



British Council and BFI support British presence at Shanghai International Film Festival

The British Council, in partnership with the BFI, has announced a significantly increased presence for British film at the 16th Shanghai International Film Festival (SIFF) which runs from 15 - 23 June.

Friday 14th June 2013 As part of a new relationship between British Council and SIFF, the Festival programme will include 7 contemporary UK feature films: *The Angel's Share*, *Berberian Sound Studio*, *Shadow Dancer*, *Ginger & Rosa* – all backed by the BFI Film Fund, *Everyday*, *Song for Marion* and *Quartet*. All the films will screen for the first time to Chinese audiences.

The BFI's recent highly acclaimed restorations of Hitchcock's early silent films - the 'Hitchcock 9' - will screen at SIFF. After hugely successful screenings around the world and screenings of *The Lodger* in Beijing and Xi'an, this is the first time that all 9 films will be presented in China. Six of the restored films will be accompanied live by the celebrated UK-based pianist John Sweeney. A further screening of *Blackmail* will have its Asian premiere in the newly opened Shanghai Film Museum, with live music by Beijing-based electronic musicians FM3. In addition, BFI Senior Curator Robin Baker will give a lecture on the Hitchcock restoration programme.

A full delegation from the BFI, led by BFI CEO Amanda Nevill and including Creative Director Heather Stewart and Head of International Isabel Davis, will attend the festival to meet Chinese counterparts. Looking ahead, a UK/China exchange programme in 2014 will see the largest ever retrospective of Chinese Cinema at BFI Southbank.

Other UK participation will include *Kings Speech* and *Les Misérables* director and BFI Board member Tom Hooper, who heads the Jury, and Helen Mirren, who will attend SIFF to present *Hitchcock*, in which she stars as the director's wife Alma.

Two UK short filmmakers will attend SIFF supported by funds from the joint British Council/BFI Short Support Scheme; BAFTA-nominated *The Voorman Problem* and *The Craftsman* will both screen as part of 'Mobile SIFF', the Festival's short film forum.

Despite a quota system limiting non-domestic titles in Chinese cinemas, UK film is increasingly celebrated by Chinese audiences. A recently announced joint venture between Pinewood Studios and Seven Stars Media is also indicative of strengthening ties.

Briony Hanson, Director Film, British Council, said: *"It's so exciting to be able to see such a positive UK presence in SIFF this year following on from the groundwork the British Council has been doing to build audiences and interest in British arts. That the 2013 festival programme includes a selection of contemporary features, contribution from emerging talent and a celebration of one of our greatest ever filmmakers (given new life by the BFI's restoration experts), is testament to the strength of our industry."*

Amanda Nevill, BFI CEO said '*To see Chinese audiences embracing British film is thrilling and its fantastic that we are able to give what is one of the world's most important cinema-going nations the opportunity to see both the best of British screen heritage and modern British filmmaking. Equally we recognize the importance and influence of Chinese cinematic heritage here in the UK and the BFI will be celebrating this with an extensive project planned for 2014. I hope these are just the beginnings of an even closer collaborative relationship between the UK and China.'*

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The British Council creates international opportunities for the people of the UK and other countries and builds trust between them worldwide. We are a Royal Charter charity, established as the UK's international organisation for educational opportunities and cultural relations.

We work in more than 100 countries, and our 7000 staff – including 2000 teachers – work with thousands of professionals and policy makers and millions of young people every year through English, arts, education and society programmes.

We earn over 75% of our annual turnover of £739 million from services which customers pay for, education and development contracts we bid for and from partnerships. A UK Government grant provides the remaining 25%. We match every £1 of core public funding with over £3 earned in pursuit of our charitable purpose.

For more information, please visit: www.britishcouncil.org/film.
You can also keep in touch with the British Council through https://twitter.com/British_Film and <http://blog.britishcouncil.org/>.

About the BFI

The BFI is the lead body for film in the UK with the ambition to create a flourishing film environment in which innovation, opportunity and creativity can thrive by:

- Connecting audiences to the widest choice of British and World cinema
- Preserving and restoring the most significant film collection in the world for today and future generations
- Investing in creative, distinctive and entertaining work

- Promoting British film and talent to the world
- Growing the next generation of film makers and audiences