



# LUMINOUS

CELEBRATING BRITISH FILM AND BRITISH FILM TALENT

in partnership with

**IWC**  
SCHAFFHAUSEN

**BFI OFFERS YOU A PRIVATE SCREENING WITH  
MEL BROOKS, RED CARPET ACCESS TO THE WORLD'S  
LEADING FILM EVENTS,  
MARTIN SCORSESE'S DIRECTOR'S CHAIR, THE CHANCE TO  
ENJOY THE FA CUP FINAL FROM THE ROYAL BOX**

**AND MUCH, MUCH MORE...**

***Auction prizes revealed for the BFI's LUMINOUS fundraising  
Gala – online bidding now open***

***Stars come out: Tom Hiddleston, Dame Judi Dench, Martin  
Scorsese, Emma Watson, Dame Maggie Smith, Colin Firth,  
David Oyelowo, John Hurt, Paul Greengrass and others  
champion support for BFI National Archive***

***All proceeds to support ambitious new campaign, FILM IS  
FRAGILE, to raise vital funds to protect the nation's precious  
film collection***

**[www.luminousauction.com](http://www.luminousauction.com)**

**London, Tuesday September 22, 2015:** The BFI (British Film Institute) today reveals the unique prizes now available to bidders across the globe via an online auction. The prizes are exclusive, bespoke and truly money-can't-buy experiences – but through its first-ever online auction, open now at [www.luminousauction.com](http://www.luminousauction.com) and closing on 6 October, the BFI is giving you the opportunity to win them.

The auction lots are offered as part of the BFI's **LUMINOUS** fundraising gala, in partnership with IWC Schaffhausen, presented by Jonathan Ross in the Gothic splendor of the Guildhall in London on 6 October. All funds raised through the online auction and the Gala itself will kick-start an ambitious new campaign, **FILM IS FRAGILE**, which aims to raise **over £1 million** to help protect the UK's precious national film collection.

The BFI can also today reveal the names of leading lights from around the world who have come out in support of the LUMINOUS Gala and FILM IS FRAGILE campaign, with names including **Tom Hiddleston, Dame Judi Dench, Martin Scorsese, Emma Watson, Dame Maggie Smith, Colin & Livia Firth, David Oyelowo, John Hurt, Paul Greengrass** and many others named **LUMINOUS Gala Champions** and proudly supporting the work of the BFI (NB. the full list of can be found in notes to editors).

**British actress, Dame Judi Dench comments:** *“National cultural collections help to tell us who we are by showing us where we have come from. The BFI's National Archive is full of memory, imagination, inspiration and knowledge, and their meticulous care keeps these great works safe on behalf of the nation. So much of this work has inspired me throughout my career, I'm delighted to lend my support to the BFI's Film is Fragile campaign.”*

**Dame Maggie Smith comments:** *“The National Film Collection is priceless. And if it wasn't for the BFI, we would have lost so much! Supporting film preservation is not just about securing the survival of our history on film, it's also about preserving our cultural DNA which is the backbone of creativity, innovation and understanding.”*

The **BFI National Archive** looks after the UK's national film collection, which includes priceless and irreplaceable items including the original negatives and materials of some of the greatest British films ever made, from Hitchcock's silent films to Danny Boyle's **Trainspotting** (1996) via **Brief Encounter** (1945), **A Hard Day's Night** (1964) and **Chariots of Fire** (1981).

The BFI National Archive also cares for a wide range of non-fiction films, from documentaries to home movies, helping to bring the past to life on screen through immensely popular projects including 2015's **Britain on Film**, which has already garnered over 3.5 million views of archive material just ten weeks after launching – a clear demonstration that this material is as popular and culturally vital as ever.

But film is a fragile medium, restoring and preserving it is expensive, and as a charity the BFI relies heavily on the generosity and support of donors and sponsors to enable it to continue this culturally important work on behalf of the nation. Through FILM IS FRAGILE, all donations up to £400,000 will be matched by a generous supporter – making your money go twice as far to protect the UK's film heritage. Donations are now open at [www.bfi.org.uk/filmisfragile](http://www.bfi.org.uk/filmisfragile)

**Oscar®-winning actor, Colin Firth comments:** *“I wouldn't want to contemplate life without the BFI. Old films would be lost, many new films wouldn't be seen and some wouldn't be*

made. Its film collection is a national treasure, as is the institution itself. The BFI is driven more by commitment than money, yet it has survived for more than 80 years. If we care at all about the health of film in this country, it's critical we support it."

**Oscar®-winning director, Martin Scorsese comments:** "I've frequently heard the question: 'Why preserve movies?' And my answer is always the same: how can we not preserve movies? The cinema is more than our culture – the cinema is us. And that's why it's so vitally important that you support and contribute to the British Film Institute's "Film Is Fragile" campaign. We've already lost thousands of titles, and we simply can't afford to lose one more."

