



PRESS RELEASE



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AniJam UK: Are you jammy enough to win?

This summer, animators across the UK are invited to take part in the first ever nationwide 48-hour animation challenge. With regional heats in England, Scotland, Wales and Northern Ireland, a public vote and exclusive prizes up for grabs, AniJam UK aims to inspire and showcase new work from emerging and established talent.

The series of AniJams takes inspiration from previous events delivered in the South West of England since 2012 by WONKY and Encounters Short Film and Animation Festival. This year they will extend nationally as part of Anim18 – a celebration of British animation taking place across the UK, led by Film Hub Wales and Chapter (Cardiff), with the BFI Film Audience Network and a wealth of project partners. The challenge will culminate in a prize-giving event at Manchester Animation Festival.

The regional heats will take place in cities from Bristol to Belfast, hosted by partners including Derby QUAD, Leicester Phoenix, Glasgow Short Film Festival, World of Film Festival, Aesthetica Short Film Festival, Chapter (Cardiff), Young FAN, Rich Mix (London) and Nerve Centre (Belfast). Animators aged 18+ can compete for free in teams of up to 5 people, creating an original film based on a secret theme. The short films can be in any style of animation and from 15 to 90 seconds in length. Up to three films will be selected from each regional heat to form a shortlist eligible for final awards. The shortlist will be screened at a range of venues including Encounters Short Film and Animation Festival in September, and Manchester Animation Festival in November, and the competition will be opened up to public vote online at anijam.co.uk.

As well as the Public Choice Award, there will be a Grand Prix selected by a panel of industry experts, including representatives from key UK film and animation festivals, studios and organisations such as BAFTA Cymru and the BFI. Prizes include bespoke trophies created by Animation Toolkit, delegate tickets to key UK festivals, and distribution by ShortsTV – 'the global home of short movies'.

Animators who would like to take part in the AniJam UK challenge should visit anim18.co.uk/anijamuk for details of venues and the wider programme, and anijam.co.uk to register a team.

The AniJams form part of the wider Anim18 programme, which runs until November. This explores the history of British animation, from early techniques to modern technologies such as gaming and VR. As

well as AniJams, audiences will have the opportunity to see newly remastered films from the BFI National Archive's unique animation collection and get involved in additional pop-up activities such as GameJams and VR exhibitions. They will even be able to smell their way through Scratch n Sniff screenings of Wallace and Gromit: Curse of the Were-Rabbit, experience live musical soundtracks, and singalong to 50th anniversary screenings of Yellow Submarine.

Anim18 is supported by the BFI, awarding funds from the National Lottery, by Arts Council England and the British Council. The initiative aims to generate renewed interest in British animation, bring classic titles back to the big screen, and support innovation and experimentation by UK animators. The programme complements BFI Animation 2018, a year-round celebration of animation.

Hana Lewis of Film Hub Wales says;

"We are thrilled that an eclectic range of UK exhibitors, from venues to film festivals, are coming together to develop new animations during Anim18, merging film watching, making and understanding as part of one celebratory programme."

Vicky Brophy of WONKY states;

"WONKY are really excited to see AniJam go national thanks to the nine brilliant regional partners taking part this year. We're very much looking forward to seeing how this year's theme is interpreted and how the films vary across the UK. Following what will be such an animation-packed summer, we can't wait to watch the final AniJam UK selection on the big screen!"

Ben Luxford, Head of UK-wide Audiences for the BFI, says;

"AniJam is a *fun and creative* project that brings together animation filmmaking talent with industry experts, festivals and audiences through the BFI Film Audience Network."

Peter Knott, Area Director, Arts Council England, said;

"Arts Council England is very pleased to support Anim18 and the AniJam project which will allow established and emerging talent to create new and innovative work. It's a great opportunity for the public to have their say, voting for the best ideas, as well as audiences across the country and online experiencing animation and the visual arts in new ways. It is funded by the National Lottery, which is your money being invested back into your project and we want as many people as possible to share in its benefits."

