

24 October 2007

LIGHTS, CAMERA, ACTION – WELSH FILMMAKERS GATHER TO GET THE GREENLIGHT

12 – 13 November 2007 at the Park Plaza Hotel, Cardiff

Welsh filmmakers will meet with leading figures in the UK film industry to learn more about the process of developing and financing feature films, both fiction and documentary, at an event to be held in Cardiff on 12th and 13th November.

Hosted by the Film Agency for Wales and MEDIA Antenna Wales at the Park Plaza Hotel in Cardiff, the 'Greenlighting your Film' event will consist of talks, panel sessions and discussion around specific case studies, led by leading industry figures including Angus Finney, respected industry consultant and journalist, and former head of the sales agency, Renaissance, Reno Antoniadis of Lee and Thompson, representatives of the UK Film Council, Graham Begg of Content International, Ivana MacKinnon of Celador Films, and Tom Roberts of October Films. Welsh director and producer team, Marc Evans and Rebekah Gilbertson, will also talk about their recent and forthcoming projects, *Edge of Love* (starring Keira Knightley and Matthew Rhys) and 'Patagonia'.

With the focus on establishing and maintaining crucial momentum to convert a project from development to production status, discussions will include the creative development of projects along with advice on piecing together funding, casting and practical logistics, whilst driving the 'closing' process of a film to release all important production finance.

According to Pauline Burt, Chief Executive of the Film Agency for Wales, the event is a perfect opportunity for both experienced and aspiring Welsh filmmakers to hear from the experts just what it takes to get a film into production.

"The world of film is an intensely competitive market with plenty of would-be filmmakers, many of whom have potentially interesting projects, however, making those projects financially viable and getting them into production takes a very particular set of skills and collaborative support – this event is all about addressing that set of tools to better equip filmmakers in getting their projects made" explained Ms Burt.

“From polishing the script to securing distribution and sales agency support, the purpose of ‘Greenlighting your Film’ is to share expert inside knowledge with Welsh filmmakers including legal and financial structuring. Importantly, the discussions and talks will address a real mix of genre and budget levels.”

For further information please contact Adam Partridge at the Film Agency for Wales on adam@filmagencywales.com or Gwion Owain at MEDIA Antenna Wales - gwion.owain@wales-uk.com or phone 02920 436 112.

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