

UK FILM INDUSTRY UNITES WITH NEW BRAND

WE ARE UK FILM

RAISING THE INTERNATIONAL PROFILE OF UK FILM

Launching today at Berlinale 2013

London Thursday 7th February

The UK's national and regional film agencies have come together for the first time to create a new internationally facing brand for UK film **We Are UK Film**. Led and managed by the BFI, the UK's lead organisation for film, the new business to business umbrella brand will boost the profile of the UK's films, talent, services and locations to the rest of the world in a unified and focused way and provide a platform for the UK to do business with other international territories. Reflecting the creative excellence and vibrancy of the UK's film industry alongside its regional diversity, the new branding will be featured at international film festivals, markets and online (via www.weareukfilm.com).

We Are UK Film launches today at the 2013 Berlinale, which features 19 UK films in Official Selection and 150 for sale at the European Film Market (see Notes to Editors) and will be the focus of the UK pavilion at this year's Cannes International Film Festival.

We Are UK Film marks an important step for the BFI's new integrated international strategy, as set out in its five year plan Film Forever and led by the BFI's Head of International Isabel Davis. The new branding reflects a strategic direction designed to maximise the impact of film overall in the business market place. It aims to support the future growth of UK film overseas box office receipts, export sales, inward investment and co-production. It will also support activity including cultural diplomacy and

exchange, policy, advocacy and continue to underline the huge impact that UK film talent and skills has internationally.

Isabel Davis said: *“We recognised that partnership and working together are essential ingredients for the future success of the UK film industry and **We Are UK Film** encapsulates this fresh strategic approach. I’m confident that this exciting new brand will raise the international profile of UK film’s Gold Standard and ensure it continues to punch above its weight on the global stage.”*

The nine UK film partner organisations are BFI, BFC (British Film Commission), British Council, Film Export UK, Creative England, Creative Scotland, Northern Ireland Screen, Film Agency for Wales and Film London with the potential for other organisations and business to adopt the new branding. We Are UK Film will also work collaboratively with DCMS, the Great Campaign, UKTI and Pact to reach an international audience.

After a competitive pitch, led by the BFI’s Marketing and Communications Director Chris Travers, All City was the creative agency appointed to fulfil the brief. All City Creative Director Charlie Loft and his team have produced a creative and primary brand mark that graphically represents the many partners involved representing the United Kingdom in a dramatic pink colour-way of stripes which comes to life in animations and online.

Chris Travers, Director, Marketing, Communications and Audiences, BFI said *‘This exciting new visual identity marks a step change for the profile of UK film internationally. With a fresh, joined up strategic approach to branding **We Are UK Film** can really build on UK film’s world class reputation.’*

The new We Are UK Film branding will be rolled out over the coming months at festivals including the Cannes International Film Festival, Tribeca and SXSW with the new artwork used for the stands, brochures, invitations and on all trade marketing and advertising.

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NOTES TO EDITORS

There are 19 British feature films and shorts in selection at the 63rd Berlin International Film Festival, which begins today. These include the World Premiere of Ken Loach's archive documentary *The Spirit of '45*, which was developed and produced with the support of the BFI Film Fund. The festival also features special Gala screenings of Michael Winterbottom's *The Look of Love* and Tom Hooper's *Les Misérables*, and a range of features and shorts with strong UK connections across its programme sections.

The European Film Market (EFM) runs for nine days as part of the Berlin films festival. As the first major film event of the year, it attracts film industry professionals from across the world and is the business centre of the Berlinale. There are over 150 new UK films being sold in the market at this year's EFM, a full list of these titles and corresponding sales contacts is available at www.weareukfilm.com.

**UK films in selection at the 63rd Berlin International Film Festival:
Berlinale Special**

The Spirit of '45

Ken Loach

UK

Date	Time	Theatre
11.02.2013	14:30	Haus der Berliner Festspiele
13.02.2013	18:00	Cubix 8

Berlinale Special Gala

Les Misérables

Tom Hooper

UK

Date	Time	Theatre
09.02.2013	21:00	Friedrichstadt-Palast
14.02.2013	20:30	Friedrichstadt-Palast

The Look of Love

Michael Winterbottom

UK

Date	Time	Theatre
10.02.2013	21:00	Friedrichstadt-Palast
16.02.2013	15:00	Friedrichstadt-Palast
17.02.2013	22:00	Haus der Berliner Festspiele