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For more information, please contact Umulkhayr Mohamed on umulkhayr@filmhubwales.org or. 02920355661 Further details and listings below.

FAQ

- **How much does it cost to take part?** There's no charge for participants.
- **Who can sign up?** Teams of 2 to 5 people, aged 18+
- **How do you register a team?** Visit www.anijam.co.uk
- **What are the prizes?**
 - Film distribution (with Shorts TV)
 - Festival passes
 - Bespoke trophy (courtesy of Animation Toolkit)
 - And more!
- **When and where are the regional heats?**

27 – 29 July 2018	Bristol (<i>with Encounters</i>)
10 – 12 August 2018	Manchester (<i>with Manchester Animation Festival</i>)
	York (<i>with Aesthetica Short Film Festival</i>)
	Derby (<i>with QUAD</i>)
	London (<i>with Young FAN</i>)
	Cardiff (<i>with CHAPTER</i>)
	Glasgow (<i>with Glasgow Short Film Festival/World of Film Festival</i>)
	Belfast (<i>with Nerve Centre</i>)
17 – 19 August 2018	Leicester (<i>with Phoenix</i>)

More details at www.anim18.co.uk/anijamuk

NOTES TO EDITORS:

Anim18 is a celebration of British animation taking place across the UK from April to November 2018, with screenings, activities, events and new commissions showcasing the best of British talent – past present and future. The project is led by Film Hub Wales and Chapter (Cardiff) working with the BFI Audience Network and project partners, and is supported by the BFI awarding funds from the National Lottery, by Arts Council England and by the British Council.

www.anim18.co.uk

www.twitter.com/anim18uk

WONKY are an award-winning full service, high-end UK animation, illustration and digital studio who creates content with character for multiple platforms. Based in the UK (Bristol) they work with clients both nationally and internationally. Specialising in character-based animation and illustration, they cover 2D, mixed media and stop motion animation. Clients include broadcasters, advertising, digital and PR agencies and include the likes of UNICEF, RNLI, BHF, Amnesty International, BIC, AMV BBDO, McCann, Proximity London, British Council plus they're a BBC roster agency. Recent projects have meant developing award-winning and BAFTA-nominated content for TV, online, mobile and outdoor. Work and written articles have appeared in a wide range of publications including Computer Arts, Design Week, Broadcast, Televisual, NMA, Campaign and Imagine Magazine.

www.wonkyfilms.com

www.twitter.com/WonkyFilms

Encounters is the UK's leading short film, animation and virtual reality festival.

The festival discovers, supports and develops new talent in filmmaking, providing a platform for emerging and established filmmakers from around the world, and continues to be a unique meeting place for the industry.

The jam-packed programme in September presents a diverse selection of short film screenings, features, special guests, Q&As and headline events, alongside an intensive industry event programme with high level masterclasses and workshops.

At the heart of the festival lies the Encounters international competition – one of the world's leading international competitions for short film, animation and virtual reality, and also an official gateway to the world's most prestigious awards; the Academy Awards®, BAFTAs and the European Film Awards.

Connecting industry and audiences, the festival celebrates the creativity, diversity and the impact of short film.

www.encounters-festival.org.uk

www.twitter.com/EncountersSFF

Manchester Animation Festival Manchester Animation Festival is the UK's largest Animation Festival dedicated celebration of the animated art form.

Hosted at HOME in Manchester, the festival brings one of the UK's biggest animation hubs together and invites the international community to join us to delight in all things animated.

Animation is everywhere, from the smallest smart phone screen to the largest cinematic projection. Manchester Animation Festival unites artists, practitioners, students and enthusiasts and all those in between to savour the many and varied achievements of the animated form.

www.manchesteranimationfestival.co.uk

www.twitter.com/mcranimation

Chapter is one of Europe's largest and most dynamic arts centres with cinemas, theatres, exhibition spaces, studios, a café, award-winning bars, over 60 cultural workspaces and more.

