

ANIM18

A CELEBRATION OF
BRITISH ANIMATION



ANIM18
REPORT 2018

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Cover images:

Top L_R - Cinema Golau Welsh BAME Shorts at Cardiff Animation Festival, Anne Wood at Flatpack Film Festival, a volunteer at Cardiff Animation Festival, Anim18 England Launch at MAC, Birmingham

Middle L_R - 'The Night Of The Trampire' exhibition at Chapter, Cardiff, Aardman model making workshop at Leeds Young Film Festival, Barry Purves at the Manchester Animation Festival, Anijam UK awards

Bottom L_R - Scratch 'n Sniff screening at Manchester Animation Festival, Scratch 'n Sniff cards at Brewery Arts Centre, Flicks In The Sticks pop-up screenings in Telford, the Scratch 'n Sniff launch at Aardman, the winners of the Anijam UK Public Vote

INTRODUCTION

ANIM18: A CELEBRATION OF BRITISH ANIMATION TOOK PLACE

between April and November 2018, with legacy activity continuing beyond the programme.

Led by Film Hub Wales and Chapter Arts Centre, Cardiff, the initiative aimed to raise the profile of British animation, to showcase the innovative and diverse nature of the art form, to recognise that animation is not solely for young audiences and to celebrate the talent involved in its creation with audiences, exhibitors and funders alike. Our ultimate goal was to support the development of a more collaborative, inclusive and sustainable British animation sector.

We believe our work has contributed to that goal. We have managed to meet and exceed all targets. By gathering the collective force of enthused and passionate partners across the UK (and beyond), and leveraging in additional in-kind and cash support, we maximised return on investment and achieved optimal cultural impact.

We were supported in our work by a comprehensive network of project partners and specialists in the field of animation, with an Advisory Group formed of representatives from BFI archives and programming, British Council, British Animation Awards, BAFTA, NFTS, Animate Projects, Animation UK, Into Film, and UK animation festivals.



Image: The Anim18 team - Sally Griffith, Rebecca Goldsmith and Umulkhayr Mohamed.

Our reach extended indoors and outdoors, from urban to rural communities, from the UK to France and Canada, and from major arts venues, museums, libraries, schools and universities, to small community group settings.

Our programme was formed of a diverse range of activity, from uniquely curated workshops and events, through to national collaborations and newly commissioned work.

As well as achieving a renewed and enhanced profile for British animation with a broad audience base, Anim18 supported the development of talent, the celebration of heritage, and prompted collaborative conversations around the creation, development and exhibition of animation, which will continue into the future.



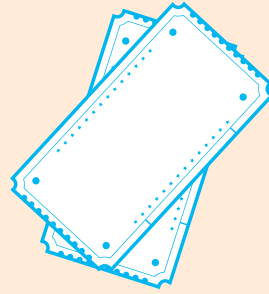
IN NUMBERS



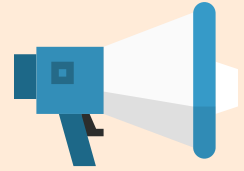
94
Partners



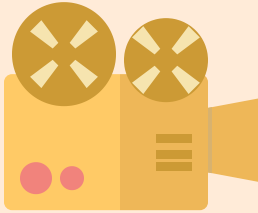
150
Venues



1,254,010
Audiences



2,544
Events



835
BFI Supported
Screenings



813
Number of
animation titles



39
Subtitled and BSL
Interpreted Films



60
New
comissions



292
Artists took part in
Anim18



410,267
Into Film
audiences



37,452
Website visits



1153
Followers on
the Anim18
Twitter
account

OVERVIEW

ANIM18 HAD A STRONG AND IDENTIFIABLE BRAND WHICH

helped join together all the screening and events activity across the UK.

All assets were sent to partners, and made available to download on the website.

These were extremely popular and allowed us to avoid issues around creative IP.

TRAILERS

Working with Only Motion, Anim18 created an original trailer for the season, which was shared with partners and on the Anim18 platforms. A Cymraeg version was also created.

Also commissioned were trailers for Anijam UK, Black British Shorts and Scratch & Sniff.



You can view all the trailers on the [Anim18 Player](#).



Image: Anim18 assets, including badges, stickers and competition flyers.



Image: Anim18 tote bag.

ASSETS

We created quads, banners and A3 posters introducing the Anim18 season which could be personalised at venues.

Versions of the logo were made to represent each of the strands, as well as a special LGBT+ version.

Fun badges and stickers featuring references to British animations were also created.

Templates for programme notes and other communication which venues could populate with their own screening information.

Anim18 tote bags, beer mats and badges were the most popular with partners and audiences alike.



ANIM18 HAD A BIG IMPACT ONLINE.

The website and social media channels provided a united and welcoming space for both exhibitors and audiences.

ANIM18.CO.UK

The Anim18 website was created to be a digital hub for audiences and exhibitors, with the aim of profile raising, cross-promotion, information and communication. It will continue to be available for anyone who wants to use it.

Highlights of the website include:



Anim18 titles, including up to date rights and distribution info.



Screenings and events calendar with visual map linking to venues' websites.



Existing and newly commissioned resources for participation and learning.



A blog including posts from Anim18's Young Ambassadors and interviews with members of the British animation community.

SOCIAL MEDIA

Anim18 social channels were popular with audiences, especially the animation community, who were active in sharing events and taking part in conversations.



Image: The interview with Wes Woods was one of the most popular pages on the Anim18 website with 1,230 hits.

PODCASTS

Anim18 utilised recordings from Q&A events from Cardiff Animation Festival and the BFI and also supported the first Cinema For All podcast.



More information can be found on the [Anim18 Soundcloud](#).

ANIM18 EXPERIMENTED WITH NEW WAYS OF GETTING AUDIENCE DATA.

