

# Picturehouse Cinemas, McCann London announces winner of film competition

Picturehouse Cinemas, in partnership with McCann London, put fledgling film talent on the big screen with its film competition for Picturehouse Cinema Members, a contest that gave all members the opportunity to write a short film to run in the 'super-gold' spot before each full-length feature.



McCann London devised the competition, which launched in January, as part of a brief to promote the value of the cinema group's membership scheme. The competition was a key part of the agency's repositioning of the brand under the motto 'Our Members Make Us'. It had an overwhelmingly positive response, with over 400 original story treatments submitted on the theme of 'belonging'.

The winning film, *We Rise* is the brainchild of Rosie Baldwin, a member of The Ritzy Cinema in Brixton. The film is a short documentary about a rock band from Eastbourne, East Sussex, called Delta Seven. It tells the uplifting story of how seven individuals with special needs have come together to express themselves through music and challenge stereotypes.

Baldwin said, "It's been an amazing opportunity to make a film I'm very passionate about. For it to be shown in cinemas nationwide is an incredible platform, not only for me as a filmmaker, but also for the band, who deserve the chance to show everyone just how great they are."

## Judges

- Asif Kapadia (director, *Senna*, *Amy*)
- Barbara Broccoli (producer, *Skyfall*, *Spectre*)
- Ben Roberts (director of BFI Film Fund)
- Charles Gant (film editor, *Heat*)
- Clare Binns (director of programming and acquisitions, Picturehouse)
- Danny Perkins (CEO of StudioCanal)
- Edith Bowman (presenter)
- Gurinder Chadha (director, *Bride & Prejudice*, *Bend It Like Beckham*)
- Kate Gardiner (head of Fox Searchlight)
- Laurence Thomson (chief creative officer, McCann London)
- Tessa Ross (producer, *Slumdog Millionaire*, *12 Years A Slave*)
- Tim Bevan (producer, *The Theory Of Everything*, *Les Misérables*)

The prize for winning the competition was to have *We Rise* professionally produced and shown on all Picturehouse cinema screens to millions of people throughout the year. It premiered at Picturehouse Central on Tuesday 27 September and, from Friday 30 September, will be shown in Picturehouse cinemas across the UK. The two-and-a-half-minute short was produced and shot by McCann London and Craft London.

View the film below:

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