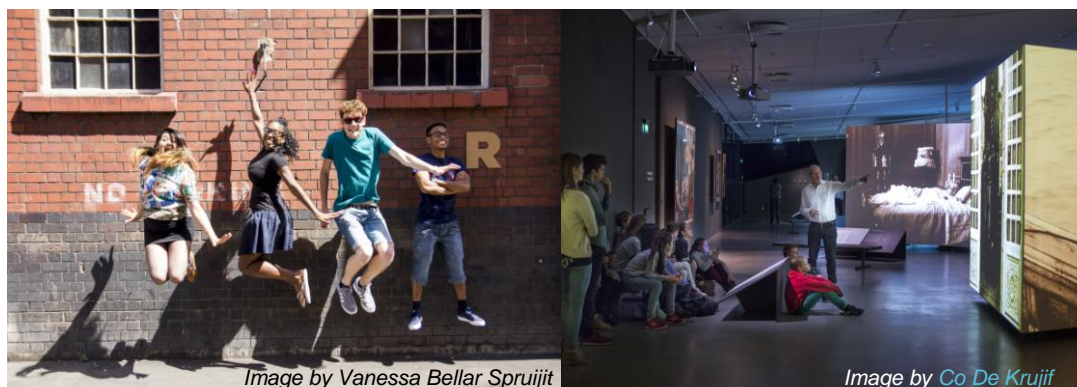


ABCinema Sprint Programme

Getting the next generation curious and engaged about film heritage.



DATE: Friday 27th – Sun 29th March 2015

VENUE: [mac, Birmingham](#), UK as part of [Flatpack Film Festival](#)

TRAVEL: Contact your regional [Film Hub](#) for more information about how to access travel / accommodation bursaries to attend the sprint (note that original travel receipts must be provided).

The Film Hub SWWM team can provide recommendations on where to stay and how to get to Birmingham. [Here's some hotel suggestions](#) and [here is some information on travel to mac](#). If you have any questions, please contact Tiffany via email tiffany.holmes@watershed.co.uk or telephone: on 0117 9275128 | 07791 630 667.

ABOUT:

The ABCinema 3-day sprint is focused on innovative and participatory approaches to engaging the next generation (16 – 25 year olds) in film heritage and culture outside the formal education environment.

We bring together representatives from some of Europe's leading film archives together with some of the most forward-thinking UK cinema practitioners as well as young people aged 16 - 25 actively involved in film projects.

WHAT CAN I EXPECT:

The aim is to inspire, surprise and challenge. In the rapidly evolving and disruptive digital context of 'everything, everywhere, now', we know there's a real appetite for watching films and that digital is enabling film watching and film culture to be more accessible than ever; but what does this mean in practical terms for archives and cinemas and their communities?

Expect to explore questions such as why and how should we try to reach those who don't engage with film heritage? What are the opportunities that the digital context opens up in terms of participation and audience development on and offline? How can we re-image the way in which audiences are invited in and experience film? Can we think creatively "with" young people about engaging their generation in heritage film and culture?

For more information, visit: watershed.co.uk/filmhub/abcinema-project

ABCinema Sprint Programme

DAY 1: FRIDAY 27 MARCH

Welcome Lunch A chance for ABCinema Sprint and My Flatpack participants to get together.

13.00 - 14.00 (60mins) mac, Birmingham

14.00 - 14.20 ABCinema Setting out the Challenges & Opportunities

Led by Madeleine Probst (Watershed, Bristol, UK) With contributions from partners and RIFE Magazine young journalists.

14.20 – 15.00 Getting to know each other / My Biggest Challenge & Success working with that age group

Tea and Coffee 15.00- 15.15 (15mins)

15.15 - 17.30 Inspiration Session: RIFE Magazine 360%

How are young people engaging with film in their own time? Why does it Matter? How can they inform your strategy? Hannah Higginson (Head of Engagement, Watershed, Bristol, UK)

FLATPACK FESTIVAL – FRIDAY NIGHT SOCIALS (optional:)

[venue info here.](#)

18:00 – 20:00:

FILM: *Songs From the Second Floor* at Electric Cinema

LIVE EVENT: *Making Shadows* at Flatpack Palais, The Bond, Digbeth

FILM: *The Internet's Own Boy*, Impact Hub

Welcome ABCinema Dinner – venue to be confirmed: 20:30 – 22:00 (*please rsvp to Tiffany Holmes - tiffany.holmes@watershed.co.uk*) Note that places are limited and you will need to cover the cost of your own meal.

LATE FILM: 22:30 *The Strange Case of Dr Jekyll and Miss Osborne* The Electric Cinema - Screen 2

We have a limited ticket allocation managed by Tiffany Holmes. Please fill in the [ABCinema Flatpack film booking form](#) to request complimentary tickets. We will confirm your reservations.