Experimenting with fun and accessible ways to gather audience data, Anim18 worked to ensure that our project was fully inclusive and audiences had a range of options to offer feedback.

Anim18 created online ways of collecting data and offered audiences a prize of goody bags and a chance of winning a cash prize of £100 for participating.

Through the use of cards, fun engagement tools, online surveys, and incentives Anim18 have demonstrated that appropriate themed and pitched materials can inspire participation.

SURVEYS

Surveys were specially created for audience data capture in line with BFI and ACE reporting. Available as hard copy and online options in English and Welsh.

ANIM18 MACHINE

The Anim18 Machine was an online evaluation tool in the form of a game, with interactive activities to capture data in an informal way, developed with YelloBrick.



Image: Lady Campanula Tottington, one of the Draw Your Favourite Animated Character entries.

DRAW YOUR FAVOURITE ANIMATED CHARACTER

We ran a competition across all participating venues. Participants drew their favourite character on the front of the card and then sent their entry to #Anim18, letting us know what they loved about animation.

DRINK COASTERS

Continuation of engagement campaign onto drinks coasters, with space to draw your favourite character and interact online.



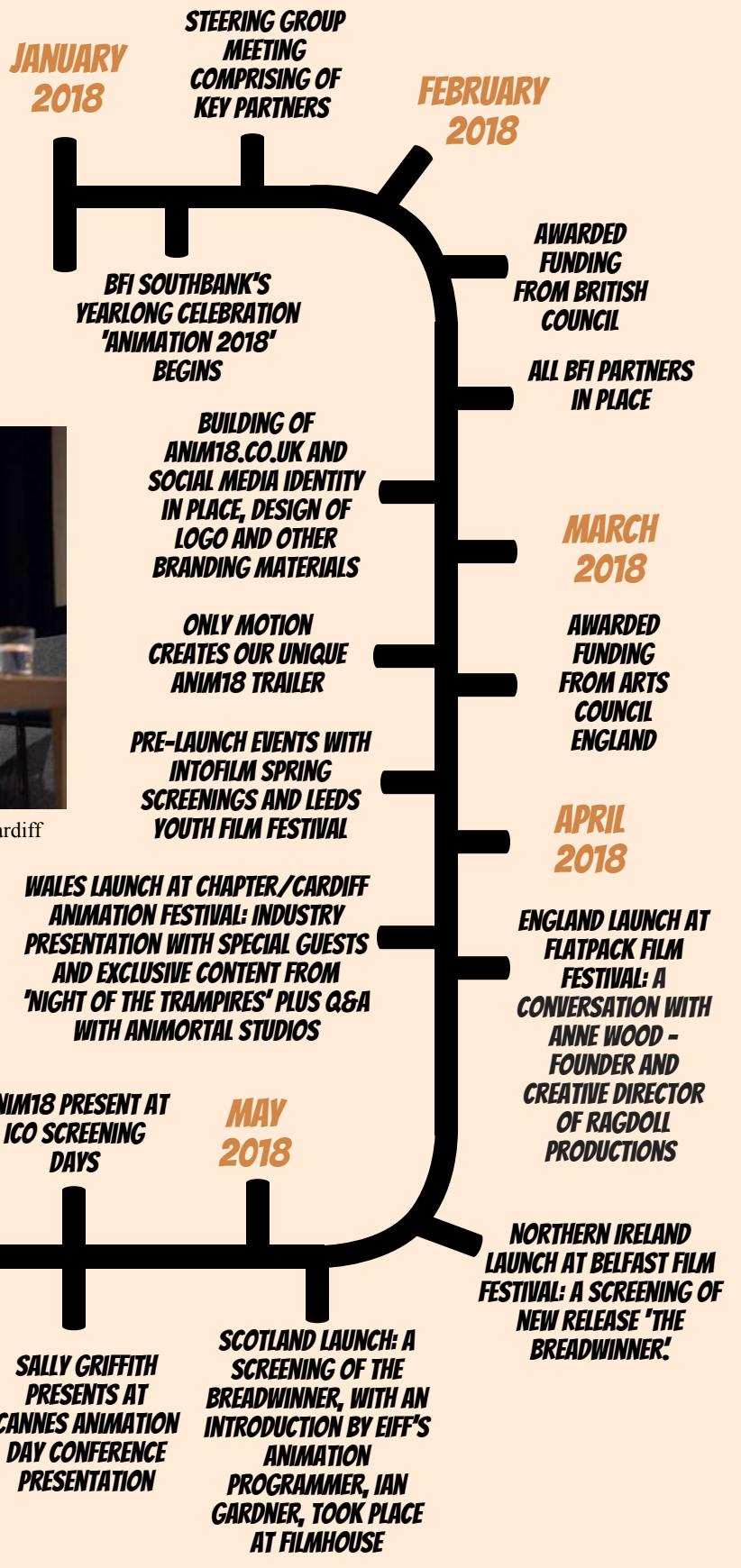
ANIM18 WAS AWARDED FUNDING FROM THE BFI IN DECEMBER 2017.

The project was led by Sally Griffith and the Film Hub Wales team.

In January 2018 funding and the Anim18 team were all in place to begin work.



Image: Q&A with Animortal at Anim18 Wales Launch, Cardiff Animation Festival, Chapter, Cardiff



**CALL OUT FOR OUR ARTISTS
FOR ANIMATE PROJECTS
UNTOLD TALES SHORT FILMS**

**PREVIEW SCREENING OF SCRATCH
'N SNIFF WALLACE & GROMIT: THE
CURSE OF THE WERE-RABBIT AT
AARDMAN STUDIOS**

**ANIJAMUK HAPPENS AT PARTICIPATING
PARTNERS ACROSS UK: CHAPTER,
AESTHETICA, GSFF, NERVE CENTRE,
YOUNG FAN, DERBY QUAD**

**NEGOTIATED EXTENDED RUN OF
YELLOW SUBMARINE WITH
PICTUREHOUSE IN COMMUNITY
VENUES TOGETHER WITH
SINGALONG EXPERIENCE**



Image: Scratch 'n Sniff Wallace & Gromit screening at Manchester Animation Festival at HOME.

