




SHOOT SOUL

FILM ► MUSIC



SHOOT & SOUL FILM AND MUSIC FESTIVAL



BACHELOR FINAL PROJECT 2015 - 2016
DESIGN OF A PROJECT FOR A FILM FESTIVAL
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'Without music, life would be a mistake.'

Friedrich Nietzsche

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PERSONAL STATEMENT

During my exchange year in Denmark, I developed an interest towards event planning and production. In my second semester abroad, I had the chance to make an internship at two of the main musical events in the country, the *SPOT* and *Northside* festivals. Working close to the organization and production crew, I gained some knowledge regarding both events and its planning.

Back in Bilbao, I have decided to use what I learned abroad to make my bachelor's project creating my own cultural event for the city. I wanted to keep learning in this discipline and fully understand how to develop a completely original idea into a real event.

Starting with the idea of offering something different from the existing cultural program, I came up with the idea of the **Shoot & Soul Festival**, an event combining two of my biggest hobbies: music and films. My main objective with this project is to combine the local culture, with the proliferating underground spaces in the city.

Despite the fact that I had some previous experience regarding event organization, it was very challenging for me to take full control regarding the production and economic aspects of the festival, tasks I have never taken care of before. That is why I decided to keep learning in a professional environment, and I got hired at *Last Tour's* production and marketing department. This job has given me a better understanding of what is like to organize a festival: looking for financial support, dealing with a working crew and understanding the production needs for every situation.

My job has also helped me connect with people from the music and audiovisual industry in order to give the Shoot & Soul festival a more realistic and down to earth feel. Although I still have not decided if I want to pursue this project and organize it, I have already searched and negotiated the different venues and sponsorship deals, contacted the jury members and presented the festival to different institutions.

Having a general idea of what I wanted to do and some previous experience on the field, I have designed and developed the Shoot & Soul festival, which I will be explaining throughout this essay.

INTRODUCTION

Shoot & Soul is a three-day film and music festival where movie soundtracks have a special presence, as music will be the guiding thread of the activities. Filmmakers and film enthusiasts will be welcome to submit their self produced short film and music videos, with a particular focus on the combination between music and film. Since the main topic of the festival is music, small acoustic concerts will be also offered, following other activities like exhibitions, cooking shows or DJ parties to engage the public.

The idea for the festival is to offer a place for new and upcoming artists, filmmakers or musicians to showcase their talent and build an audience; but it also gives music the importance it deserves, not only in films but also in our daily life.

Shoot & Soul will not be a sit-down or cinema style of festival. The projection and activities will be offered in local art galleries, coffee shops, local markets, etc. These locations are not common for this type of festival, offering new and exciting places for the audience to discover around the city. This way, the festival will also promote the local cultural districts and what they have to offer.

The first edition of the Shoot & Soul festival will be featured in Bilbao, but as the structure is really flexible the event could be hosted in different cities or countries as well. This essay will cover the information and planning regarding this first edition.

2.1. Why Bilbao?

There are some reasons behind choosing the city of Bilbao as the location for the first edition of the festival:

Bilbao has become an important location for culture in Northern Spain. The city is well known for its cultural agenda and important attractions with international recognition such as the *Guggenheim Museum*, *San Mames* or the *Arriaga Theatre*. Around 140,000 people come to Bilbao for the *Bilbao BBK Live* festival and 2 million people enjoy every year the mayor festival of the city called *Aste Nagusia*.

The city is also becoming an attractive destination for underground art and music lovers. Some old industrial or marginal areas of the city, such as *Zorrozaurre* or *San Francisco* districts, are now used to promote culture. This gives the chance for locals and tourists to explore an alternative city, which is still unknown because these districts and their events are not that close to the city centre or as mainstream as other activities.

Being an important cultural destination, Bilbao still has a very plain and repetitive cultural offer. There are not many options for locals and tourists apart from going to a museum, football match or tasting the local gastronomy. It is interesting to note that small and local movie theatres are now closed and big chains operate the ones that are still open. Therefore, Bilbao is considered to be an important cultural destination, but what it currently offers it is easy to find or replicate in any other city.

On an online survey¹ focused on 700 users between 16 and 54 years old and living in the Bilbao area, participants were asked to choose between five statements the one that best described their city's cultural offer.

Among the participants, only 12.3% consider Bilbao's cultural offer interesting and varied. The most common reply with 55.1% was "It is always the same type of activity". People want to explore alternative cultural activities. Also 23.4% feels that the cultural activities are "not well promoted" and the cultural spaces created by the city hall do not offer enough activities or are not properly used.