For further info on the programme and to book your own tickets, visit: <http://flatpackfestival.org.uk>

DAY 2 SATURDAY 28 MARCH

09.30 – 10:00 (30mins) Tea and Coffee

10.00 - 11.15 Engaging the next Generation in Archives: challenges & inspirations

- **Megan Mitchell: a young programmer's perspective** (Film Hub Scotland, UK)
- **Emily Munro: Cultural Memory** (The Scottish Screen Archive, Film Hub Scotland, UK)
- **Noel Goodwin** (British Film Institute, UK)
- **Florine Wiebenga: MovieZone** (EYE, Netherlands)

11:15 – 11:45 Task – Discussion in small groups & Share back

11:45 - 12:00 (15 mins) Tea and Coffee

12.00 - 13.00 Getting Archives Out in New Ways: Experience Cinema

- **Laura Harford** – Floating Cinema (UP Projects, Film London, UK)
- **Matt Mulligan - Pop-up - Compass Presents...The Caligari Experience**, Film Hub South West & West Midlands, UK)
- **Madeleine Probst - Pop-in - The Shining: immersive event** by Future Producers – (Watershed, Film Hub South West & West Midlands, UK)

13:00 – 13:30 Task – Pop-in / Pop-out

Work in small groups to come up with a pop-up or pop-in immersive experience concept around a classic title to engage 16 – 25 years old.

ABCinema (Working) Lunch Break
13.30 - 14.15 (45mins)

14.15 – 14:30 90 Second Pitch of immersive concept

14.30 - 15.30 Adventures In Cinema: Case studies

- **Florian Deleporte – Engaging High School students in cinema** (Studio des Ursulines / Les Enfants de Cinéma, France)
- **Susan Gainsborough: Adventures In Alternative Cinema** (MediaActive, FilmHubNWC)
- **Elisa Giovannelli** (Schermi e Lavagne, Cineteca Di Bologna, Italy) & **Simone Fratini** (Paper Moon Association) – Partnership working to engage the next generation of film-makers and festival goers
- **Freddy Malonda – Portraits : making a documentary with teenagers** (CINEMATEC, Education)

15.45 – 16:00 *Transfer to The Impact Hub*

16.30 – 17:30 FLATPACK FESTIVAL – A New Lease of Life: Panel

Venue: Festival Hub

Digital Technology is bringing to light a wealth of films that were previously hidden away, and offering new ways to share them with people. At the same time, it's posing difficult questions around fidelity of restoration and sustainability of data. Representatives from some of Europe's most significant film collections participating in the ABCinema programme discuss this brave new world and describe some of the ways in which archives are becoming more accessible.

17:45 – 18:00 *Transfer to mac*

18:00 – 19:30 Arts Connect West Midlands: ABCinema Networking Event

Drinks, Nibbles and a chance to catch up with the young creatives involved in My Flatpack.

FLATPACK FESTIVAL – SATURDAY NIGHT SOCIALS (optional:)

19:00 – 2am *Collage Party* - Flatpack Kavarna @ MW

20:00 – 22:00 *FILM: Uncle Tony, The Three Fools and The Secret Service* – The Electric Cinema

We have a limited ticket allocation managed by Tiffany Holmes. Please fill in the [ABCinema Flatpack film booking form](http://flatpackfestival.org.uk) to request complimentary tickets. We will confirm your reservations. For further info on the programme and to book your own tickets, visit: <http://flatpackfestival.org.uk>

DAY 3 SUNDAY 28 MARCH

09.30 - 10.00 (30mins) *Tea and Coffee*

10.00 - 11.45 Re-imaging how we might invite audiences in: on & offline

- 10.00 – 10.30 Rachel Van Riel - Opening The Book
- 10.30 – 11.20 Task: ABCinema Writing Workshop led by Rachel Van Riel
- 11.20 – 12:00 Share back

Tea and Coffee 11.45 – 12.00 (15 mins)

12.00 - 12.45 Curating With Young People Case Studies:

- **Fern Dunn: A Young Curator's Perspective** (Watershed Future Producers / MA in Curation Alumni, Watershed, Bristol, UK)
- **"Seeing – judging – writing – transmitting"** (Christine Kopf, The Deutsches Filminstitut, Germany)
- **Femke Veeman: EXPOSED** - the EYE community for culture lovers (18-30)

12.45 - 13.30 (45mins) Lunch Break

13:30 - 14:00

Reaching Those Who Don't Engage With Film Heritage: KinoVan

Led by Rebekah Polding - London Screen Heritage Manager

14:00 - 15:30 Task: Create a KinoVan activity & Audience

Development Strategy to attract teens including films from the ABCinema Menu. Led by Rebekah Polding - London Screen Heritage Manager

15.30 - 15.45 Afternoon Tea and Coffee (15mins)

15.45 – 17:00 Telling Your Story: Measuring Impact & Creating Value

FLATPACK FESTIVAL – SUNDAY NIGHT SOCIALS (optional:)

17:30 – 19:20 FILM: *A Pigeon on a Branch Reflecting on Existence* mac birmingham - cinema

17:30 – 19:20 FILM: *The Colour of Pomegranates* introduced by Enrica Serrani (Cineteca di Bologna) - The Electric Cinema - Screen 2

18:30 – 19:00 LIVE EVENT: The Doghouse (Limited places)

We have a limited ticket allocation managed by Tiffany Holmes. Please fill in the [ABCinema Flatpack film booking form](http://flatpackfestival.org.uk) to request complimentary tickets. We will confirm your reservations. For further info on the programme and to book your own tickets, visit: <http://flatpackfestival.org.uk>

Part of ABCinema, co-funded by the Creative Europe programme of the European Union, this is a Watershed project with partners mac and Flatpack, the support of Into Film, Arts Connect West Midlands, Film Hub South West & West Midlands and the wider BFI Film Audience Network supported by the National Lottery through the BFI.

