



**the straight 8 industry shootout is back**

**at CICLOPE 2017 this october**

**- press release -**

**London, July 19<sup>th</sup> 2017**

After two great years at Cannes advertising festival, straight 8 have teamed up with the [APA](#) to challenge the global ad industry to a super 8 shootout at this year's [CICLOPE International Festival of Craft](#) in Berlin.

Just like the regular straight 8, entrants make a film on one roll of super 8mm cine film, with no second takes, no editing and no post-production. Sound must be original and is delivered 'blind'.

straight 8 creates a level playing field for experts and rookies alike. And what's more no-one sees their masterpiece until its packed premiere.

Entry is limited to 20 companies working in the global ad industry, competing as companies, for charity.

Each company will see their straight 8 film for the first time at Ciclope 2017, Kino International, Berlin, on October 26<sup>th</sup>.

The cinema audience will then vote and the winning companies get to donate the prize-money to the charities of their choosing.

There is no creative brief and entering companies must source all cameras, crews, props, locations and ideas.

**Entry opens on August 8<sup>th</sup> at 8pm UK time - first come first served.**

**Pre-registration is essential at [straight8.net/CICLOPE-2017](http://straight8.net/CICLOPE-2017)**

This is a great chance to have some fun, making a film in one of the hardest ways possible, raising money for charity and battling creatively with the rest of the industry.

This year's shootout at Cannes advertising festival saw entries from:

**adam&eveDDB, Blonde, Bö's House of Visual Arts, Droga5, Glassworks Productions, Hogarth Worldwide, Iconoclast, iris Amsterdam, iris London, iris Singapore, PG Commercial, RPA, Rushes, Staak, Strings and Tins, WCRS, WK London and 72andSunny**

—cont.—



**Quotes:**

**Francisco Condorelli, CICLOPE festival director:**

"We're thrilled to partner with straight 8 because we feel it's like the unplugged version of CICLOPE... It's a blend of light and textures".

**Steve Davies, APA Chief Executive:**

"straight 8 is a competition of pure creativity and creates a fantastic screening because no one knows what is coming up - even the film makers who have sent their films off to be developed and not seen them since. It's tense and spectacular. The APA is proud to have supported straight 8 since soon after Ed came up with it."

**Background:**

straight 8 began in 1999 when director, Ed Sayers, asked friends to have a go at making a short film on one cartridge of super 8 each - with no waste, at a 1:1 shooting ratio. The films were screened in London's West End to a packed audience, projecting off Super 8 with the audio playing from cassettes.

From 2003-2012 straight 8 screened at Cannes Film Festival every year, received 100-200 entries for each annual competition and has enjoyed stints on Channel 4 broadcast TV.

In 2016, after a three-year hiatus, straight 8 re-launched with new verve including a stellar jury.

straight 8 agency shootout in London was held in 2003 and 2005 at BAFTA and Curzon Mayfair respectively. The straight 8 industry shootout is an evolution of that and was launched at Cannes advertising festival in 2016.

**Links:**

Website: [straight8.net](http://straight8.net)

Twitter: [@straight8](https://twitter.com/straight8) [twitter.com/straight8](https://twitter.com/straight8)

Logos and images: [straight8.net/press](http://straight8.net/press)

2016 shootout films (embeddable): [vimeo.com/album/4046138](https://vimeo.com/album/4046138)

**Key Partners:**

APA — [a-p-a.net](http://a-p-a.net) @APALondon

Cicope — [www.ciclopefestival.com](http://www.ciclopefestival.com)

Cinelab London — [cinelab.co.uk](http://cinelab.co.uk) @CinelabLondon

seven — [sevenproductions.co.uk](http://sevenproductions.co.uk)

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**Further information:**

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Please note: straight 8 has a lower case 's' and one space! - thank you.