

BFI Musicals

October 2019 – January 2020 | Nationwide
Creative Brief

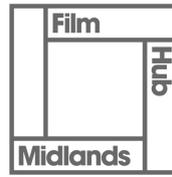
About this season

The BFI's blockbuster season for 2019 is the UK's greatest ever celebration of big screen musicals.

Musicals are the greatest show on film, the uplifting power of song and sometimes dazzling choreography delivering an emotionally-charged big screen experience that can take audiences on an unforgettable ride. From October to December this weird, wonderful and wildly popular genre, framing incredible performances with spectacular cinematography, fusing escapism and entertainment, spotlighting political themes and concealing subversive ones, is celebrated at BFI Southbank in cinemas nationwide and on BFI Player.

Highlights for FAN members

- ★ Support for special events & seasons through dedicated funding
- ★ Potential to 'scale up' your ideas with regional and National partners, aligning with wider activity
- ★ Theatrical re-releases of classic titles TBA later in 2019
- ★ On screen talent, interviews and events across the UK
- ★ National campaign, assets with targeted support for regional and digital press
- ★ Touring package – up to 10 titles curated by the ICO, available to FAN members,



Why celebrate Musicals?

In Musicals protagonists sing songs to bring the story to life and drive it forward, defying realism and leading with emotional expression. If you find you have to have to explain WHY a film is a musical, it probably isn't. But of course this continually evolving genre has exciting intersections with TV genres and music videos, and the long-form visual album represents a tantalising glimpse of a new evolutionary wave for this hybridising genre

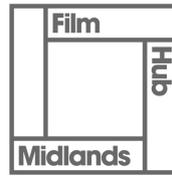
BFI Musicals can open up a world of film heritage, connect with young people and champion diverse contemporary talent, all through the power of singing dancing spectacle on screen. A national campaign + FAN member's creativity will help this season put the spotlight on how Musicals connect, inspire and sustain us, through UK-wide events and screenings.

Addressing FAN priorities, in particular developing young audiences, heritage, diversity and collective viewing, support from major programmes will help members to:

- ❖ Encourage risk taking, support ambition and help new audiences discover the joy of big-screen laughs, through creative commissions, live events, curation, and debate
- ❖ Illuminate works that otherwise wouldn't get shown including archive, forgotten films, and under-exposed viewpoints
- ❖ Bring the small screen (TV, VOD and online) to cinema audiences, unearthing talent, and allowing for collective viewing of work in alternative formats
- ❖ Champion new audiences/old titles - celebrating heritage with fun interactive events and contemporary contextualisation
- ❖ Celebrate the diversity of Musicals talent from the past to present day
- ❖ Support innovation in reaching new audiences through site specific events and outreach

How can I get involved?

From village halls and stand-up nights to multi-screen cinemas and festivals, there's an opportunity for everyone to be part of BFI Musicals.



Funding is available to support a range of activity that fits the aims above, including:

- One off events and touring events
- New, tourable, commissioned events and installations
- Access to the ICO touring package for Musicals
- Fun events for families and community
- Great days and nights out
- Q&As and in-person interviews
- Targeted marketing and PR activity
- Support for accessible screenings within this season
- Your own programming that extends the offer of your venue or festival, and meets the creative brief and aims

Key themes

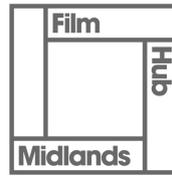
- Political discourse, censorship and subtext
- Representation and inclusion
- Hollywood Heritage
- The British Musical
- Singalong, cult and live events
- Modern interpretations and the interplay between contemporary music

Dates and deadlines

- ❖ Musicals! will run throughout October – December 2019 at BFI Southbank and across FAN. We're also interested in presenting one or two large-scale 'curtain-raiser' events taking outside of London in the July to September period.
- ❖ Expressions of Interest for National and Tourable projects (£12,000-30,000) will open 12 Feb – 22 March 2019
- ❖ Expressions of Interest for venue-based, or smaller scale regional projects (£2,500-£12,000) will open in June 2019
- ❖ Screening Support for smaller one-off events, short seasons (up to £2,500) will open in August/September 2019 and run through to December

Get involved

Visit <https://filmhubmidlands.org/show/major-programmes/BFI-Musicals> to access guidelines and links to apply for funding.



Contact

Annabel Grundy, Major Programmes Project Manager

blockbuster@filmhubmidlands.org

0115 850 7851