**SCREENINGS OF
ANIJAMUK TITLES AND
AUDIENCE VOTE OPENS**

**OCTOBER
2018**

**WIDER ACTIVITY FROM THEATR
GWAUN, UPP, GFT, ROBERT
BURNS CENTRE, HIPPODROME
BO'NESS, GULBENKIAN,
GROSVENORS CINEMA**

**SEPTEMBER
2018**

**PROFILE AT FESTIVAL PARTNERS
SUCH AS ENCOUNTERS,
KOTATSU JAPANESE ANIMATION
FILM FESTIVAL**

**UNTOLD TALES
COMMISSIONS WITH
ANIMATE PROJECTS
ANIMATORS IDENTIFIED**

**LAUNCH OF GAMEJAM -
PIXELHEAD DASH**

**AUDIENCE VOTE FOR
ANIJAMUK
(APPROXIMATELY 5,000
VOTES ON-LINE)**

**"CARDIFF ANIMATION
FESTIVAL IS FAR STRONGER
AND MORE SUCCESSFUL
THAN IT WOULD HAVE BEEN
WITHOUT ANIM18." -
CARDIFF ANIMATION
FESTIVAL**

**SCRATCH 'N SNIFF SCREENINGS
ACROSS THE UK**

**ANIM18 TAKES PART IN THE
INTO FILM FESTIVAL**

**NOVEMBER
2018**

**LAUNCH OF VR
GALLERY IN
COLLABORATION WITH
DERBY QUAD**

**LAUNCH OF AR
APP
ANIMATION
TRAIL**

**MANCHESTER ANIMATION
FESTIVAL PRESENTED ANIJAM
WINNERS WITH TROPHIES
CREATED BY COSGROVE HALL
AND HOSTED A BRITISH
COUNCIL SUPPORTED PANEL**

**ANIM18 WORKED WITH
CARDIFF ANIMATION
FESTIVAL TO EXPLORE
LEGACY APPLICATIONS TO
FUNDERS**

**CONFIRMED DETAIL
OF 360 PROJECT
EVALUATION WITH
BIGGER PICTURE
RESEARCH**

**DECEMBER
2018**

**FINAL REPORTS
TO BFI & ARTS
COUNCIL
ENGLAND**

**JANUARY
2018**

**PARTNER REPORTING
SUBMITTED AND
ANIM18 FINAL
REPORT WRITING**

**FINAL EVENTS WITH THE
LIGHT SURGEONS AND
LIVE CINEMA WORKING
WITH D/DEAF FILM-
MAKERS**

ANIM18 SCREENINGS & EVENTS

THANKS TO SUPPORT FROM THE BFI, ANIM18 WAS ABLE TO SUPPORT

screenings across the UK. We worked with 46 delivery partners, from commercial and independent cinemas, to mixed arts centres, community cinemas, festivals and pop-ups.

159

animation features screened from Animal Farm to Isle of Dogs.



654

animation shorts screened across the UK.



35

archive animation titles such as 'Yellow Submarine' and 'Jerry The Tyke'!



2,337

admissions to 36 screenings of Wallace & Gromit Scratch n Sniff.



957

admissions to 17 Anim18 screenings of Yellow Submarine.



36,238

Admissions to BFI supported screenings and events.



"FEEDBACK WAS EXTREMELY POSITIVE, AND ALL ATTENDEES WOULD LIKE MORE SIMILAR EVENTS AND WOULD DEFINITELY ATTEND AGAIN." - WORLD OF FILM FESTIVAL



WE CURATED AN AMBITIOUS PROGRAMME OF OVER A 100

features and shorts packages. . These were split into four strands, each celebrating a different aspect of British animation.



CONNECTIONS

This Anim18 strand was dedicated to tracing British stories in international animation, and the collaborative nature of an increasingly globalised industry, prompting debates on the future of animation worldwide.



BREAKING BOUNDARIES

This Anim18 strand was dedicated to the heritage of experimentation and the new technologies that continue to shape the way we create and experience animation today.

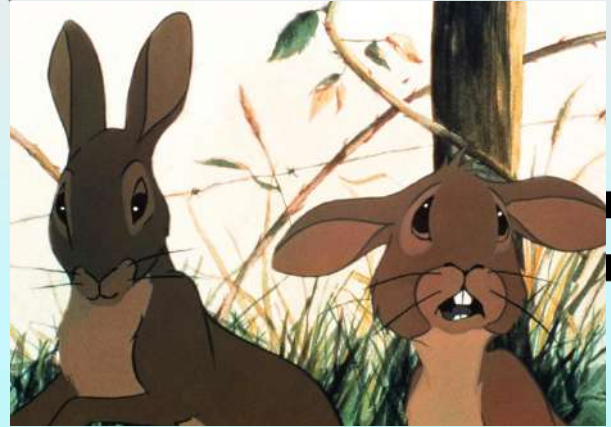


Image: Watership Down (1978)



POLITICS & PERSUASION

This Anim18 strand was dedicated to the power of animation to captivate audiences and provoke a response. British animation has long been used to inform, promote and persuade, from the public information and propaganda of the GPO Film Unit, to adverts and music videos.



YOUNG AT HEART

This Anim18 strand was dedicated childhood favourites past and present with a cheeky and playful spirit, bringing new audiences to classics and finding new animations to fall in love with.

