

Annex C: Factsheet on British Film Institute (BFI)'s programmes

ABOUT THE BFI

Founded in 1933, the British Film Institute (BFI) supports, nurtures and promotes the art of film, television and the moving image. A charity, funded by the UK Government, it is at the heart of the fast growing screen industries, protecting the past and shaping their future across the UK. Specifically, the BFI:

- Curates and presents the greatest international public programme of world cinema for audiences; in cinemas, at festivals and online;
- Cares for the BFI National Archive – the most significant film and television archive in the world;
- Actively seeks out and supports the next generation of filmmakers; and
- Works with Government and industry to make the UK the most creatively exciting and prosperous place to make film internationally.

BFI International

BFI's planned collaboration with IMDA is in keeping with their five-year plan for UK film, BFI2022 to grow their international partnerships, engage people globally and share knowledge, resources and expertise. Their cross-industry delegations with countries such as China and now Singapore, have promoted cultural and business exchange, increasing understanding of business and creative practices with the aim of building co-production opportunities and relationships between countries.

BFI masterclasses led by UK industry professionals

BFI is planning to develop and run three bespoke training programmes to meet the demand of our local media industry. These programmes are planned to run in 2020.

I *Producers' Mentorship Programme*

The Producers' Mentorship Programme will give local producers the chance to learn all aspects of film production over a two-week course in Singapore. This will be followed with a six-month mentorship by UK film producers who will guide the participants on their project and career development. Participants will also have the opportunity to attend the BFI London Film Festival, where they will undergo industry placements and benefit from exposure to international networks.

II *Pinewood Film Production Masterclass*

The 10-day immersive experience will give participants exclusive access to live sets and productions that offer insights into the preparation and shooting of films at a professional level. Up to 20 local media students will be exposed to a range of roles and career paths across the film, TV and media industry. Held at the prestigious Pinewood studios in Iver Heath (UK), home to some of the world's biggest films and television series such as the James Bond and Star Wars franchises, the course

concludes with the shooting of a film using the skills learned. The first run will be held from 9 to 20 December 2019.

III *Digital Masterclass for Marcomms Professionals*

Targeted at professionals working in the field of marketing, brand and communications, this illustrated masterclass will lay out the A to Z of filmmaking essentials from kit requirements, camera movement, editing process and understanding music rights. Participants will be equipped with the necessary vocabulary and skillset to create content for business social media accounts or longer-form promotional materials. Conducted in Singapore, there will be two different masterclasses which comprises of a two-day course, and a five-day course.

From 30th August to 2nd September, BFI will be conducting a few teaser programmes and masterclasses:

- *Producer Masterclass with Neil Peplow, 30 Aug, 7 to 9 pm (IMDA)*: The BFI Producing Masterclass offers attendees a crucial understanding of a producers' requirements, processes, and pathways to employment. The event will provide rare insight into the transferable skills sets that make for a world-class producer. From routes into the industry to building a project from conception to execution, the BFI Producing Masterclass is a one of a kind opportunity to hear from a leading professional.

- *Social media and beyond: A Digital Masterclass for Marcomms Professionals, 31 Aug to 1 Sep, 9am to 5pm (PIXEL)*: Over the course of two structured days, the BFI Masterclass will lay out the A to Z of filmmaking essentials focussing on content for businesses.

- *Pinewood Film Production Masterclass (A Briefing to Institutes of Higher Learning), 2 Sep, 4 to 5pm (IMDA)*: IHLS can find out how their students can participate in this programme, which is intended to give an insight into the range of potential roles, skills required and career paths across the film, TV and media industry. This is ideal for students who are interested and have an aptitude for a career in the industry, but are unaware of the range of roles available.

More information and queries on these programmes, please email IMDA at storylab@imda.gov.sg.

- END -

