

FAN support for new releases



Four great films... ...A range of support for exhibitors

BFI Film Audience Network (FAN) has relaunched its support for new film releases and is excited to announce the next four films to receive FAN support. Check out the slate and what's on offer below.



Utøya - JULY 22

Dir. Erik Poppe | Cert TBC
1h 32min | Norway
Released 26 October by Modern Films
Booking:
franksmith@munrofilmservices.co.uk

On 22 July 2011 more than 500 youths at a political summer camp on an island outside Oslo were attacked by an armed, right-wing extremist. Earlier that day he bombed a Government building in Oslo before making his way to Utøya island. In this first fictional movie about the attack we follow Kaja (18) as she tries to survive – minute by minute.

"A gut-wrenching ordeal ... a brutal single-take drama from the victims' perspective...like a YA post-apocalyptic dystopia, with Kaja a real-life Katniss Everdeen ... an absorbing and moving tribute to the courage of the young victims of Utøya."

★★★★★
The Guardian

For more information on FAN support for new releases, visit the website fannewreleases.co.uk or get in touch at fannewreleases@watershed.co.uk

Shoplifters

Dir. Hirokazu Kore-eda | Cert TBC
2hr 1min | Japan

Released 23 November 2018 by Thunderbird
Booking: Dave.woodward@thunderbirdreleasing.com

"Equal parts incisive social critique and nuanced family portrait, the latest from Japanese master Hirokazu Kore-eda — winner of this year's Palme d'Or at Cannes — follows a small band of marginalized misfits struggling to make ends meet in a merciless urban environment."

Toronto International Film Festival



Burning

Dir. Lee Chang-dong | Cert TBC
2hr 28min | South Korea

Released 1 February 2019 by Thunderbird
Booking: Dave.woodward@thunderbirdreleasing.com

In this thrilling adaptation of a Haruki Murakami short story, Korean auteur Lee Chang-dong returns with a gripping psychological thriller about obsessive love set in modern consumerist Korea.



Happy as Lazzaro

Dir. Alice Rohrwacher | Cert TBC | 2hr 5min | Italy

Released 15 March 2019 by Modern Films
Booking: franksmith@munrofilmservices.co.uk

Sweet-natured Lazzaro lives in a village in the beautiful Italian countryside, set apart from the world by a bridge that no one can be bothered to fix. Life unfolds much like it did a century ago, save for the odd Walkman and 1990s-era dance music, until things take a strange and supernatural turn as Lazzaro strikes up a friendship with a rebellious young nobleman.

"Rohrwacher concocts a trippy brew of Italian class struggle, folk tales, biblical allegory, pop culture references and a rich vein in cinema history."

BFI London Film Festival



How FAN supports new releases

Keeping the popular elements from FAN's New Release Strategy over the last two years and making improvements based on exhibitor feedback, FAN's support for new film releases is back and better than ever:

- The next four films to receive FAN support have been announced in one batch - released from October 2018 to March 2019 - to help with forward planning.
- All venues can pitch for additional budget for grassroots marketing or event activity.

- Regional film marketers will be working on film campaigns in every Film Hub region. You can expect increased profile and visibility in your area as well as more in-venue marketing and event opportunities.

- A BFI FAN Marketing Pack will be available for all films. Designed especially for exhibitors the pack contains event and marketing ideas, copy, images, assets, press and e-mail outreach templates to help effectively promote the film.

- FAN support is going to really focus on developing younger audiences, aged 16-30, for independent films. You can expect ideas and assets, as well as case studies on what's worked (and what hasn't!) to help with your own audience development plans.

- Long-term audience development support is available each year for a limited number of venues. Venues have already been selected for this round and we will be opening this support again from April 2019.