SPOTLIGHT

DISCOVERING THE SECRET ADVENTURES OF TOM THUMB

Encounters Film Festival screened The Secret Adventures of Tom Thumb, along with a presentation which covered the history of The Bolex Brothers. As a Bristol-based production it suited the festival well. They were able to source a 35mm print of the film thanks to the help of Anim18 and Watershed.

Image: Alice in Wonderland (1988) Park Circus/Film4 USA/1988/86 mins/Dir. Jan Švankmajer



ANIM18 INCLUDED SPECIAL SCREENINGS OF CLASSIC

titles. Working with distributors, rights holders and partners, we were able to arrange unique offers around three well loved animations.

YELLOW SUBMARINE SING-A-LONG

Anim18 negotiated an extended run of *Yellow Submarine* with distributors, Picturehouse, for community venues, as well as a special sing-a-long experience.

"[AUDIENCES] WERE FAMILIAR WITH THE FILM BUT WERE ATTRACTED BY THE ADDED THE SCRATCH 'N SNIFF EXPERIENCE"
- SENSORIA

PRINCE ACHMED & LIVE SCORE

Anim18 honoured the oldest surviving animated feature film with a tour of the film with live musical accompaniment by Chris Davies.



Image: Wallace & Gromit: The Curse of the Were Rabbit (2005) Aardman

WALLACE & GROMIT SCRATCH N SNIFF

Specially commissioned with Aardman and Scratch 'n Sniff Cinema Presents *Wallace & Gromit: The Curse of The Were-Rabbit* delighted audiences with an immersive, and stinky experience.



Image: Audiences enjoying Wallace & Gromit Scratch 'n Sniff at the Aardman premiere.

WITH SO MANY WONDERFUL SHORT FILMS AVAILABLE AND MANY NEVER

seen on the big screen before, Anim18 offered a platform for audiences to enjoy them across the UK.

BLACK BRITISH SHORTS

Curated by Anim18's ICO FEDS scheme applicant Umulkhayr Mohamed, this collection of celebrated the talented generation of new black British animators.

LEED ANIMATION WORKSHOP SHORTS

This women's filmmaking collective offered us access to their unique collection of engaging and challenging films, designed to get people talking.

"WE'RE DELIGHTED THAT ANIM18 GAVE US THE OPPORTUNITY TO BRING THIS WORK TO NEW CINEMA AUDIENCES. MOST OF WHICH IS NOT CURRENTLY AVAILABLE TO VIEW ONLINE." - GLASGOW SHORT FILM FESTIVAL

SPOTLIGHT

THE FUTURE IS FEMALE

Sea Change Women in Film Residential included screening of animated shorts. As a result of this Leeds Animation Workshop agreed to produce a programme, which could be booked as part of Anim18.

YOUNG AT HEART SHORTS

Film Hub Wales curated a programme of short films made for and by young Welsh people. The animations tell a wide selection of stories ranging from the lived experience of young travellers to the political histories of women in WW2.

SCOTTISH ANIMATION SHORTS

Two programmes of Scottish animation selected for Glasgow Short Film Festival by animator Ross Hogg.

ANIM18 SCREENINGS WERE SUPPORTED BY SPECIAL

events. Throughout the season Anim18 was inspired by the way in which our partners responded to the main programme and created events that were unique, fun and often responding to their local animation sector and audiences, adding to the sense of occasion surrounding animation in 2018.

MASTERCLASSES

Audiences had the chance to quiz the talent behind some of our most loved titles including the team behind *The Breadwinner*, *Isle of Dogs*, *Chuck Steel: Night Of The Trampires*, *Aardman* and *Hey Duggie*.

Edinburgh International Film Festival welcomed Elizabeth Hobbs and Manchester Animation Festival interviewed the team behind Locksmith Animation studio.

SPOTLIGHT

A NIGHT OUT WITH JOANNA QUINN

'An Evening with Joanna Quinn', offered a rare insight into the extraordinary and at times hilarious processes involved in creating some of Joanna Quinn's best loved characters, including an exclusive glimpse into her new film *Affairs Of The Art* she was joined by Helen Brandon, Director of The British Animation Awards



Image: Barry Purvis speaking at Manchester Animation Festival's '40 Years of Barry Purvis' taking place at HOME.

Q&A SESSIONS

Our partners ran a number of Q&A sessions across the UK. Glasgow Short Film Festival's Shorts Programmes were hosted by their curator, animator Ross Hogg.

Over at Screen Tiree they organised a 'Who Framed Roger Rabbit' screening with a Q&A from Bella Bremner, who designed Jessica Rabbit, while MediaActive organised a whole day of conversations with directors, producers and model maker's from Second Home Studios.



Image: Joanna Quinn in conversation with Helen Brudson at Chapter Art Centre's 'An Evening With Joanna Quinn'.

ANIM18 SUPPORTED FUTURE TALENT BY FACILITATING OPPORTUNITIES

to make connections with colleagues across all areas of the industry, no matter what your starting point.

"WE HAVE BEEN WORKING ON INCREASING THE NUMBER OF YOUNG PEOPLE ATTENDING THE FESTIVAL, AND WE WERE ENCOURAGED TO SEE YOUNG PEOPLE TICKETS INCREASE BY 5% IN 2018 FOR OUR ANIMATION EVENTS." - EDINBURGH INTERNATIONAL FILM FESTIVAL

MEET-UPS

Anim18 offered a space where industry professionals could discuss issues and meet audiences.

BAME in Games ran a Creative Industries Jam where the theme of the event was diversity and inclusion.

Our friends at the British Council facilitated sessions at festivals across the season exploring the contemporary animation industry and how to make international connections.

Anim18 hosted a round table for Welsh Animators to feed into a scoping exercise for a potential new Animation Production Fund.

Through our Small Bursary Scheme we able to support countless meets ups including a round table discussion at the Italian Film Festival.

YOUNG FAN

The BFI Film Audience Network Young Programmers Network recruited four Young Ambassadors for the duration of the season.