**Director Paul Greengrass (*Bourne*, *Captain Phillips*) comments:** "The BFI National Film Collection is one of the great jewels of our culture - an extraordinary and unique archive of material stretching back to the earliest days of film production, reflecting our dramatic history, our rich island diversity, and our unique contribution to world cinema. Preserving and enhancing the archive - and making it available to an ever growing audience - is an immense challenge. But it is without doubt a vital one. I wholeheartedly support the 'Film is Fragile' campaign!"

LUMINOUS's charity auction is led by renowned Sotheby's auctioneer Lord Dalmeny. The online auction contains over 37 extraordinary items and is open to bidders all over the world. Lots include:

- Your own **private film screening with comedy legend, Mel Brooks** at BFI Southbank
- A **unique and one-of-one IWC Schaffhausen timepiece**: the Portugieser Annual Calendar Edition 'BFI London Film Festival 2015' ([here](#))
- **Martin Scorsese's** signed director's chair and HUGO script
- A chance to **enjoy the 2016 Emirates FA Cup Final from the comfort of the Royal Box** and as the guest of Greg Dyke, Chairman of the BFI and the Football Association
- An unforgettable night of glamour as a **VIP guest at the Opening Gala of the 2016 Venice International Film Festival**, including a private boat tour of the city with TV presenter and best-selling author Francesco da Mosto
- The opportunity to **join renowned British filmmaker, Ken Loach** (*The Wind That Shakes The Barley*, *Kes*) in the edit suite as he and long-time editor Jonathan Morris cut Ken's new film
- The opportunity to **walk the red carpet** alongside a host of Oscar®-winning stars at the UK premiere of Tom Hooper's (*The King's Speech*, *Les Misérables*) hotly-anticipated new film, *The Danish Girl* starring Eddie Redmayne
- **Exclusive use of BFI IMAX**, Britain's biggest screen, to screen a film of your choice in a private screening just for you and your guests
- Limited edition photographic prints from the BFI National Archive's extraordinary collection of film stills, including prints from *Doctor Zhivago*, featuring **Julie Christie**, and *The Prince and the Showgirl*, featuring **Marilyn Monroe and Laurence Olivier**
- A **villa holiday at the exclusive resort of Amanzo'e** in Southern Greece for up to ten people

As British film enjoys unprecedented success at home and around the world, the BFI's commitment to supporting this success is stronger than ever. Understanding, accessing and enjoying the UK's rich film and television heritage is essential to inspire the filmmakers and

audiences of the future. As the funding environment for arts organisations remains challenging, LUMINOUS and the FILM IS FRAGILE campaign, alongside continued support from government, are key to ensuring the UK's rich heritage of film and television is protected and made available for the enjoyment of audiences everywhere.

**BFI CEO, Amanda Nevill, comments:** *"It is difficult to find adequate words to express sufficient gratitude and wonder at the way in which the so many who love film from across the globe have come out in force to help us protect one of this country's most precious heritage collections. It's a fierce and passionate tribute to this great art form, which for me is unquestionably the zenith of humankind's artistic achievement'.*

LUMINOUS 2015 follows the hugely successful and star-studded inaugural LUMINOUS gala in 2013, which raised over £250,000 towards the BFI National Archive and saw stars including Jude Law, Sienna Miller, Helen McCrory, Damien Lewis, Romola Garai, Olivia Colman, Richard E. Grant, Julian Fellowes, Ray Winstone, Michael Gambon, Emilia Fox and David Morrissey turn out in force to celebrate UK film.

**IWC Schaffhausen CEO, Georges Kern comments:** *"LUMINOUS offers a unique platform to give back to this extraordinary industry. As a global luxury brand, IWC Schaffhausen takes Corporate Social Responsibility seriously and we regard it as a duty to embrace social commitment and support those initiatives that will truly make a difference to the lives of future generations. We share the BFI's vision to offer the world better access to - and understanding of - the art and history of film. Sharing a strong passion for cinema, we are proud to support the BFI in their exceptional work to preserve and restore vast collections of film and television footage that allows future generations to enjoy film and the art of filmmaking, while also investing in new film talent."*

– Ends –

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**\*\*\* PICTURE DESK \*\*\***

**A selection of images for journalistic use in promoting the LUMINOUS auction lots can be found at [www.image.net](http://www.image.net) under BFI / LUMINOUS / Auction images**

