

Press Release



Wednesday 12 September 2007

For immediate release

Brand new filmmakers get their work shown on the big screen

Seven new Leicestershire-based filmmakers who have been working with EM Media over the past year as part of the national UK Film Council and European Social Fund project, Identities, will see their finished films screened at a celebratory event taking place at The Peepul Centre on Tuesday 18 September.

The Identities project worked with new filmmakers from backgrounds currently under-represented in the media industry (i.e. Black, Asian, Ethnic Minority and women filmmakers). All the filmmakers involved in the project are Leicestershire based and right at the beginning of their film careers. The films they produced were executive produced by Katy Green, the TV Development Executive for EM Media.

Two of the films received their premiere at the Edinburgh International Film Festival in August. *Chaat in the Park*, directed by Steve Nijjar and starring Navin Chowdhry (*Teachers* – Channel4) and Laila Rouass (*Footballers Wives* - ITV) and *Circle*, directed by Mehul Desai.

There is also a documentary *Arrivals* directed by Zelda Malak Yanovich about people's experiences around their arrival in Leicester over the past century. *As If By Magic* is an exciting new way of watching films, on a handheld PDA: as you walk around Belgrave GPS technology triggers four micro films for you to watch in your hand. Finally, *See Me* by Koo Bhangra has already been shown on the BBC's Big Screen.

To reserve places at the screening on Tuesday 18 September at 6pm at The Peepul Centre, Orchardson Avenue, Leicester LE4 6DP please email event@em-media.org.uk or call 0115 934 9090.

Interviews with filmmakers are available. Please contact Katy Green, Development Executive, TV at EM Media on 0116 2544313 or via katy.green@em-media.org.uk. For further information or imagery please contact Sally Hodgson, Communications Executive at EM Media on 0115 934 9090 or via sally.hodgson@em-media.org.uk.

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Notes to editors

EM Media is the Regional Screen Agency for England's East Midlands. A delegate body of the UK Film Council, 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 has a remit to encourage Film and Media as a tool for learning. EM Media has project managed Education initiatives such as the eight schools encompassing Creative Enterprise Project and delivered Professional Development Training schemes for Teachers and Practitioners working in Education. Investments include Media Education interventions by the Media Archive for Central England (MACE) and East Midlands Broadband Consortium. EM Media is a delivery agent for the England wide DfES (now DCSF) financed Mediabox scheme.

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 16 feature films with ERDF finance. EM Media's slate of films in production, forthcoming and current releases include: *Summer* (Sixteen Films 2007), psychological thriller *Hush* (Warp X 2007), *Donkey Punch* (Warp X 2007), *Complete History* (Warp X 2007), horror *Mum and Dad* (2AM Films 2007), *Better Things* (Mascot Pictures 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 2006). Other feature investments include *Brothers of the Head* (Potboiler Productions 2006), *A Cock and Bull Story* (Revolution Films 2005), *Dead Man's Shoes* (Warp Films 2004), *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).

EM Media's Location Services has encouraged and assisted a range of productions to use the East Midlands for locations and filming, including *Atonement* (Working Title Films), *The Da Vinci Code* (Imagine Entertainment), *The Other Boleyn Girl* (BBC Films), *The Golden Compass* (New Line Cinema), *Pride & Prejudice* (Working Title Films).

www.em-media.org.uk.

