

Press Release



Tuesday 8 April, 2008

For immediate release

Innovative new project brings professional filmmaking skills to Derbyshire schools

The Cine Hub project, currently taking place in seven schools across Derbyshire, enables school children to engage with film production that has a social as well as educational value. Through Cine Hub schools receive professional commissions from external agencies to produce work that is public facing, allowing children and their teachers to learn the reality of creatively responding to briefs, pitching film projects to clients and working to deadlines.

A Cine Hub is generally a filmmaking group within a secondary school, with learning split between in-school time and after-school provision. There are seven Cine Hubs in Derbyshire Schools plus an additional Hub for Looked After Children (fostered children). Each Hub is expected to make at least two pieces of work between now and the end of June; a creative short of up to 5 minutes and a commissioned piece of work. The short must be completed by early March and the commissioned piece by the end of June.

It is the commissioned piece which makes Cine Hub unique amongst school filmmaking projects. Each school will respond creatively to a brief from a client, creating a bespoke design interpreting the brief of an external agency or organisation. All the commissioned work will be public facing. Currently all Hubs are producing work for Trading Standards that will eventually be used in a region-wide campaign by the agency.

The seven schools involved in the Cine Hubs project are:

- Holbrook Centre for Autism
- Wilsthorpe School, Long Eaton
- Anthony Gell School, Wirksworth
- Belper School
- Bolsover School

- Friesland School, Sandiacre
- William Allitt, Swadlincote

Each school has a professional filmmaker attached to its Hub working one day per week in an advisory role. Filmmakers are working to a 'manifesto' to tie each of the hubs together.

The Filmmakers involved in the project are:

- Graham Forde (G Force Media)
- Rob Glass (Coracleworks & BBC)
- Juliette Winter and Adam Robertson (Film City)
- Fi Burke (Artizen)
- Graham Elstone (Low Brow Trash)

The consortium driving the project consists of:

- Derbyshire Children and Younger Adults Department: The Inspection and Advisory Service are responsible for sourcing the finance for the project and embedding the learning practices and ICT.
- EM Media: a Project facilitator; sourcing filmmakers for the project and project steering.
- Confetti Institute of Creative Technologies: supplier of hardware, software and training and advice. Confetti has supplied all Hubs with a comprehensive package of DV Cameras, Apple Mac laptops with Final Cut Express, a portable sound kit, a lighting kit and tripods. Confetti has also supplied two days training for teachers and is offering a further 8 day Apple accredited training course for two pupils and two teachers from each school.

The success of Derbyshire's Cine Hubs project looks set to continue as the project has recently received a further commission: Chatsworth House, one of the county's most magnificent stately homes, has commissioned Cine Hub to film the installation of and public reaction to this years' *Beyond Limits 2008* contemporary sculpture exhibition.

For further information please contact Emma Hewitt, Communications Coordinator, EM Media on 0115 934 9090 or via email at emma.hewitt@em-media.org.uk.

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Notes to editors

EM Media is the Regional Screen Agency for England's East Midlands. From its Nottingham base the agency invests RIFE Lottery and Treasury Finance in film activity and European Regional Development Funds (ERDF) in the development, production, distribution, exhibition, prototyping and publishing of Film

(long and short form), Television (corporate broadcast, internet TV), Games (for console, PC, hand held, mobile phone) and Interactive (internet, mobile phone and TV software).

EM Media is a partner in Warp X, the pioneering digital film studio established to revitalise low-budget British film-making, an initiative of UK Film Council, Film4, Screen Yorkshire, Optimum Releasing and EM Media.

EM Media has to date co-financed 19 feature films with ERDF finance. EM Media's slate of films in production, forthcoming and current releases include: *Bronson* (Vertigo 2009), *Unmade Beds* (The Bureau 2008), *Crack Willow* (Perfume Films 2008), *Summer* (Sixteen Films 2007), *Hush* (Warp X 2007), *Donkey Punch* (Warp X 2007), *A Complete History of My Sexual Failures* (Warp X 2007), *Mum and Dad* (2AM Films 2007), *Better Things* (Third Films 2008), *And When Did You Last See Your Father?* (Number 9 Films 2007), *Magicians* (Intermedia Films 2007), *Control* (NorthSee 2007), *This is England* (Warp Films 2007). Other feature investments include *Brothers of the Head* (Potboiler Productions 2006), *A Cock and Bull Story* (Revolution Films 2006), *Dead Man's Shoes* (Warp Films 2005), *One For the Road* (One for the Road Productions 2004), *Once Upon a Time in the Midlands* (Slate Films 2003) and *Anita and Me* (Starfield Productions 2002).

For further information, visit www.em-media.org.uk.

