

DUNDEE CITY COUNCIL

REPORT TO: Leisure and Arts Services Committee – 20 September 2004

REPORT ON: Projector Grant

REPORT BY: Director of Leisure and Arts

REPORT NO: 633-2004

1.0 PURPOSE OF REPORT

1.1 To seek approval to award grants to arts and heritage organisations..

2.0 RECOMMENDATIONS

2.1 That the Committee authorise the payment of £3,000 to 'Projector Animation Festival' for the grant detailed in the appendix.

3.0 FINANCIAL IMPLICATIONS

3.1 The recommended grant totalling £3,000 can be met from the grants budget within the Leisure and Arts Department's 2004/2005 revenue budget. Grants are payable on receipt of a Project Report.

4.0 LOCAL AGENDA 21 IMPLICATIONS

4.1 The grant awarded reflect a positive contribution to the Local Agenda 21 theme "access to facilities, service, goods and people is not achieved at the expense of the environment and are accessible to all" and "Local needs are met locally"

5.0 EQUAL OPPORTUNITIES IMPLICATIONS

5.1 Particular consideration is given to applications which prioritise or maximise community involvement generating interaction within specific groups, communities and organisations.

6.0 MAIN TEXT

6.1 Projector

Projector will be a week-long event with screenings showcasing the best animated films from around the world, along with masterclasses and workshops where the attendees will learn from industry professionals and debate on how to translate strong ideas into commercial success. A major public programme will also ensure that the public in Dundee and Scotland have access to the best of international animation. Projector is the only Scottish platform for international animation, discussion, debate and professional development. Last year's event was the first of its kind in Dundee and the result of an important partnership between DCA, producer Susie Wilson and national and local funders. Projector is an important strategic addition to Dundee's creative industry, educational and cultural infrastructure and an essential lynchpin in transforming Dundee into a major national focal point for animation, raising its profile and increasing its reputation in this field as well as connecting the broadest possible public.

6.2 Summary of Aims and Objectives

To inspire the audience with the films screened, and with the words of the speakers.

To enable the audience, by stimulating their creativity and deepening their understanding of

the business and technological issues particular to the industry, to attain their own success.

To strengthen the links between individuals, companies and sectors in the Scottish animation industry, with the ultimate aim of consolidating its reputation on the world stage.

To contribute to the establishment of Dundee as a national centre for animation.

6.3 **Audience Profile**

Professionals from animation production companies creating short films, specials, features, series for television, 3D animation, effects and titles, from web design companies, games companies, interactive and multimedia content creators. Students of animation will also be invited. Expected turnout is 160 people for the Professional Programme; while the 6 Public Screenings of animated feature films and shorts are expected to attract a total audience of 400.

6.4 **Project Outline**

This year's Projector will be the most high profile and high impact to date, drawing audiences through a mixture of celebrity animators and high level creative and business expertise.

Speakers and guests:

Sylvain Chomet	Director of Oscar-nominated animated feature "The Triplets of Belleville" and Oscar-nominated short "The Old Woman and the Pigeons"; recently opened studio in Edinburgh.
Claire Jennings	Currently producing Aardman's new Wallace & Gromit feature; formerly independent producer of animated shorts, e.g. Michael Dudok de Wit's Oscar-winning "Father and Daughter".
Shelley Page	DreamWorks' European representative animation supervisor on "Who Framed Roger Rabbit" and the Oscar-winning "The Prince of Egypt"
Ed Hooks	Professional US acting coach and author of "Acting for Animators".
Chris Shepherd	Director of "Dad's Dead", winner of the British Animation Award's Grand Prize, and Creative Director of respected Soho studio Slinky Pictures.
Brian Taylor	Creator of the cult RustBoy animated character and founder of XL5 Design.

Ed Hooks and Shelley Page attended Projector 03 and will be invited to Projector 04 to capitalize on the sell-out of their workshops last year.

6.5 **Dates and schedule:**

Saturday 9 – Thursday 14 October

There will be a different animated feature film screened on each of the 4 nights, and one programme of animated short films. The screenings will begin with a short talk by an animator or film maker highlighting the film's unique place in the animation world.

Also over this period there will be a workshop for local children, aged 8 – 12, by Edo Lukman, an animation workshop leader with 20 years experience internationally. He will also edit the film which will be presented before the animated feature on Thursday evening.

Thursday 14 – Saturday 16 October

Due to overwhelming demand at Projector03, the workshop sessions have been expanded to two days. These workshops will focus on imparting real skills to the participants – skills

that they will be able to use immediately and effectively in their own work. The groups will be smaller to create a true “work” “shop”, where participants can learn, experiment, question and discuss.

Friday 15 October

The core Projector day will mirror the successful format of last year. There will be two screenings of short films and two masterclasses; the day closing with a networking event for all speakers, delegates and sponsors.

Provisional schedule:

10:00 Welcome

10:10 **Screening** : International Showcase 1

Some of the best animated shorts from around the world; obscure films as well as the award winners as it is the friction between them that sparks the most stimulating debates.

11:10 **Masterclass** by Claire Jennings, Producer of “Wallace and Gromit” at Aardman.

Claire has a long and successful history working in all areas of the animation industry; independent shorts, blockbuster series and now feature production. She will focus on this latter experience as it is relatively rare in the British animation industry and so this is a valuable opportunity to learn about international financing, distribution and how to deal effectively with the thorny issue of commercial dollars vs artistic integrity.

12:30 Lunch

13:30 **Screening** : International Showcase 2

More animation stimulation, perhaps including one or two shorts chosen especially for Projector by Chris Shepherd, Director of Slinky Pictures.

14:45 **Masterclass**: by Sylvain Chomet, Director of “The Triplets of Bellville”

Sylvain will begin by talking about the making of this beautiful feature film and where its success is leading him. He has just opened a studio in Edinburgh, creating a wave of excitement in the UK industry, and we’ll ask why he chose to come here and what his plans for the future are.

16:45 **Networking event**

All speakers, delegates and sponsors will be invited. ‘Social engineers’ will be employed to ensure successful networking.

7.0 CONSULTATION

7.1 The Chief Executive, Depute Chief Executive (Finance), Depute Chief Executive (Support Services) and Assistant Chief Executive (Community Planning) have been consulted on this report and are in agreement with its contents.

8.0 BACKGROUND PAPERS

8.1 None

STEVE GRIMMOND
DIRECTOR OF LEISURE and ARTS
8 September 2004

Appendix A

Provisional Budget for Projector 2004

Income	£	
<u>Sponsorship</u>		
Scottish Screen	7,000	
Scottish Enterprise Tayside	7,000	
City of Discovery Campaign	5,000	
Dundee City Council	3,000	
University of Abertay	1,500	
University of Dundee	1,500	
PACT Scotland	500	
BAFTA Scotland	500	
Ticket Sales	3,500	
In Kind Support (DCA)	4,000	
Total		<u>£33,500</u>
<u>Expenditure</u>		
Speakers Fees and Expenses	8,200	
Running Costs	2,300	
Film Hire and Transport	1,500	
Event publicity & Literature	8,500	
Venue	4,000	
Event organization	9,000	
Total		<u>£33,500</u>