## **NOTES TO EDITORS**

### **LUMINOUS GALA CHAMPIONS 2015**

**John Boyega**

**Danny Boyle**

**Mel Brooks**

**Sir Michael Caine**

**Terence Davies**

**Dame Judi Dench**

**Lord & Lady Fellowes**

**Ralph Fiennes**

**Colin & Livia Firth**

**Tom Ford**

**Stephen Frears**

**Romola Garai**

**Terry Gilliam**

**Paul Greengrass**

**David Heyman**

**Tom Hiddleston**

**Tom Hooper**

**Sir John Hurt**

**Asif Kapadia**

**Peter Kosminsky**

**Damian Lewis**

**Ken Loach**

**John Madden**

**Helen McCrory**

**David Morrissey**

**David Oyelowo**

**Dev Patel**

**Lord Puttnam**

**Nicolas Roeg**

**Martin Scorsese**

**Thelma Schoonmaker**  
**Dame Maggie Smith**

**Jeremy Thomas**  
**David Walliams**

**Emma Watson**  
**Harvey Weinstein**

**LUMINOUS Committee:**

**Chair: Josh Berger**

**Felicia Brocklebank**

**Hani Farsi**

**Gerry Fox**

**Georges Kern**

**Lynn Lewis**

**Caroline Michel**

**Beatrix Ong**

**Katrina Pavlos**

**Betsy Ryan**

**Sue Whiteley**

**Kate Driver**

**Eric Fellner**

**Amy Gardner**

**Serra Kirdar**

**Isabella Macpherson**

**Beth Mill**

**Sir Alan Parker**

**John Reiss**

**Joana Schliemann**

**Louis Elson**

**Daniel Friel**

**Kathryn Greig**

**Rena Kirdar Abboud**

**Jo Malone**

**Iliane Ogilvie Thompson**

**Sharan Pasricha**

**Joyce Reuben**

**Colin Walsh**

**LUMINOUS SPONSORS, PARTNERS AND CONTRIBUTORS**

All at the BFI express their sincere thanks to the many sponsors, partners, auction contributors and individuals who have helped make LUMINOUS possible:

IWC Schaffhausen for their vital support as headline sponsor, Official sponsor DJI, Official car Maserati, Auction partner Sotheby's and Media partner Vanity Fair. We are very grateful to Corbis Entertainment, Corniche Pictures, RBC Wealth Management and Warner Bros. – our corporate table partners, and our Official hospitality partners: Billecart-Salmon, Casamigos Tequila, Charbonnel & Walker, Gran Clos wines, Neuschwansteiner Beer, Warner Music, Christie Digital and all our wonderful auction contributors.

**FILM IS FRAGILE Partners**

We are very grateful to a number of organisations for supporting the campaign: the Mohamed S. Farsi Foundation and the David Lean Foundation.

**About the BFI National Archive**

For over 80 years the BFI has been an international leader in film preservation, guardian of Britain's unparalleled film and TV heritage and an innovator in presenting films to audiences in new and dynamic ways, from cinemas to film festivals to outdoor events to online video-on-demand. At the heart of all its activities is the BFI's central aim to ensure that everyone in the UK has access to the widest possible range of film and their own film heritage.

That heritage includes all time great British directors Alfred Hitchcock, David Lean and Powell and Pressburger; modern masters including Mike Leigh, Stephen Frears, Lynne Ramsay and Steve McQueen; the earliest pioneers of silent filmmaking in Britain; and the rich vein of documentary filmmaking, in which Britain led the world, with the works of Humphrey Jennings and government funded departments creating astonishing art on film. Keeping this precious archive alive can only be achieved through the time consuming, expensive and expert-led process of film preservation and digitisation – ensuring not only access for all, but the safeguarding of film for future generations.

**About the BFI**

The BFI is the lead organisation 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
- Championing emerging and world class film makers in the UK - investing in creative, distinctive and entertaining work
- Promoting British film and talent to the world
- Growing the next generation of film makers and audiences

The BFI is a Government arm's-length body and distributor of Lottery funds for film. The BFI serves a public role which covers the cultural, creative and economic aspects of film in the UK. It delivers this role:

- As the UK-wide organisation for film, a charity core funded by Government
- By providing Lottery and Government funds for film across the UK
- By working with partners to advance the position of film in the UK.

Founded in 1933, the BFI is a registered charity governed by Royal Charter. The BFI Board of Governors is chaired by Greg Dyke.

### **About IWC Schaffhausen**

With a clear focus on technology and development, the Swiss watch manufacturer IWC Schaffhausen has been producing timepieces of lasting value since 1868. The company has gained an international reputation based on a passion for innovative solutions and technical ingenuity. One of the world's leading brands in the luxury watch segment, IWC crafts masterpieces of haute horlogerie at their finest, combining supreme precision with exclusive design. As an ecologically and socially responsible company, IWC is committed to sustainable production, supports institutions around the globe in their work with children and young people, and maintains partnerships with organizations dedicated to climate and environmental protection.

[www.iwc.com](http://www.iwc.com)