

MW

Made in Wales Highlights: 23-24



Image: Kensuke's Kingdom (© Modern Films)

We've been in planning mode this year, with a big slate of anticipated films hitting our screens in Summer / Autumn 24/25. While we've been busy interviewing talent, working with distributors and sharing previews, we got to watch new talent Carly-Sophia Davies on the big screen and cult classic Twin Town went on tour with Director Kevin Allen. We started a new space on Instagram to keep audiences up to date with new films, launching with a special interview for *The Almond and the Seahorse*.

Let's take a look back on 23/24...



CHAPTER

We Supported



Spotlight: The Almond and the Seahorse

We worked with distributor Picnik Entertainment and production company Mad as Birds to prepare for the release of *The Almond and the Seahorse* on May 10th 2024. The film is on its theatrical run as we speak. We interviewed Welsh Director Celyn Jones for a new MIW podcast, as well as commissioning award winning writer, poet and disability activist Bethany Handley to talk to the film's writer and dramaturg Kaite O'Reilly about the politics of disability on screen. This, along with a host of social clips were made available to cinemas booking the film, to support with promotion.

Key Releases

- [Chuck Chuck Baby](#)
- [India's First Best Trans Model Agency*](#)
- [Kensuke's Kingdom](#)
- [London Recruits](#)
- [The Almond and the Seahorse](#)
- [The Road of Excess](#)
- [Timestalker](#)
- [Unicorns](#)
- [The Eternal Daughter](#)
- [Twin Town](#)

*(previously Being Hijra)



Image: The Eternal Daughter (© A24)

Spotlight: The Eternal Daughter

We created a 'Support Pack' for the film, featuring an exclusive video introduction from Welsh actor Carly-Sophia Davies, editorial in partnership with Buzz Magazine, social cards, programming recommendations and social assets, all of which exhibitors could share with audiences to promote the film's Welsh connections.

"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"



Filmmaker

At the box office

We commissioned Delphine Lievens to write a report analysing data from 13 films* with Welsh connections released between April 2023 and March 2024

- 12 films released theatrically (out of 13)
- 4 (out of 13) films had no theatrical or HE release outside of the UK
- 1 film grossed over £1m at the UK box office, and one more film grossed over £100k. The remaining 10 films released theatrically all grossed under £100k.
- 2 minority directors (both women of colour!)
- 5 minority producers (across 3 titles)
- 2 minority writers
- 31% female directors, 36% female producers
- 1 bi-lingual film (Translations)
- 2 Welsh language releases (*Gwledd* and *Y Sŵn*)

**Barbarian, Brian and Charles, Bronze Men of Cameroon, Burial, Catherine Called Birdy, Donna, Off the Rails, Portrait of Kaye, Scam, She is Love, The Feast / Gwledd, The Phantom of the Open, The Silent Twins, The Swimmers, Tosh, Y Sŵn.*

"I'm thrilled to say that a theatre has gotten in contact about screening our short film! Thanks so much, this would not have happened without you!"



