

BEYOND THE BOX OFFICE

Summary of Peter Edwards Commentary from the Beyond the Box Office Event on 19th July 2010 at Cineworld in Cardiff:

Peter made the following points:

1. Discussing this subject is like a dog shaking a rat-either to kill it or to bring it back to life.
2. It is difficult enough defining British film but what is Welsh film. We can't tick box it into life but we know it when we see it. *Twin Town* is a Welsh film as is Marc Evans' *Patagonia* as is Endaf Emlyn's *Gadael Lenin* one shot in Argentina and the other shot in Russia *A Way of Life* is not a Welsh film it sits in the British social -realism tradition and *A run for your money* is also a British film for different reasons.
3. A film's identity flows from the focus of the filmmaker-a driving vision makes the film and therefore if we back the Welsh talent then a canon of work will emerge which is Welsh and over a period we will know whether we have anything to say to the rest of the world or not.
4. Post-devolution we have embarked upon the journey of a re-emerging nation, we don't know what will emerge and we can't be prescriptive about the elements, because what eventually emerges will be a surprise to us all.
5. The modern period begins with *Twin Town* and *Human Traffic* two films which Peter would call Welsh films which were confident enough to not have to reference their Welsh credentials but succeeded in resonating with Welsh, British and international audiences
6. 1997 brought Ed Thomas and Marc Evans' *House of America*.
7. Peter listed the films which he made in ITV Wales *Testimony of Taliesin Jones*, *A Way of Life* and its companion piece of which I am particularly proud-*Little White Lies* made for next to nothing but which is a truly Welsh film.
8. The change over period from Sgrin to Film Agency takes us through *Abraham's Point* to *Sleep Furiously* the latter which is scandalously not to be shown on either S4C or BBC Wales. We cannot develop our film industry without the support of the broadcasters who as a matter of historical accident have all the funding for audio-visual content. We ,in the agency are the only place that people can go to state a different point of view in either language-plurality, freedom and democracy would be served by the broadcasters working with us consistently over a period of time.
- 9 .Some of our new films are *I know you know*, Gruff Rhys's *Separado!*, *Third Star* (a co-production with the BBC), *Mugabe and the White African*-how is this a Welsh film, why is it not a Welsh film?! We are citizens of the world and our values inform our attitudes to any world issue. We will not be boxed in, limited in any way. Joe Dunthorne's *Submarine* with Ben Stiller as executive producer is our hope of breakout success which will make the process of defining Welsh film a little easier.