

## **FILM FEELS:**

*A UK-wide cinema season celebrating the many ways independent cinemas and festivals are bringing people together through shared love of film, expert curation and our need to experience art collectively.*

Film Feels is the framework for FAN's UK-wide cinema season, with its own identity and marketing, designed to reach key audiences and support your own programming and audience development. Our aim is to inspire programming that offers the viewer something extra - whether that's critical engagement, entertaining special events or rediscovered works presented in new ways - that foregrounds the power of cinema as a collective, bigger than life experience. We want to offer audiences a chance to discover films across eras, genres and national borders, and the venues and festivals that curate them.

## **WHAT WE OFFER:**

Support through dedicated funding and promotion of small to medium scale curated special events, enhanced film screenings and seasons. Centralised listings and commissioned articles on Film Feels website, as well as an associated marketing campaign to draw attention to and highlight ongoing creativity and film engagement across FAN.

This will be supported by:

Funding for special events and enhanced film screenings (award maximum ask: £10,000)

Costs covered by the award include:

Speaker fees (hosts, talents, panellists, workshops,..)

Project coordination and programming time

Production costs: venue costs, tech hire,..

In-venue screening licences (theatrical / non-theatrical)

Modest online screening costs if films are unavailable elsewhere/demonstrable need for access purposes

Online transaction fees and licences

Captioning or other access resources

Marketing costs: social media, flyers, posters, targeted advertising online and in print

Graphic design (in line with Film Feels brand guidance)

Support will also be provided through:

- A UK-wide digital marketing campaign, including editorial that celebrates independent cinema, venues, and festivals
- Brand assets and social media activation to broaden awareness around individual events and overall season

- Use of *filmfeels.co.uk* as a dedicated listings service for in venue and online events taking place across the season
- Advice, guidance and resources from the Major Programmes and FAN teams on how to deliver accessible activity, best practises, inclusion and diversity, communication, outreach, and engagement.

## **WHEN & WHO**

The call is open to all film exhibitors who are FAN members and operating programmes online, in venues or off site in Summer 2022. Events must take place between 1 June and 31 July 2022.

## **THEMATIC PROMPT & CREATIVE RATIONALE**

The purpose of Film Feels is to encourage creative and curatorial risk-taking; shed lights on new or rarely seen stories and worldviews; create unique and meaningful experiences; try something new and unexpected; explore different perspectives; decolonise curation and open programming to different voices: offer audiences something “extra” and off the beaten track, to broaden horizons and minds.

With that in mind, CURIIOUS emerged as an obvious choice: Film Feels is all about allowing programmers to unleash their curatorial curiosity, as well as pique audiences’ desire to discover new works, perspectives, voices, and to experience films in different, surprising ways.

The season will not be dictated by strands or indicative titles but rather by wider, possible directions for programmers and curators to explore curiosity in film without restriction.

While CURIIOUS is evocative and open to interpretation, the intention and ambition behind it remains clear. The assessment process will be based on evaluating the ambition and originality of the proposed programmes and enhanced activities around the films (more info below).

Curiosity can be broadly defined in two ways: “a strong desire to know or learn something” OR “an unusual or interesting object or fact”. We expect proposals to explore:

- Films about curiosity: from murder mystery to fairy tales, science-fiction to coming of age, spy films to domestic thrillers, and more
- Curious films and filmmakers: peculiar films and filmmakers, who stand out for their unique, bizarre, distinctive style or theme
- Curious contexts: from cursed films to works banned for obscenity or political reasons
- Curious film formats and presentations: from early cinema pioneers techniques to 16mm/35mm projection, and from Smell-O-Vision and gimmicks to artist works playing with cinema’s forms and limits.

- Curiosity from the archives (for programme solely composed of UK archives, go to Changing Times section below)

We will look at the curatorial rationale behind the proposals, but the wealth of possible titles, formats, and genres means our assessment will also focus on the ambition and quality of the enhanced activities and experiences accompanying the film(s) programmed.

We believe these parameters are important to emphasise the difference, care and quality that FAN venues and independent curation bring to cinema audiences, and we want to support the expertise and passion within our film community.

