**

**98% of participants said that it had made them think differently about how they approach their own practice.**

**All participants stated they had discovered new things that they will take back to their work place.**

**Overall the event was rated an average of 4.5 out of 5 by participants.**



***“Amazing opportunity to network and learn from practitioners across Europe. Engaging projects that I want to learn about further.”***

***“Fantastic new relationships, thought-provoking ideas + little seeds to take home and care for”***

***“I discovered different ways of engaging young, especially with new technology and film archives.”***

***“I’ve gained a wider understanding of how young people are currently engaged in different areas. One of the most useful point was that there is no such thing as a hard to reach audience only hard to reach venues.”***





# FLATPACK FILM FESTIVAL

*“The ABCinema project was an enormous boost for Flatpack and the local film community. It meant that a number of high-calibre European guests had an opportunity to enjoy the festival, starting various conversations which we hope will bear fruit in future collaborations.*

*Various professionals based in the region also made connections through participating in the sprint workshop, and as a whole it's been a brilliant initiative in helping to develop our international aspirations. The presence of so many engaged young people (through 'My Flatpack') also helped to inject a different kind of energy, and will be invaluable as we look to build our own programming strand for younger audiences.”* - **Ian Francis, Flatpack Film Festival**