

MADE IN WALES HIGHLIGHTS: 22-23

It's been a busy year for Made in Wales! We saw international docs, features and two Welsh language films - with Y Sŵn playing in over 30 Welsh screens, following on the heels of critically acclaimed horror; Gwledd. We've been busy interviewing talent, sharing previews, writing articles, generating press and advising distributors on their Welsh release strategies.

Here are just some of the exciting things we achieved together in 22/23.



WE SUPPORTED:

82 new films (116 films in total).

88 new filmmakers (116 filmmakers in total).

28 new cinemas (51 cinemas in total).

102 new production companies (134 in total).

27 new distributors (52 in total).

14 freelancers and commissioned **29** assets.

1000 films on our online catalogue.

SPOTLIGHT: Y SWN

We worked with production company Joio to secure a theatrical release for Y Sŵn, a Welsh language release about the rise of S4C, from the creative team behind Gwledd. The film went on to play 108 screenings in 37 sites. We created feature interviews for The Whole Story with Lee Haven Jones and Roger Williams and funded activities in cinemas across Wales including at Galeri Caernarfon where they interviewed politician Dafydd Wigley and singer / activist Dafydd Iwan.



KEY RELEASES:



Being Hijra



Brian and Charles



Donna



Gwledd



LOLA



London Recruits



Off the Rails



Portrait of Kaye



The Almond
and the Seahorse



The Bronze
Men of Cameroon



The Silent Twins



Y Sŵn

SPOTLIGHT: THE SILENT TWINS

The Silent Twins is a Universal release about the true story of Bajan sisters June and Jennifer Gibbons raised in Haverfordwest. To support the film, we curated a selection of Black-Welsh films, in addition to interviews and articles about the film for promotional purposes.

SPOTLIGHT: THE BRONZE MEN OF CAMEROON

A documentary by Oscar nominated, Wales based filmmaker Florence Ayisi. We presented the film at our Welsh Preview Days after learning that it had not yet been shown in Wales. It was picked up by WOW Film Festival who screened it at 5 different venues with Q&As!



AT THE BOX OFFICE:

We commissioned Delphine Lievens to write a report analysing data from 14 films* with Welsh connections released between March 2021 and March 2022.

13 films released theatrically.

6 received no theatrical or home entertainment release outside of the UK.

2 films grossed over £100k at the UK and Ireland box office.

0 minority ethnic writers, directors or producers and only **1** woman writer.

40% women directors and **38%** women producers.

1 bi-lingual film (Men Who Sing).

0 Welsh language releases.

* The Welshman, Dream Horse, Rebel Dykes, Don't Go Gentle: Idles, Amber and Me, Save the Cinema, The Toll, A Christmas Carol, Sideshow, Ballad of Billy McCrae, La Cha Cha, Men Who Sing, Censor and Six Minutes to Midnight

“We released this film in a very difficult environment. Because of Covid some cinemas were not open, some did not open when they said they would, event screenings were not allowed, and one of the core audience groups was reluctant to come to cinemas even when they were open. We needed every help we could get in spreading the word and helping identify the most promising venues for exhibition, potential partners and screening opportunities, all of which Film Hub Wales helped us with. In addition, Film Hub Wales was important in amplifying Welsh screenings on social media, including the dedicated page on their website.” - Distributor

SPOTLIGHT: BRIAN AND CHARLES

To mark the release of ‘Brian and Charles’, Made in Wales teamed up with Universal for an exclusive interview with the cast and crew, led by Zoila Garman, featuring the film’s writers / lead actors ‘Chris Hayward’ and David Earl. The film screened in 11 Welsh cinemas!



PREVIEW DAYS:

1 in-person event at Aberystwyth Arts Centre

24 programmers attended from **13** venues

6 features screened

1 short screened

1 marketing workshop with Isra Al Kassi



“Really beneficial for me to discuss specific issues + topics with other cinemas + film programmers + insightful, interesting + great food for thought.” - Programmer



SPOTLIGHT: GWLEDD

We worked closely with Picturehouse Entertainment to support the release Wales wide, including:

- 1** Welsh-language interview by Nia Morais.
- 1** panel discussion with Director Lee Haven Jones.
- 1** film essay by writer / researcher Rosie Couch.
- 10** social quote cards.
- 1** exhibitor / distributor meet-up.



- *** Added the film to our online preview room.
- *** Promoted the film in newsletters, press releases and across social media.
- *** Interview clips from the film's premiere at Abertoir Film Festival in 2021.
- *** Advocated for Welsh language assets, bi-lingual quads, digital posters, Welsh language captioning and audio description.
- *** We helped with **6** in-venue previews.
- *** Screenings in **19** venues.



WELSH TALENT

We supported 116 filmmakers by promoting their films, creating assets to add value to their releases and advising on distribution strategies.

SPOTLIGHT: WATCH-AFRICA & PORTRAIT OF KAYE

We teamed up with Watch-Africa, recommending two Welsh films; Portrait of Kaye and Druids to screen at the Zanzibar International Film Festival. Watch-Africa enabled filmmakers Ben Reed and Shwan Nostrapour to attend and participate in skills workshops and networking. Portrait of Kaye was also nominated for a BAFTA Cymru Award following Made in Wales' support!

“Made in Wales’ enthusiasm and assistance has really helped raise the profile of what some consider to be a fairly unusual documentary project. Their support has been massively important given the film’s DIY origins and DIY distribution; without this kind of collaboration a film of our small means would likely lay unseen in UK cinemas.” - Ben Reed



SPOTLIGHT: DONNA

The debut feature of Welsh filmmaker Jay Bedwani tells an important international story from the perspective of an older Trans activist. We invited Bohemia Media to share their distribution and marketing strategy with Welsh exhibitors, raising awareness of the film.

We paired with Jay Bedwani's short films and promoted at our 2021 Preview Day, also commissioning film writer Lilian Crawford to interview Jay and highlighted where audiences could watch the film in targeted press.



FILM PACKAGES

We curated two special seasons for Welsh film programmers:



A Roof of Slate for Every House

A touring programme of Welsh archive shorts and feature films highlighting the history of slate mining in Wales, its impact on local communities and connections to wider colonial projects led by the British empire.

Welsh Witchcraft

A season of features, documentaries and short films about witchcraft in Wales.



SPOTLIGHT: CELLB

Cellb's Quarry Film Fest included two weekends of quarry / slate themed activities with film screenings, discussions, and slate craft workshops for young creatives (such as slate splitting). There was a historical society discussion panel with the Clwb Cline youth group and a panel talk with quarry men who worked in the slate mines.

Themes included the Penryn and Pennant families and their connections to slavery, along with the question of 'who is missing' when we think about people and places connected to slate mining.



WHAT'S NEXT FOR MADE IN WALES?

- ✱ We're working with Buzz magazine to commission articles, profile Welsh films and champion new film writers.
- ✱ We will commission research into 22/23 film releases.
- ✱ We're working on plans for a host of new assets for upcoming releases.
- ✱ We're delivering another in-person Preview Day at Wyeside Arts Centre featuring Chuck Chuck Baby, The Eternal Daughter, The Road of Excess and Being Hijra.

UPCOMING RELEASES:



Being Hijra



Bolan's Shoes



Chuck Chuck Baby



Kensuke's Kingdom



London Recruits



On Becoming a Guinea Fowl



The Almond and the Seahorse



The Eternal Daughter



The Road of Excess



Timestalker



Unicorns

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