It also seems that the cultural agenda of Bilbao forgets youngsters when organizing events. An 86% of the respondents between 16 and 24 years old feel that the only way they can enjoy a night out is at a disco since there are not many events going on, especially during wintertime. Also, the price range of the events seems to be expensive and difficult to afford.

Summarizing the responses from the survey, a common trend can be seen where (1) people feel that there should be more cultural activities in the city, (2) existing events do not offer new activities, (3) or are too expensive. In addition, (4) there are not enough activities for young people to do.

Analysing the potential the city has, the Shoot & Soul Festival can be an interesting alternative to fulfil the existing demand of alternative events. Attendants will enjoy a movie or a music night out while discovering venues that they did not know before or will learn new things about music, cinema or even the local cuisine. This essay will argue that the Shoot & Soul festival can fulfil a part of the cultural necessities the city of Bilbao has with a budget adapted to the economic possibilities of the public and private institutions that would promote it.

2.2. *Why music?*

Will it be as exciting to see *Indiana Jones* (Spielberg, 1981) ride without hearing John Williams' Raiders' March? Or a battle between *Arthur and his knights in Excalibur* (Boorman, 1981) without Carl Orff's "O Fortuna"?

Since the beginning of film history, music has had an important role. Even though at the beginning was only used to silence the noise of the projector, soundtracks can help the audience remember a particular moment into the film or even help them love or hate any particular character. As composer Neil Brand said: "We can feel it going into our ears via sound waves and it can produce all sorts of physical responses, including in the right circumstances an actual thud to the stomach" (2013). Well-known examples of the importance of music in film history are the jabbing notes in *Psycho's* (Hitchcock, 1960) shower scene or the ending scene of *Dark Victory* (Goulding, 1939).

The first original soundtrack was produced in 1908 for *The Assassination of the Duke of Guise*. (Brand, 2015). Ever since, soundtracks have evolved from plain songs, which can be

¹ Online survey conducted by the author of this essay. See appendix 1 for survey's results.

heard during a film, to being the complete storyline like in *Grease* (Kleiser, 1978), *Les Misérables* (Hooper, 2012)” or *Step-Up* (Fletcher, 2006). Nowadays each movie has music related merchandising where important singer-songwriters are featured. (Baran, 2002). The Film Academy also awards the best film soundtracks at The Oscars giving out the Best Original Score award.

Music has an important role in films. Even when there is no dialogue, music is present and sometimes the audience forget how important it is. But it does not only play a big role in films, it has also become a very important industry.

The relationship between music and image has also merged into a particular audiovisual text: music videos. During the 1920s Oskar Fischinger created the first animation films that fitted the rhythm and the changes of jazz music: motion paintings. (Hanslick, 1981). For some critics those short animations are the first music videos in history. During the 1940s, music artists and bands like Elvis Presley (*Love Me Tender*; Webb: 1956) or The Beatles (*A Hard Day's Night*; Lester: 1964) started to get featured in films, creating a new genre in Hollywood where music determined the technical aspect of the movie (scene changes, script, characters, etc.). (Cousins, 2011).

Television altered music's structure and relation with the audience. Music went from being the complementary element of the image to be the main element. TV Networks started creating shows where artists performed their songs.² Also, the famous *jukebox* evolved with television. They integrated a small screen (12 inches) where, apart from listening to a song, people could see a video clip, often from a live performance of the artist. (Brand, 2015)

But the first official music video was released in 1975 featuring Queen's *Bohemian Rhapsody*. Bruce Gowerserk directed it, becoming such a big success that the song was number one for nine weeks in the UK and the USA. (Szatmary, 2014). The importance of music videos was consolidated with the launch of *MTV* in 1981. The *Viacom* channel became the niche of music offering new bands a platform to showcase their music for the first time on stereo. (Baran, 2002).

Nowadays music videos, are no longer simple concert recordings, and feature more cinematic storylines and fictional characters as in short film productions. Some are also connected to video art with more metaphorical content. The duration of music videos is no longer linked to the duration of the song. In recent years, music videos have been as long as a short film. Popular bands and artists like Kings of Leon, with their song *Beautiful War*; or Lady Gaga with *Telephone* had made their music videos into five to 20 minute short films where a storyline its followed by some fictional characters, sometimes not even close to the meaning of the song.

It is clear that music has become a multimillion business, but it also plays a really important part in society and in every person. A sociological study performed by the independent

² Examples of those shows are *Top of the Pops* broadcast by the BBC since 1964 and ITV's *Ready! Steady! Go!* which was broadcast from 1963 to 1966.

research studio *Too Much* in January 2016 analysed the importance of music comparing it with one the most popular sports in Spain. They asked a sample of 3,000 online users how they felt about music and football.

