



Media Release
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'The Whole Story' – New Platform Champions Welsh Film

Film Hub Wales (FHW) have launched a new series of interviews, podcasts and more, designed to celebrate films with Welsh connections.

First to feature are interviews with talent behind new releases *Censor* and *The Toll*. [The Whole Story](#), which is part of Film Hub Wales' [Made in Wales](#) strand, works in collaboration with the filmmakers and distributors to draw attention to the stories behind the screen as they reach festivals and cinemas.

As independent venues continue to recover from the COVID-19 pandemic, the aim is to boost the profile of Welsh films and encourage audiences to return to the cinema.

Hana Lewis, Film Hub Wales' Strategic Manager, said:

"We believe that Welsh films should be recognised world-wide and the best place to see them is at our local cinema or festival. We're exploring what 'Welshness' means to audiences by looking behind the stories behind the screen, from the experiences of cinema programmers, to female Directors and beyond. It's crucial that independent films with Welsh connections are visible, to maximise investment for the screen sector, to ensure hidden voices are heard and also to develop international perception of Wales."

The Whole Story also aims to support and inspire Welsh talent. Promoting opportunities on offer in Wales, can help to close skills gaps not just in production but in film marketing, journalism, programming and sales - which are equally as crucial to give Welsh films every chance of success.

Aberystwyth born Director of *Censor*, Prano Bailey Bond explains:

"The support I've had from Wales in making and releasing my debut feature, from organisations, cinemas and audiences, has been both immense and essential. It's an incredibly exciting time for Welsh creators and wonderful that Film Hub Wales are throwing a spotlight on us. I hope it will further highlight the creative potential bubbling in the country, and give Welsh audiences even more to enjoy and be proud of."

Screen Writer of *The Toll*, Matt Redd from Haverfordwest adds:

"Wales is quickly becoming a world-renowned hub for film and television production, but as a filmmaker born in and living in Wales, I'm mostly excited by the opportunity to tell Welsh stories that find a universality in the specificity of Welsh life. Made in Wales offers a fantastic platform for Welsh stories to connect with a local audience, building momentum in a film's journey to audiences across the globe."

Ben Luxford, Head of UK Audiences at the BFI said:

*"Film Hub Wales' The Whole Story will offer audiences fantastic insight into Welsh films and filmmakers. Thanks to National Lottery players, the BFI is not only supporting the whole series, but also helped to fund the making of both *Censor* and *The Toll*."*

Exhibitors will be able to access assets created through The Whole Story, to spark conversation with their audiences about Welsh films and generate anticipation for new releases. As part of the Made in Wales programme, there are also a host of other year-round activities from preview screenings for film

programmers to inclusion in the [FHW film catalogue](#) which hosts over 1000 shorts and features with Welsh connections.

Made in Wales is made possible thanks to Creative Wales and National Lottery funding from the British Film Institute (BFI), via its Film Audience Network (FAN). Film Hub Wales develops audiences for British independent and international film year-round via Chapter as the Film Hub Lead Organisation.

The National Lottery raises £36 million each week for good causes across the UK.

The Whole Story Assets

Censor

Fedor Tot interviews Aberystwyth born Director, Prano Bailey-Bond and a real life film censor from the British Board of Film Classification (BBFC). They discuss her critically acclaimed horror film, *Censor* which released UK wide on August 20th. [Read the interview](#) here and don't miss the film at Chapter Arts Centre, Cellb, Pontio Bangor and Aberystwyth Arts Centre, with more sites to be announced.

The Toll & Showdown

FHW's Made in Wales Officer Radha Patel also talked Welsh westerns with screenwriter Matt Redd and Director Ryan Hooper. Their darkly-comic thriller – *The Toll*, about a lone toll-booth operator with a past that is fast catching up with him, released in the UK on August 27th. They're joined by Lewis Carter and Kristian Kane who co-directed *Showdown* (written by Carter) which will be screening alongside *The Toll* in select cinemas. *Showdown* is a short film about a young autistic boy with a passion for western films who is faced with a showdown for the soul of his village, in the local corner shop.

