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LIGHTS, CAMERA, ACTION – 60 WELSH FILMMAKERS GATHER TO GET THE GREENLIGHT

More than 60 Welsh filmmakers have met 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 held in Cardiff this week.

Hosted by the Film Agency for Wales and MEDIA Antenna Wales at the Park Plaza Hotel in Cardiff, the 'Greenlighting your Film' event consisted 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 Antoniadou 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, also spoke 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 was 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 was all about addressing that set of tools to better equip filmmakers in getting their projects made. We're delighted that the event was so well received," explained Ms Burt.

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