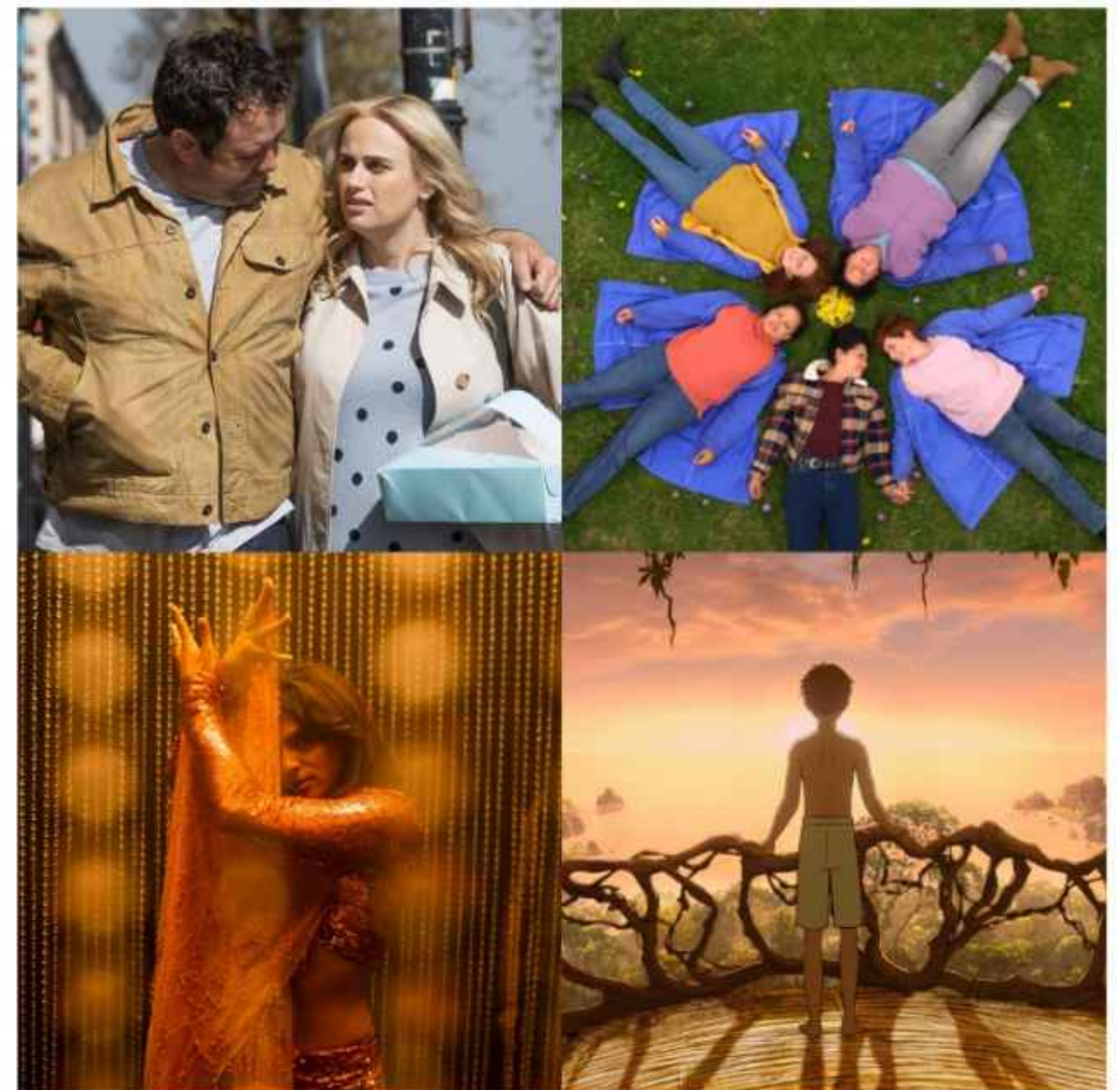
Filmmaker

Made in Wales Instagram & Podcast

Did you know we set up a new Instagram channel to build awareness of Welsh films amongst audiences and industry?

We share all sorts of updates from news of filming in Wales, to when films are acquired by distributors.

We also use this as a space to promote screenings in Welsh venues, using clips from our talent interviews, which can be listened to in full (and shared with your audiences) on the new MIW podcast.



Preview Days

**1 x in-person
event at
Wyeside Arts
Centre**

**19
programmers
attended from
10 venues**

**4
features
screened**

**6 shorts /
clips
screened**

“A great opportunity to see some upcoming releases in the cinema without going to London!” - Programmer

Spotlight: Archive

We've been busy planning an archive project with the National Library Screen and Sound Archive of Wales (NLSSAW) exploring the digitisation of Oed yr Addewid ('Do Not Go Gentle') - 2000, directed by Emlyn Williams. The plan will be to support a tour of the film in 2024/25. Watch this space for updates. We also supported Sinemaes 2024 at the National Eisteddfod, which included a daily programme of archive shorts, also created by NLSSAW.

Welsh Talent

We supported 99 filmmakers by promoting their films, creating assets to add value to their releases and advising on distribution strategies.

Spotlight: Events

The MIW Officer attended the Iris Prize Film Festival, Aesthetica Film Festival, SXSW and Cannes, aiming to raise awareness of the project amongst filmmakers, audiences and the wider film industry. This work was done with match funding from various sources, to explore whether attendance could have a positive impact on ongoing relationships and film campaigns.

Buzz

Partnership

We teamed up with Buzz Magazine to create editorial pieces that offered a different perspective on new film releases, from writers with lived experience. This also enables us to add to the film's central campaign, raising awareness of Welsh connections that aren't otherwise covered in press and linking readers to venues where they can book tickets. In the case of *The Eternal Daughter*, Port Talbot born actor, Carly-Sophia Davies was interviewed about her debut role in the film alongside Tilda Swinton.



Spotlight: **The Almond and the Seahorse**

In anticipation of the film coming to cinemas, we asked award winning writer, poet and disability activist Bethany Handley from South Wales to interview the film's writer and dramaturg Kaite O'Reilly about what it means to tell diverse Welsh stories on screen, with a globally relevant message that's rooted in disability politics.

These pieces are then pitched to wider outlets, to increase awareness of the film and where it is screening.



What's next for Made in Wales?

- 2024/25 is going to be a busy time for films with Welsh connections, with at least 14 (that we know of!) expected to release by the end of the year. We're busy working on assets for the major releases in partnership with the distributors, from socials to support packs for exhibitors.
- We'll continue to work with Buzz magazine to commission articles, profile Welsh films and champion new film writers.
- We will commission research into 23/24 film releases, to explore box office performance.
- We're weighing up plans for another in-person Preview Day.

2024/25 Releases:

- Seize Them (5th April 2024).
- The Almond and the Seahorse (10th May 2024).
- Freud's Last Session (14th June 2024).
- Unicorns (5th July 2024).
- Chuck Chuck Baby (19th July 2024).
- Kensuke's Kingdom (2nd August 2024).
- Starve Acre (6th September 2024).
- Timestalker (25th October 2024).
- India's First Best Trans Model Agency (November 2024 TBC).
- The Road of Excess (2024 TBC).
- Protein (2024 TBC).
- London Recruits (2024 TBC).
- On Becoming a Guinea Fowl (2024/25 TBC).
- Brides (2024/25 TBC).

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