These ambassadors had the opportunity to programme and promote individual screenings, and create editorial content for Anim18.

Attached to venues, these young people hosted Wallace and Gromit Scratch'n'Sniff screenings at Chester Storyhouse and Gulbenkian, while others ran our London AnijamUK session at Rich Mix

Facilitated by Scarlarama they included their Anim18 zine as a pull out to this year's newsletter, which has a 30,000 national print run, as well as having nearly 1000 views online.



Image: Anim18 Young Ambassadors - James Calver, Imogen Dodds, Alex Osben, Kirsty Prescott



Image: Young Ambassadors Anim18 Zine

OFF SITE

Taking to the streets, shopping arcades and castles, some of our partners found animation audiences in some unexpected places.

The Young Programmers working with MediaActive attracted 1200 people to their Cyriak Shorts programme at Kallida Festival in Brecon.

Screen Tیره organised a programme of screenings including Early Man and Norman McLaren shorts across the Scottish isles.

Nerve Centre arranged a series of stop motion workshops for schools run by Joel Simon.

Flicks in the Sticks set up a pop-up cinema at Shrewsbury Kids Festival screening ICO curated Box of Delights shorts package and Leeds Young Film Festival ran a Family Animated Shorts Programme attracting 800 attendees, at Kirkgate Market Event Space.



Image: Sensoria screening of 'Yellow Submarine' by the waterside.

"ANIM18 SHONE A SPOTLIGHT ON THE ARTISTIC ACHIEVEMENTS OF ANIMATORS FROM NORTHERN IRELAND AND PROMOTED PUBLIC AWARENESS OF A SECTOR OF OUR CREATIVE INDUSTRIES WHICH IS NOW BEGINNING TO GAIN THE RECOGNITION IT DESERVES." - FILM HUB NI

SPOTLIGHT ACCESS FOR ALL

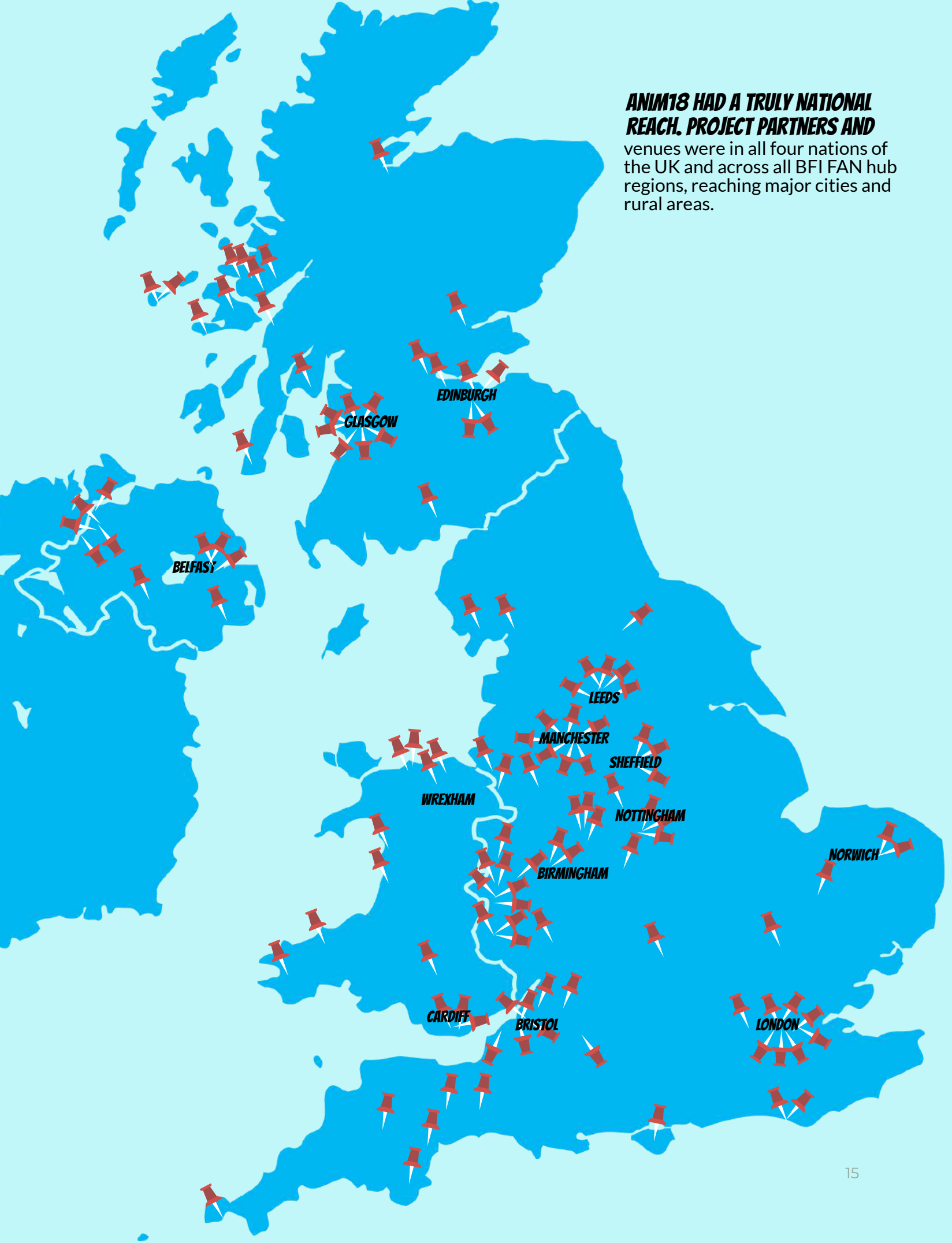
TAPE organised a consultation with parents and carers looking at what sensory-based workshops they would like to see in the future. The learning from this session will help inform future programming and has helped strengthen relationships between the organisation and its audience.