Chapter has an international reputation for excellence, innovation and collaboration. It offers an ever-changing programme of the best performance, films and exhibitions from Wales and from around the world.

www.chapter.org

www.twitter.com/Chaptertweets

Film Hub Wales aims to bring more films, to more people, in more places around Wales. Along with its independent member venues, FHW regularly develops inventive ways for people in Wales to go to the cinema. Film Hub Wales (FHW) is one of eight UK wide 'hubs' funded by the BFI (British Film Institute) to form the **Film Audience Network (FAN)**, with Chapter appointed as the Film Hub Lead Organisation (FHLO) in Wales. We aim to develop the exhibition sector through dedicated research, training and audience development project support. Since Film Hub Wales set up in 2013, we have supported over 160 exciting cinema [projects](#), reaching over 302,000 audience members. In partnership with our member cinemas, arts centres, community venues, societies, festivals and wider film practitioners, FHW aims to celebrate and support the vibrant cultural film sector here in Wales, working together to expand and increase choice for audiences, regardless of where they live.

www.twitter.com/FilmHubWales

www.facebook.com/filmhubwales

The BFI is the lead body for film in the UK with the ambition to create a flourishing film environment in which innovation, opportunity and creativity can thrive by:

- Connecting audiences to the widest choice of UK and World cinema
- Preserving and restoring the most significant film collection in the world for today and future generations
- Championing emerging and world class filmmakers in the UK - investing in creative, distinctive and entertaining work
- Promoting UK film and talent to the world

- Growing the next generation of filmmakers and audiences

The BFI is a Government arm's-length body and distributor of Lottery funds for film. The BFI serves a public role which covers the cultural, creative and economic aspects of film in the UK. It delivers this role:

- As the UK-wide organisation for film, a charity core funded by Government
- By providing Lottery and Government funds for film across the UK
- By working with partners to advance the position of film in the UK

Founded in 1933, the BFI is a registered charity governed by Royal Charter.

The BFI Board of Governors is chaired by Josh Berger CBE.

The BFI Film Audience Network (FAN) was established in 2012 to build wider and more diverse UK cinema audiences for British and international film, FAN achieved over **1,600,000**¹ audience admissions from 2013-17, **40%**² of which were new audiences.

FAN is a ground-breaking initiative that gives audiences across the UK the opportunity to see a diverse range of films in a cinema setting. For filmmakers, getting films onto cinema screens is a highly competitive business, particularly for specialised films, which include archive, documentary, independent and foreign language films. The BFI FAN aims to change this.

Over £4million of National Lottery funding per year until 2022 will enable BFI FAN to continue its broad range of activity to encourage greater engagement with independent and British film across the UK. With increased decision-making responsibility, 8 UK Hubs will now support local film festivals as well as back innovative audience development activity, enabling them to meet the specific needs of their local exhibitors and audiences. Hubs will deliver greater choice and access to a diversity of content to audiences everywhere, with a focus on reaching 16-30 year olds.

Chapter is the Film Hub Lead organisation for Wales (Film Hub Wales).

Arts Council England champion, develop and invest in artistic and cultural experiences that enrich people's lives. They support activities across the arts, museums and libraries – from theatre to digital art, reading to dance, music to literature, and crafts to collections.

Between 2018 and 2022, they will invest £1.45 billion of public money from government and an estimated £860 million from the National Lottery to help create these experiences for as many people as possible across the country.

www.artscouncil.org.uk

www.twitter.com/ace_national

The British Council is the UK's international organisation for cultural relations and educational opportunities. The British Council creates friendly knowledge and understanding between the people of the UK and other countries.

¹ BFI Film Audience Network Final Evaluation, October 2017, by Morris Hargreaves McIntyre

² BFI Film Audience Network Final Evaluation, October 2017, by Morris Hargreaves McIntyre

www.britishcouncil.org

www.twitter.com/BritishCouncil