[Listen to the podcast here](#) and don't miss the film at Kinokulture, Theatr Gwaun, Monmouth Savoy, Pavilions Teignmouth, Pontio Cinema, Chalmers Filmhouse Arbroath, Aberystwyth Arts Centre, Everyman and more sites to be announced.

Audiences can follow the latest Made in Wales news on the [FHW website](#) or via @filmhubwales on Facebook, Twitter and Instagram.

-ENDS-

For images, please copy and paste the following link into your browser:

https://drive.google.com/drive/folders/1nfw_ZmDIKMn3rkimfW3aMJs5XaFtMMnO?usp=sharing

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About Film Hub Wales

Film Hub Wales aims to bring more films, to more people, in more places around Wales. Part of the BFI Film Audience Network and supported by National Lottery funding, FHW regularly develops inventive ways for people in Wales to go to the cinema with its independent member venues.

Film Hub Wales (FHW) is one of eight UK wide 'hubs' part of the BFI Film Audience Network (FAN) and supported with National Lottery funding, with Chapter appointed as the Film Hub Lead Organisation (FHLO) in Wales. We aim to develop the exhibition sector through dedicated research, training and audience development project support. Since Film Hub Wales set up in 2013, we've supported over 225 exciting cinema projects, reaching over 480,000 audience members. We are also proud to lead on the UK [inclusive cinema](#) strategy on behalf of BFI FAN.

[Website](#), [Twitter](#), [Facebook](#), [Instagram](#)

About Creative Wales

An internal agency of the Welsh Government Creative Wales is committed to growing the Film and Television sector in Wales providing support through funding, skills and talent development for both home grown and inward investment productions. Our mission is to drive growth across the creative industries, build on existing success and position Wales as one of the best places for creative businesses to thrive.

[Website](#), [Twitter](#)

About the BFI Film Audience Network

Supported by National Lottery funding, the BFI Film Audience Network (FAN), is central to the BFI's aim to ensure the greatest choice of film is available for everyone. Established in 2012 to build wider and more diverse UK cinema audiences for British and international film, FAN is a unique, UK-wide collaboration made up of eight Hubs managed by leading film organisations and venues strategically placed around the country. FAN also supports talent development with BFI NETWORK Talent Executives in each of the English Hubs, with a mission to discover and support talented writers, directors and producers at the start of their careers.

BFI FAN Film Hubs are:

- Film Hub Midlands is led by Broadway, Nottingham working in partnership with the Birmingham-based Flatpack
- Film Hub North is led jointly by Showroom Workstation, Sheffield and HOME Manchester
- Film Hub South East is led by the Independent Cinema Office
- Film Hub South West is led by Watershed in Bristol
- Film Hub Scotland is led by Glasgow Film Theatre
- Film Hub Northern Ireland is led by Queen's University Belfast
- Film Hub Wales is led by Chapter in Cardiff
- Film Hub London is led by Film London

BFI FAN [Website](#)

About the BFI

We are a cultural charity, a National Lottery distributor, and the UK's lead organisation for film and the moving image. Our mission is:

- To support creativity and actively seek out the next generation of UK storytellers
- To grow and care for the BFI National Archive, the world's largest film and television archive
- To offer the widest range of UK and international moving image culture through our programmes and festivals - delivered online and in venue
- To use our knowledge to educate and deepen public appreciation and understanding
- To work with Government and industry to ensure the continued growth of the UK's screen industries

Founded in 1933, the BFI is a registered charity governed by Royal Charter. The BFI Board of Governors is chaired by Tim Richards.

About Chapter

Chapter is one of Europe's largest and most dynamic arts centres with cinemas, theatres, exhibition spaces, studios, a café, award-winning bars, over 60 cultural workspaces and more.

Chapter has an international reputation for excellence, innovation and collaboration. It offers an ever-changing programme of the best performance, films and exhibitions from Wales and from around the world.

[Website](#), [Facebook](#), [Twitter](#)