ANIM18 ABROAD

Anim18 activity extended beyond the boundaries of the UK, with work travelling to Cannes Festival in France, Animaze Festival in Montreal and LA 3D Movie Festival in the USA.

Anim18 also teamed up with Takovski Ustanak, a school in Serbia, who screened *Animal Farm* and then shared with us short stories.

ANIM18 HAD A TRULY NATIONAL REACH. PROJECT PARTNERS AND venues were in all four nations of the UK and across all BFI FAN hub regions, reaching major cities and rural areas.



THE GREAT ANIMATE

THE GREAT ANIMATE WAS A CHANCE FOR ANIMATION TO COME OFF THE

screen and for people to get involved in creating their own animations, thanks to Arts Council England, British Film Institute and British Council.



54,233

Admissions for ACE events



132

Education sessions



753,272

Online and broadcast audience



9,599

Participants in activities



2544

Performance and exhibition days

SPOTLIGHT MUSEUMS ANIMATED

Anim18 partnered with museums to extend work in digital engagement in the heritage sector. These organisations included Quay Arts Centre, Egham Museum, the National Football Museum, and the YMCA, among others.

WE DEVELOPED RESOURCES AND SHAREABLE MODELS

of working to encourage participants to create their own animation and share it with us and our network as part of The Great Animate.



Image: Anim18 Animation Pack, created with Derby QUAD and FIRECATCHER.

ANIMATION PACK

Derby QUAD was commissioned to create an Animation Pack, with FIRECATCHER employed to work on the design.

The pack was a quick guide to British animation with handy tips for programming and participation, including how to make your own animations, from flip books to stop motion, and animation facts, including a timeline and info on new technologies. It also included an animation station and prop sheet that people could use to create their own animations.

A run of physical copies of the pack and popup animation station were sent to partners to facilitate engagement, in addition to hosting them on the Anim18 website in a downloadable format.

QUAD ran two half day animation sessions for children using the Animation Pack as a resource.

ANIMATION CHALLENGE

The Animation Challenge was a competition to encourage people to get involved with animation and use our animation pack.

ANIMATED AR TRAIL

Cardiff Animation Festival collaborated with Anim18 on the Animated AR Trail.

Audiences could seek out the posters and stickers dotted around venues and scan the special icons to solve the Anim18 jigsaw puzzle

COLOUR-A-FRAME

Everyone was encouraged to get involved with creating a unique Anim18 animation, just by downloading our specially designed frames, colouring them in and returning them to us.

Cardiff Animation Festival scanned in all the frames and created a collaborative UK wide animation.



Image: Anim18 Animation Pack workshop at SW Museums

**"THE RESOURCES AND
ACTIVITIES OFFERED WERE
VERY GOOD. WE WERE ABLE
TO USE THESE THROUGHOUT
THE FESTIVAL" -
MANCHESTER ANIMATION
FESTIVAL**

WE CREATED NATIONAL MOMENTS AROUND ANIMATION WITH

Gamejam - Pixelhead Dash and Anijam UK. Our aim was to encourage young people to become engaged with the industry, teach new skills and give a platform to new UK talent.

GAMEJAM - PIXELHEAD DASH

Gamejam - Pixelheads Dash formed part of the educational activity for the videogames strand of the Anim18.

The National Videogame Arcade (NVA) provided workshop resources to partner cultural venues, festivals and platforms who delivered one-off pixel art Gamejam workshops to those aged 7 - 14.

The workshop participants created pixel art to be shared in a game so that players could 'run around the UK'.

"[WE] WERE DELIGHTED TO UNCOVER A GREAT LEVEL OF INTEREST IN PIXELHEADS DASH FROM A WIDE RANGE OF ORGANIZATIONS ACROSS THE UK." - NATIONAL VIDEOGAME ARCADE



Image: One of the games created with at the Gamejam - Pixelhead Dash in Edinburgh.

SPOTLIGHT

GAME ON!

The National Videogame Arcade will be continuing to offer Gamejams as a resource into 2019 and will be marketing these activities to venues and schools, enabling them to maximise the legacy value from these existing materials.

ANIJAM UK

Anijam UK was a national animation competition that ran in partnership with Anijam (WONKY and Encounters Short Film and Animation Festival) with our awards presented at Manchester Animation Festival.

Animators across the UK were invited to take part in an animation challenge where teams had 48-hours to create an animation around the theme of 'together'.

Screening events and a public vote chose a Public Choice winner, while industry experts picked a Grand Prix winner.

Anim18 guaranteed a series of screenings in festivals and venues, and profile online, this was an attractive offer to participants.

Image: Anijam UK trophy created by Animation Toolkit.



Image: The United States of Salford, the winners of the Public Choice Anijam Public Choice Award.

In addition to screenings at Encounters and Manchester Animation Festival, the project was able to secure a number of additional screenings including Wirksworth Arts Festival at Northern Light Cinema, Borderline Festival in Hereford and MOVEMENT gallery in Worcester.

The winners were announced at Manchester Animation Festival.

"[THERE IS] MOMENTUM TO CARRY ON WITH THE ANIJAM FORMAT ON A LARGER SCALE AS PEOPLE ARE ALREADY ASKING ABOUT THE NEXT ONE" - WONKY FILM

ANIM18 GAVE OPPORTUNITIES TO EXPERIMENT IN INNOVATIVE

exhibition. Through the use of pop-up exhibitions spaces, outdoor projection and VR technology we expanded the limits of traditional spaces.

SCREEN INSTALLS

MediaActive was commissioned to project manage screen based installs in Theatre Severn's gallery and foyer and bar areas, in Wem Town Hall's café area and in Shropshire libraries.

