

Film

Hub

**FILM FEELS:
OBSESSION**

CREATIVE BRIEF

Midlands

CREATIVE BRIEF

About Film Feels - a Summer season for FAN

Film Feels is a curated campaign launching in summer 2019 across the UK, designed to celebrate film's unique ability to transport us, to illuminate ideas, and to spark a conversation. It is open to all film exhibitors who can approach the season in an engaging and enhanced way.

There is also potential to include larger-scale events - for example outdoor screenings, site specific events, festival collaborations to make the most of the Summer weather.

Film Feels aim is to inspire programming that offers the viewer something different - whether that's live engagement, special events or rediscovered works presented in new ways - that foregrounds the power of film on the big screen. We want to offer audiences a chance to discover films across eras, genres and national borders, and the venues and festivals that curate them.

Film Feels is the framework for FAN's Summer season, with its own identity and marketing, designed to reach key audiences and support your programming.

Highlights for FAN members

- Support for special events & seasons through dedicated funding
- Media campaign and social media activation to broaden awareness
- Access to critical assets and support to deepen engagement
- Core menu of titles addressing the theme, available to book at flat rates
- Ring-fenced support for activity addressing young and diverse audiences



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Thematic programming prompt

Each year we will have a unifying theme for programmers and curators across the UK to respond to, and in 2019 Film Feels will be delving into Obsession....

Why explore Obsession?

Those of us who are obsessive about cinema know full well that the medium allows us to delve into our deepest desires and obsessions; the joy and community to be found in pursuing your passion, as well as the cautionary tales that obsessive behaviour can bring.

This year Film Feels explores cinematic obsessions- from auteurs to oddballs, imitation to identity theft, Stalkers to Stans, this theme offers a rich feast of genres, icons and subtext for audiences to sink their teeth into.

Prompts to consider for Film Feels: Obsession

**Note titles are for illustrative purposes only*

Self obsession, narcissism, dictators

What drives people to pursue power, influence or perfection at all costs?

For example: *Single White Female*, *Synecdoche New York*, *The Vanishing*, *Killing Eve* (TV)

Erotic fixation & Amour Fou

What happens when love becomes obsessive, possessive, overwhelming?

For example: *Vertigo*; *Double Indemnity*; *Out of the Past* (& many other noirs); *Peeping Tom*

Cranks and oddballs, Mental health

Looking into the lives of those who choose to order things in a different way

For example: *The Conversation*; *The Lives of Others*; *Harold and Maude*; *Rushmore*



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Cult / comedy

Exploring the lighter, more positive aspects of obsession

For example: *Amelie*; *Muriel's Wedding*; *Being John Malkovich*; *What About Bob?*; *Election*; *Kind Hearts and Coronets*, *Gentlemen Broncos*

Camp / horror

Obsession as fertile ground for ratcheting tension, memorable villains

For example: *Whatever Happened to Baby Jane?*; *Sunset Blvd*; *Vengeance Trilogy*; *Ravenous*; *The Shining*; *Possession*.

Bunny boilers, serial obsessives and stalkers

The enduring appeal of serial killers is no new thing; explore differences in representation, and the seductive charm of serial pathology

For example: *Fatal Attraction*; *The House that Jack Built*; *Cape Fear*; *Misery*; *All About Eve*; *Diva*; *Tony Manero*

Fandom and Stan Culture

In an age of everything everywhere all the time, does stanning your fave give us a sense of purpose? Investigate how obsessions drive and influence us

For example: *Best Worst Movie*; *Winnebago Man*; *The People vs George Lucas*; *Icarus*; *Romantic Comedy*; *Searching for Sugarman*; *Free Solo*; *Life Itself*; *Sound it Out*

Your take on the theme of Obsession

We've designed Film Feels to be flexible enough for you to respond to the programme theme in your own way and the list above is not exhaustive.

As a guide, we expect you to pitch ideas that respond to, expand or explore the theme for the season in an engaging way - led by the content of the films being programmed. For example projects, seasons and events that invite audiences to engage with the ways that Obsession is presented and



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explored on screen, rather than a list of films you or a guest presenter might personally be obsessed with.

Addressing FAN Priorities and developing audiences

Being part of Film Feels can help you to:

- Encourage risk taking, support ambition and develop new programming partnerships
- Illuminate works that otherwise wouldn't get shown including archive, forgotten films, and under-exposed viewpoints
- Work with contemporary releases to deepen audience engagement
- Access new critical voices and creators
- Champion new audiences/old titles - introducing and revisiting challenging works with contextualisation
- Prioritise diversity and inclusion
- Support innovation in reaching new audiences through site specific events and outreach

What kind of activity will Film Feels Support?

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

- New commissioned events and installations that address the theme
- Fun events that make the most of community partnerships
- Q&As and in-person interviews
- Critical engagement
- 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

What kind of activity will Film Feels NOT Support?

As with all Major Programmes, our funding is primarily for audience facing activity and therefore we do not support



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projects focused on film production or development.

We also do not generally support free screenings presented as fundraising activity for other causes, as our aim is to strengthen and widen engagement with film culture.

Dates and deadlines

- Obsession will run throughout June-July 2019 across the UK. The programme is open to all FAN members to pitch ideas, book films or host events
- Expressions of Interest for projects up to £15,000 will open 18 March 2019 and close on 30 April 2019. This fund will operate on a rolling basis and may close sooner than 30 April if all funding is allocated.
- Booking menu of at least 3 key titles at negotiated rates and terms for FAN to be available May 2019
- Screening Support funding to help you deepen engagement via one off events, introductions, or contextualisation, up to £500 will open in May 2019 and run through to the end of June 2019.

Get involved and apply

Visit <https://filmhubmidlands.org/show/major-programmes/film-feels-obsession>

Contact Information

We are always happy to discuss a proposal or project pitch with you before you make an application. Contact us at filmfeels@filmhubmidlands.org with any questions or to set up a call.



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CONTACT US

To discuss any aspect of your project or to set up an informal conversation about your idea contact us by email at:
filmfeels@filmhubmidlands.org

What is Major Programmes?

Major Programmes is a 'cross FAN' project, led by Film Hub Midlands, to deliver two UK wide audience facing programme of creative, accessible, and culturally ambitious screenings and events annually.

Our two seasons for 2019 are Film Feels: Obsession in June & July and BFI Blockbuster: Musicals in October - January.

What is the Film Audience Network?

The Film Audience Network (FAN) was set up in 2012, using funds from the National Lottery to support a stronger and more connected approach to growing audiences for British and international film on the big screen.

FAN is made up of eight regional and national Film Hub Lead Organisations (FHLO) providing a comprehensive geographic reach across the UK with the aim of increasing the breadth and depth of film available to audiences.

FAN is central to the BFI's commitment in BFI2022, its current five year plan, to giving everyone, everywhere in the UK the opportunity to enjoy and learn from the richest and most diverse range of great British and international filmmaking, past, present and future.

The priorities for Film Audience Network under BFI2022 are as follows:

Engaging audiences - maximising the number of audiences engaging with FAN activity and increasing the quality and cultural depth of their experience

Broadening film choice - increasing access to a wide range of independent British and international film for audiences – especially those outside London

Diversity - increasing the diversity of audiences engaging with FAN activity

Young audiences - boosting participation of 16-30 year olds in FAN activity

Screen heritage - facilitating greater access to archive content with a particular focus on national and regional collections



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