Film Feels CURIOUS is an opportunity and resource for our members to channel their creativity by taking part in a UK-wide season that will raise the profile of their event. And to use the award to, for example, pay for hard-to-find titles' screening fees, captioning/subtitling, guest curator fees, targeted marketing, outreach work to new audiences, explore new partnerships and collaborations, etc....

Film Feels CURIOUS is also about being inquisitive and taking risks, so we expect you to be creative and show audiences films away from the mainstream, including foreign language films, films by diverse and under-represented filmmakers and about diverse and under-represented subjects and topics.

We will also pay close attention to the activities accompanying the films and see how those may appeal to audiences that may otherwise not engage. Asking not only about ambition but access, affordability, relevance to specific audiences interests and needs (under 30, ethnically diverse audiences, disabled audiences...).

## **STRATEGIC OBJECTIVES**

The following are key priorities for Major Programmes, and proposals should be focussed on one or more of these areas:

- Increase audience engagement with film and deepen the quality of cultural experience
- Increase the confidence of FAN members to screen a wider range of films
- Boost the engagement of audiences aged 16-30
- Increase the diversity of FAN audiences
- Raise the profile of film as an art form and create a dialogue about its place in our cultural life

FAN Members seeking support will also be asked to set out how their proposal will address the [BFI Diversity Standards](#).

If you have any questions about our strategic objectives or the BFI Diversity Standards, please get in touch with us.

## **ASSESSMENT CRITERIA:**

We would like your application to clearly demonstrate why your proposal fits the brief, by articulating in which ways the films you want to show are CURIOUS:

Please think carefully about the following questions:

- Is the work curious in form? Or in substance (themes, narrative, subject)? Because of the context of its creation? Or the filmmaker who made it? Is the film exploring a rarely spoken of, or intriguing aspect of the world, humankind, History?

Please tell us how the proposal speaks of your professional and personal curiosity as a programmer/curator. And why you believe this proposal will in turn spark the curiosity and interest of your audiences, existing and new, by allowing them to discover something different, unique.

Our priority for funding will be to support projects that offer 'something extra' and go beyond the everyday.

Projects should offer additional enhancements that deepen the film watching experience.

For instance: talent interviews ; critical analysis ; Q&As ; pre and post screening discussions ; creative workshops ; publications (zines, collection of essays,...) ; immersive screening ; interactive viewing (in venue / online); exhibition and interdisciplinary crossover.

We welcome small and medium scale projects and appreciate events will be different in size. However, irrespective of the scale, we expect original, outside the box enhancement so that the overall experience is different, intriguing, exciting and memorable to your audiences.

With that in mind, please think about how your specific proposal differs and stands out from your year-round programming. We do not award proposals that would happen with or without our support, such as regular releases you may already be tied to. We will award original proposals that stem from the brief of CURIOUS rather than integrate it to already existing activities.

We will also prioritise supporting projects that clearly embed access and inclusion, target new priority audiences, or under-represented groups for their organisation.

CURIOUS is also about engaging with new audiences you never had the opportunity to reach out to properly, find new partners to work with, engage with the local community by creating inclusive, meaningful collective experiences.

Finally, we will assess your proposal based on its feasibility: your budget should be realistic, so do not under or over budget when factoring in licence fees, venue hire and production costs, staff costs, speaker fees, volunteer expenses, access costs and marketing spend.

Please think about the spend per head, value for money, and make sure that your target admissions are realistic. Any proposed partnerships should be appropriate and (if possible) confirmed.

Please note that due to limited funds available, we will need to take geographical spread into account when assessing projects overall. This is to ensure audiences across the UK can access the Film Feels season.

**CHANGING TIMES:**

CURIOUS is a collaboration between Film Feels and Changing Times. If you are currently developing a programme consisting of archive film events and repertory feature programmes then head to [Changing Times](#) to read more about the opportunities involved.

**STORY TRAILS:**

BFI Film Audience Network members are also invited to be involved with *Story Trails*, the augmented-reality and virtual reality (AR and VR) based project exploring the streets, squares, cinemas and libraries of 15 UK towns and cities using the archives collections of the BFI National and BBC during 2022. For more details on tour dates and specific locations involved in *Story Trails*, please read more [here](#).