

YOUR GUIDE TO THE APA SHOW 2003 THE MOST EXCITING TV COMMERCIALS EVENT EVER HELD IN LONDON

APA

Advertising Producers Association

The APA show 2003 is presented by the Advertising Producers Association and the British Academy of Film and Television Arts.



For more information on the APA see www.a-p-a.net

The APA Show 2003 Corporate Partners and Sponsors



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THE SHORE CLUB

TICKETS

Tickets for the premiere of the APA 50 and the party to celebrate it at the V&A on 18th September 2003 can be purchased from the APA at £95 each (plus vat) by sending a cheque to the APA, 26 Noel St, London, W1F 8GT. Telephone 020 7434 2651, email info@a-p-a.net

Tickets for 'Straight 8' at BAFTA on 10th October are £25. Tickets for Soho Effects on the 24th September and each BAFTA event on 11th October are £10.

Bafta members contact Amy Minyard for ticket information. Telephone 020 7292 5802, email amy@bafta.org

THURSDAY 18TH SEPTEMBER 2003

The APA 50 Premiere and Party
at the Victoria & Albert Museum, Cromwell Road,
South Kensington, London, SW7.
7.00PM – 1.00AM



The premiere of The APA 50 and the party to celebrate it - a fabulous night with a presentation of The APA 50 in the V&A's theatre, food and drink and entertainment for an all inclusive ticket price of £95 plus vat.

WEDNESDAY 24TH SEPTEMBER 2003

Soho Effects
Curzon Mayfair, 38 Curzon Street, Mayfair,
London, W1J 7TY.
6.30PM



A presentation by London's leading post production companies on special effects and how techniques developed for commercials are employed in film and other media. Hollywood comes to London for special effects on films such as Harry Potter, Tomb Raider II, Moulin Rouge, and Gladiator. Top effects companies Glassworks, Golden Square, The Mill, The Moving Picture Company and Red show how they achieve them and their work on commercials such as Sony Playstation, Levi's 'Twist' and 'Train' and Xelibri 'Face of the Future'. Soho Effects is presented as part of the London Design Festival.

FRIDAY 10TH OCTOBER 2003

at BAFTA, 195 Piccadilly, London, W1.
Straight 8 – London's top advertising agencies battle it out
8.00PM – 10.00PM



See the premieres of 3-minute Super 8mm films created by London's top advertising agencies. Each film is edited entirely in camera according to the stringent rules of Straight 8. The films have never been seen before – not even by the people who made them. Fun for the audience? Yes. Scary for the filmmakers? Yes again, as agencies lay their reputation on the line by meeting the challenge to make the best 3-minute film, in the name of their chosen charity.

Straight 8 is devised by Godman directors Ben Gregor and Ed Sayers. For further information visit www.straight8.net.

SATURDAY 11TH OCTOBER 2003

at BAFTA, 195 Piccadilly, London, W1.
'From Kovis to Hannibal...'
11.00AM – 12.15AM

APA Chief Executive, Steve Davies, introduces a unique collection of commercials made by directors who have made films as well as commercials including, Jonathan Glazer (Sexy Beast); Ridley Scott (Bladerunner); Tony Scott (Top Gun); Nick Park (Wallace and Gromit's Big Day Out); Peter Cattaneo (The Full Monty); Hugh Hudson (Chariots of Fire); Terry Gilliam (Brazil, Twelve Monkeys).

The Devils you don't know ... yet
12.30PM – 1.30PM

Does London need more directors? Yes, says James Studholme in a personal view of London's best new directing talent in commercials. James is the MD of Blink and is renowned for discovering and nurturing new directors. He will share his thoughts on ten new directors with the talent to be a big success in commercials.

The APA 50
2.00PM – 3.00PM

The Best 50 TV commercials made by UK advertising agencies and production companies this year. Why do British TV commercials continue to take the central role in successful advertising campaigns and dominate international advertising awards? This definitive compendium of the best UK work gives the answers.

Abbott Mead Vickers present Sainsbury's Jamie Oliver commercials
3.30PM – 4.30PM

Judith Frame, AMV's client services director, gives a unique insight into their work for Sainsbury's. The campaign has won awards for effectiveness and creativity. How was it devised? Why did it work? Sainsbury's, AMV's creatives, a director of one of the commercials and Jamie Oliver give their perspective on film.

Producing Commercials and Feature Films
5.00PM – 6.00PM

Leading producers of commercials who are also making feature films, Lizzie Gower and Nick Morris, joint MD's of Academy (who are currently completing production of Birth, the new film from Jonathan Glazer, starring Nicole Kidman and Lauren Bacall), Lisa Bryer the MD of Cowboy (producer of Goodbye Charlie Bright) and Glynis Murray the MD of Tomboy (producer of Waking Ned) tell us about making the transition from commercials to film.

What are the differences and similarities between making commercials and films? What advice do they have for commercials producers and directors who are thinking of making a film? The panel will share their experiences and take questions from the audience.