

CULTURAL CINEMA COURSE

September 4th-15th 2006

Course Tutor:

Catharine Des Forges - Director, Independent Cinema Office

Venue: National Film Theatre, Belvedere Road, London SE1

Day 1 Monday 4th September

- 10.30-11.00 **Course Introduction**
- 11.00 - 13.00 **General introduction to cultural film programming**
How films reach the screen; problems and complexities of distribution etc.
- 14.30 - 16.30 **Screening: Candy (dir. Neil Armfield/Australia/2006/116 mins)**
- 16.45 - 17.30 **Report back: programming strategies**
- 17.45 **Social**
Drinks
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Day 2 Tuesday 5th September

- 10.30 - 12.00 **Festival Programming**
Michael Hayden (*Programmerr, London Film Festival*)
- 12.15-1.30 **Film Education – Corinna Downing** (*London Film Festival; London Children's Film Festival; Freelance Education Specialist*)
- 14.30 - 16.00 **Film Acquisitions and Programming for TV**
Steve Jenkins (*BBC*)
- 16.00 – 17.15 **Course project**
Introduction/discussion
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Day 3 Wednesday 6th September

- 10.00-11.30 **UK Film Council - Digital Screen Network**
Alex Stolz (*Distribution and Exhibition Executive, UKFC*)
- 11.45 - 13.15 **Independent Distribution**
Colin Burch (*Managing Director, Verve Pictures*)
- 14.30 - 16.25 **Screening: Red Road (dir. Andrea Arnold/UK/2006/113 mins)**

16.30 - 17.30 **Marketing specialised releases**
Exercise to create a marketing strategy for preview release

Day 4 **Thursday 7th September**

10.00 – 11.30 **Cultural diversity – panel discussion**
David Sin (*Head of Content Development, BFI, Freelance programmer*);
Gaylene Gould (*Creative Projects Manager, Bernie Grant Centre, London, ex-Project Director, Black World, bfi*)

12.00 - 13.30 **Marketing Specialised film**
Julia Short (*Managing Director, Verve Pictures*)

Robin Baker
14.30 – 15.50 **Archive screening – shorts programme**

16.00 – 17.30 **Panel Discussion – Programming Archive Films**
Patrick Russell, (*Senior Curator, non fiction BFI National Archive*); **Sue Porter**
(*Freelance programmer – Midland Journeys; Film Development Officer, Cinelincs*); **Veronica Taylor** (*Television Programmer, NFT*)

Day 5 **Friday 8th September**

10.30 – 12.30 **Programming an independent cinema – panel discussion**
Jason Wood (*Programmer, City Screen*); **Allison Gardner** (*Manager, Glasgow Film Theatre*); **Caroline Hennigan** (*Programmer, Broadway Media Centre*)

14.00 – 15.30 **PR for Specialised film**
Clare Wilford (*Freelance PR*)

15.30 – 17.00 **Festival programming**
Kathy Loizou (*Showcomotion; Sheffield Documentary Film Festival*)

Day 6 **Monday 11th September**

10.30 – 12.00 **Programming shorts**
Philip Ilson (*Hallowe'en Short Film Festival, Curzon Soho*); **Sue Lion**
(*Managing Director, Brief Encounters*)

12.30 – 13.30 **Programming Artists' Moving Image Work**
Sarah Wood (*Freelance Programmer*)

14.30 – 16.00 **Disability: access and programming – panel discussion**
Elspeth Morrison (*Consultant on Disability Equality Education*); **Andrew McIntyre** (*Head of Cinema, Showroom Cinema, Sheffield*); **Caglar Kimyoncu** (*Disability Film Festival/London Disability Arts*)

16.15 - 17.15 **Print Rights and Clearances**
Waltraud Loges, (*Programme Planning, National Film Theatre*)

Day 7 **Tuesday 12th September**

10.00-11.30 **Technical aspects of film and video – Simon Allen** (*Chief Projectionist, National Film Theatre*)
Projection including formats, gauges, aspect ratios etc

11.45-1.00 **Commercial Exhibition**
Iain McCleod (Senior Booker, Vue cinemas)

14.15 – 16.05 **Revival screening – When a Woman Ascends the Stairs** (dir. Mikio Naruse/Japan/1960/111 mins)

16.05 – 17.30 **Project work**

Day 8 **Wednesday 13th September**

10.00 – 11.15 **Project work**

11.30-1.30 **The way forward for cultural cinema – panel discussion**
Adrian Wootton (*Chief Executive, Film London*); **Karen Alexander** (*freelance curator*); **Robert Rider** (*Head of Cinema, Barbican Centre*)

14.30-16.00 **Europa Cinemas and the Wider European Picture**
Professor Ian Christie (*Europa Cinemas; Birkbeck College, University of London*)

16.00 – 17.30 **Project work**

Day 9 **Thursday 14th September**

10.00 – 13.00 **Tutorials/project work**

14.00 – 15.30 **Film Journalism – Panel Discussion**
Jerome Weatherall (*Front Row, Radio 4*); **Xan Brooks** (*Guardian*); **Ben Walters** (*Time Out*)

14.00 – 17.30 **Tutorials/project work**

Day 10 **Friday 15th September**

10.00 – 16.00 **Project presentations and feedback on projects**

16.15 - 17.00 **Conclusion: advice and information about cultural exhibition career opportunities**

1700-1800

**Evaluation session – face to face consultation with attendees and ICO
personnel**