Section: Panorama

A World Not Ours

Mahdi Fleifel

Lebanon/UK/Denmark

Date	Time	Theatre
11.02.2013	22:30	CineStar 7
14.02.2013	20:00	CineStar 7

15.02.2013 17:00 CineStar 7

Salma

Kim Longinotto

UK

Date	Time	Theatre
08.02.2013	22:30	CineStar 7
13.02.2013	20:00	CineStar 7
14.02.2013	14:30	CineStar 7
16.02.2013	17:30	Cubix 7

The Act of Killing

Joshua Oppenheimer

Denmark/Norway/UK

Date	Time	Theatre
09.02.2013	17:00	International
10.02.2013	12:00	CineStar 7
12.02.2013	11:00	HAU Hebbel am Ufer (HAU1)
14.02.2013	15:00	Colosseum 1
16.02.2013	20:00	CineStar 7

Section: Forum

A Single Shot

David M. Rosenthal

USA/UK/Canada

Date	Time	Theatre
09.02.2013	18:30	CineStar 8
10.02.2013	20:00	Cubix 9
12.02.2013	14:00	Delphi Filmpalast
17.02.2013	19:00	CineStar 8

Section: Forum Expanded

Leviathan

Lucien Castaing-Taylor, V er ena Paravel

UK/USA/France

Date	Time	Theatre
14.02.2013	19:15	CineStar 8

Not Blacking Out, Just Turning The Lights Off

James Richards

UK

Date	Time	Theatre
10.02.2013	16:00	CinemaxX 5
13.02.2013	15:30	Kino Arsenal 1
16.02.2013	16:00	CinemaxX 5 - Shorts Extra

Section: Generation Kplus

Hannah and the Moon

Kate Charter

UK

Date	Time	Theatre
12.02.2013	09:30	Haus der Kulturen der Welt Kino 1
13.02.2013	11:00	Haus der Kulturen der Welt Kino 2
14.02.2013	10:00	Filmtheater am Friedrichshain
16.02.2013	11:00	Haus der Kulturen der Welt Kino 2

Happy Birthday

Mohanad Hayal

Iraq/UK

Date	Time	Theatre
11.02.2013	17:00	Haus der Kulturen der Welt Kino 2
12.02.2013	10:00	Filmtheater am Friedrichshain
17.02.2013	11:00	Haus der Kulturen der Welt Kino 2

Section: Culinary Cinema**Jadoo**

Amit Gupta

UK

Date Time Theatre

14.02.2013 19:30 MGB Kinosaal/Spiegelzelt

The Moo Man

Andy Heathcote, Heike Bachelier

UK/Germany

Date Time Theatre

14.02.2013 22:00 MGB-Kino

Section: Generation 14plus**Flight of the Pompadour****Karan Kandhari**

UK

Date	Time	Theatre
12.02.2013	11:00	Haus der Kulturen der Welt Kino 2
13.02.2013	20:15	Haus der Kulturen der Welt Kino 2
15.02.2013	14:00	Haus der Kulturen der Welt Kino 2
17.02.2013	16:00	CinemaxX 5 - Shorts Extra

Section: Berlinale Shorts**Primate Cinema: Apes as Family**

Rachel Mayeri

USA/UK

Date Time Theatre

11.02.2013 22:00 CinemaxX 3
12.02.2013 17:45 Colosseum 1
13.02.2013 14:00 HAU Hebbel am Ufer (HAU1) - *Shorts extra*
14.02.2013 16:00 CinemaxX 5

Retrospective - The Weimar Touch**Car of Dreams**

Graham Cutts, Austin Melford

UK

Date	Time	Theatre
10.02.2013	14:00	CinemaxX 8
14.02.2013	19:00	Zeughauskino

First a Girl**Victor Saville**

UK

Date	Time	Theatre
15.02.2013	21:00	Zeughauskino
16.02.2013	11:30	CinemaxX 8

The Queen of Spades**Thorold Dickinson**

UK

Date	Time	Theatre
15.02.2013	17:00	Zeughauskino
16.02.2013	20:00	CinemaxX 8

The Small Back Room

Michael Powell, Emeric Pressburger

UK

Date	Time	Theatre
12.02.2013	21:45	CinemaxX 8
15.02.2013	19:00	Zeughauskino

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