This included compilations of Cyriak shorts, BFI Film Academy animated shorts, mash-ups made by Young Programmers, and the Untold Tales and Anijam packages.

Outdoor projections on the rooftop of Theatre Severn and at various public locations in and around Shrewsbury Town Centre featured Anim18 commissions including Untold Tales and BFI History of Animation Series 1,2 and 3.

The mobile outdoor projection activity served as research and development, allowing them to understand better how people move through the town spaces, where the best locations are, what type of content works best in this context.

They also ran the Theatre Severn Animation Residency, connecting to the gallery installs.

**"FESTIVAL ENVIRONMENTS APPEAL TO AUDIENCES WITH TIME ON THEIR HANDS AND A WILLINGNESS TO TRY SOMETHING NEW."
- MEDIAACTIVE**

Image: MediaActive Adventures at Theatre Severn Untold Tales



Image: Outdoor projection as part of MediaActive's Anim18 commissions. Andy Li Photography

SPOTLIGHT

DANCING IN THE STREET

MediaActive commissioned Raj Mahuru, with mentoring from Samantha Moore, to create an animation that responded to Theatre Severn's relationship with dance. *Line Tempo* was made specifically for outdoor projection. It can be "read" from a distance, compete against the lights of buildings and is capable of engaging the interest of the passing public.

VR GALLERY

Derby QUAD, in partnership with v21 Artspace, were commissioned to create a bespoke virtual gallery filled with an exciting range of British animations that you can see, hear and even feel, hosted at Phoenix / Leicester / Interact Labs, and Theatre Severn (in partnership with MediaActive).

This commission gave Derby QUAD the opportunity to develop learning in using videogame and VR technology in cultural settings. This included elements such as the length of audience experience times, exhibition design in relation to different approaches in simultaneous display or video works, special sound output, ambient noise and lighting, as well as the ability to remove items that hinder artistic/curatorial vision i.e. fire exit signs, fire extinguishers, safely lighting etc.

"THE DIGITAL SPACE HAS BEEN IDENTIFIED AS AN INNOVATIVE ENGAGEMENT TOOL IN PARTICIPATORY AND COMMUNITY ARTS SETTINGS, OPENING OPPORTUNITIES AND DIALOGUES FOR 'HARD TO REACH' AUDIENCES AND CREATIVELY DEMOCRATIC APPROACHES TO EXHIBITION CURATION AND CONTENT."
DERBY QUAD

The nature of displaying work in a digital space allows for ongoing updates to be applied where displayed artwork is delayed or amended during production.

It was also helpful in understanding the equipment needs of potential exhibition venues and how to ensure they have the technical equipment and knowledge to show work.

This could lead to a wider reaching display of the work, engaging a larger audience base. This also highlights the need for technical equipment investment across arts organisations.



Images: The VR Gallery at Derby QUAD



WE WERE ALSO ABLE TO COMMISSION NEW PIECES OF

animation, ranging from working with archive animations, to funding the work of a diverse range of animators to create new and exciting films and activity.



Image: Leo Crane creating his animation, 'The Foundling'.

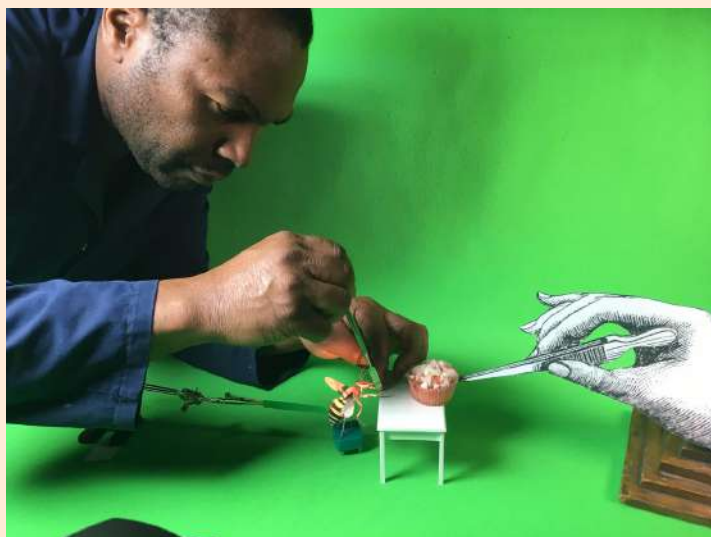


Image: Osbert Parker creating his animation 'Sir John Lubbock's Pet Wasp', which he made with Laurie Hill

UNTOLD TALES

Working with Animate Projects, Anim18 commissioned six new films exploring hidden stories and unheard voices. Together the films present an exciting and vibrant collection of stories exploring cultural heritage, historic curiosities, devoted communities and ways individuals navigate modern life.

Targeting non animation audiences and in particular 16-30-year-olds, the films were designed to be showcased on Instagram, as well as other digital platforms, gallery monitors and cinema screenings.

There has been a fantastic response to the films with around 15,000 views across Instagram and Vimeo just in November, 2000 views at events in London and Derby and the filmmakers are sending their work out to festivals.

SOUND IN PICTURES

Anim18 teamed up with The Light Surgeons and Live Cinema to develop *Sound in Pictures*, a project working with deaf participants to create original animations exploring how we can physically and visually represent sound.

The outcome totally surpassed expectations with a huge amount of interest in the workshops and three distinctly different animations being created along with a documentary of the process, rather than the two that they had planned for.



Image: The performance of Sound In Pictures at Rich Mix, London.

An immersive screening experience at Rich Mix, London welcomed a sold out audience showcasing the work of four different artists working in the audio-visual performing arts, together with live interpretation provided by Music For The Deaf.

In terms of legacy The Light Surgeons are actively seeking support to build a website platform around this project. They also wish to continue to repeat and develop the workshops to co-create more animations and to ultimately develop the full live cinema performance and live showcase events with the ambition of touring this nationally and internationally.



Image: The audience of Sound In Pictures at Rich Mix, London.

STOP LOOK AND LISTEN!

Collaborating with disco.r.dance, Sensoria created Stop, Look, Listen - a visual remixing of archive public information films with bespoke live soundtrack

The screening at Abbeydale Picture House introduced audiences to new material and offered a fresh perspective on well loved titles. Including visual mixing and a specially created soundtrack, the 17 films were brought together in chronological order, celebrating shifts from silent to sound, and black and white to colour animation, with designed inter-titles.

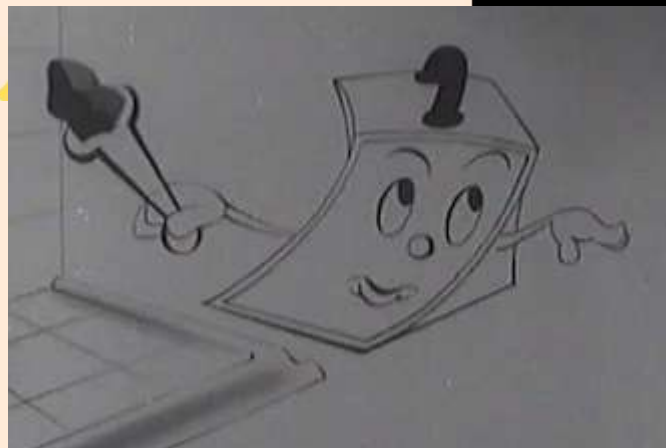


Image: A shot from Stop, Look, Listen (2018) © Sensoria

The music and package was a world premiere. The audience was mixed in terms of age ranges and included family groups from 8 years old up and the event attracted press coverage including an interview with Nigel Humberstone discussing the animation programme on Sheffield Live film show.

**"STOP LOOK LISTEN HAS A LOT OF POTENTIAL FOR LEGACY AND SUSTAINABILITY - THE PACKAGE IS NOW PRE-RECORDED AND CAN BE PROVIDED AS A PACKAGE TO BE SCREENED AT INTERESTED CINEMAS, VENUES OR FESTIVALS. WE CAN ALSO SUPPLY HAND-OUTS OF INFORMATION ON WHICH FILMS ARE INCLUDED."
- SENSORIA**

ANIMATION CONTACTS

UK ORGANISATIONS THAT SUPPORT ANIMATION.....

Aardman Animations
aardman.com

Aesthetica Short Film Festival
asff.co.uk

AniJam
anijam.co.uk

Animation Alliance UK
animationallianceuk.org

Animate Projects
animateprojects.org

Animated Women UK
animatedwomenuk.com

Animation Toolkit
animationtoolkit.co.uk

Animation UK
ukscreenalliance.co.uk

Animortal Studio
animortalstudio.com

Arts Council England
artscouncil.org.uk

Arts Council Wales
arts.wales

Creative Scotland
creativescotland.com

BAME In Games
bameingames.org

BAFTA (Scotland & Cymru)
bafta.org

Blue Zoo
blue-zoo.co.uk

BFI
bfi.org.uk

British Animation Awards
britishanimationawards.com

British Council
britishcouncil.org

Brown Bag Films
brownbagfilms.com

Cardiff Animation Festival
cardiffanimation.com

Canterbury Anifest
Canterburyanifest.com

Cloth Cat
clothcatanimation.com

Encounters Film Festival
Encounters-festival.org.uk

Edinburgh International Film Festival
Edfilmfest.org.uk

Gritty Realism
grittyrealism.co.uk

Into Film Festival
intofilm.org

London International Animation Festival
liaf.org.uk

Leeds Young Film Festival
leedsfilmcity.com

Kotatsu Japanese Animation Festival
Kotatsufestival.com

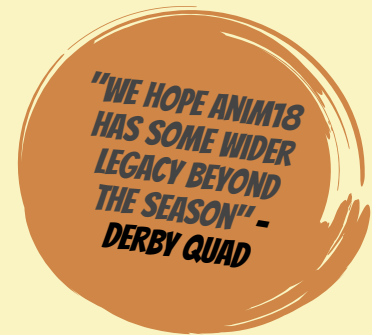
Foundation Academy for Animation
northernirelandscreen.co.uk

Flatpack Film Festival
Flatpackfestival.org.uk

Foyle Film Festival
foylefilmfestival.org

Kinofilm Festival
Kinofilm.org.uk

Move Summit
movesummit.co.uk



Manchester Animation Festival
manchesteranimationfestival.co.uk

NFTS
nfts.co.uk

Oska Bright Film Festival
Oskabright.org

Glasgow Short Film Festival
glasgowfilm.org

Show Me The Animation
showmetheanimation.com

Skwigly
skwigly.co.uk

World Of Film International Festival
woffglasgow.com

THANK YOU



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BAFTA
CYMRU



BAME
IN GAMES

MANCHESTER ANIMATION FESTIVAL

EDINBURGH INTERNATIONAL FESTIVAL



CARDIFF ANIMATION FESTIVAL.



HOME



GRITTY REALISM
PRODUCTIONS





Cardiff Animation Festival are working on a feasibility study to see what opportunities may grow from Anim18.

If you would like to know more please contact:

Cardiff Animation Festival
cardiffanimation.com

facebook.com/Cardiffanimationfestival

twitter.com/CardiffAnimFest



CHAPTER

Anim18 was led by Film Hub Wales and Chapter (Cardiff) working with the BFI Film Audience Network and project partners, supported by the BFI awarding funds from the National Lottery, by Arts Council England and other organisations.

If you would like to know more please contact:

Film Hub Wales

filmhubwales.org

facebook.com/FilmHubWales

twitter.com/FilmHubWales