71% of the participant answered that music, in a way or the other, is important in their lives. In contrast only 23.8% answered that football is important for them. As we can see, music performs an important part in today's society, being much more relevant than the biggest sport played on all the mainstream media.

This trend can be seen analysing the social significance of both music and football. 97.4% of the respondents of the aforementioned survey answered that they like music and only 1.8% answered that they do not like it. Although, in the case of football, 55.7% enjoys the sport and 43.6% is not appeal to football. The relevance between music and football is even clearer when segmented by sex or age as we can see in the graphics in the appendix 2 at the end of the essay.

After analysing the evolution of music and the cultural offer of Bilbao, the following section will describe the reference events used to design the Shoot & Soul festival. Each one of them has been reviewed because of their popularity, geographical proximity or its similarities to the festival.

REFERENTS

To develop the idea and design of the Shoot & Soul festival, I have attended, worked in and analysed several festivals, events and productions that combine different elements and aspects I want to incorporate to my own project. All the referents combine cinema and music, the main two aspects of Shoot & Soul, or are related to the underground and alternative culture that is proliferating in the city of Bilbao.

These projects are already well-established events and have prestige for artists, media and audience alike. I think it is interesting to analyse them so I can replicate some elements following my own ideas and adapting them to my target.

3.1. *SPOT festival*

Festival type	Amateur international films and music acts
Location	Aarhus, Denmark
Duration of the festival	4 days
Language use	Mainly English, with an important presence of Nordic language
Approx. visitors	2,300 audience members and 1,500 accredited Media and professionals (2015)

The *SPOT Festival* is an annual three-day music festival in the city of Aarhus, Denmark; promoted as a local initiative by the local authorities, sponsor companies and culture associations. Its first edition took place in 1994. Since then the festival offers a platform for up-and-coming Scandinavian talent on the verge of a national and international discoveries. Around a hundred artists perform every year at the festival's stages; everything from pop, rock to alternative music.

In 2013 the festival started showcasing emerging Nordic film talents across all genres. The music festival became a new platform for filmmakers to breakthrough into the Nordic film industry, same as for musicians. The festival offers professional workshops such as introduction to rotoscoping or animation for film students and moviegoers. It also awards the best fiction short film and documentary with a money prize.

The festival has overall a very alternative style and, as the Shoot and Soul festival, it features both film and music acts in the local language and English. The festival has an access fee for the different events and concerts. Its last edition gathered 2,300 people as audience members and 1,500 music business and media people.

Shoot & Soul, as the *SPOT festival* does, will feature upcoming talents. International filmmakers and singer-songwriters will have the opportunity to submit their original work to be showcased in one of the organized events. Another aspect taken from the *SPOT festival* will be the language policy. The Nordic festival tries to feature as many projects as it can in the local language. The Shoot & Soul festival will feature Basque short films and music videos, but without forgetting that the festival's main language is English in order to pursue a multicultural and international identity.

3.2. *South by Southwest*

Festival type	Interactive media and music
Location	Austin, Texas
Duration of the festival	10 days
Language use	English
Approx. visitors	44,416 visitors (2015)

South by Southwest is a multidisciplinary festival happening every year in Austin, Texas. The festival began in 1987 and its 2015's edition lasted for 10 days, where music, films and transmedia projects were showcased to artists, to the film and music industry and to the general audience. 44,416 people attended the 2015 event where 2,200 bands played and 256 films were programmed.

This is a mainstream festival featuring big names of the music and film industry, such as Seth MacFarlane or Lena Durham for film and Amy Winehouse or *Black Eyed Peas* for music. It also highlights on a second level independently produced films and emerging filmmakers and bands with a unique vision.

An interesting part of this festival consists in the interactivity with the audience via the official website or social media, through which spectators get to decide who should host a panel or what movie should be showcased. This develops a really hard-core fan base for the festival and the *South by Southwest* brand. Important production companies use these unique features to test their upcoming movies or projects at the annual festival.

It is really interesting that the *South by Southwest* festival features content for the general audience, more devoted fans and for the industry members. This is one idea I will incorporate to the Shoot & Soul festival. Although all events will be free of charge, there will be projections for film enthusiasts and more mainstream events to bring the art and culture for the general audience.

In addition, to make it more interactive, the Shoot & Soul festival could develop an app or gadget so the fans can give their outputs on the events and projections through their portable devices, social media and similar platforms.

3.3. *Caostica*

Festival type	Video art productions
Location	Bilbao, Basque Country
Duration of the festival	6 days
Language use	Spanish and Basque
Approx. visitors	1,400 visitors (2015)

Caostica is an alternative short film and music video festival that takes place every year in Bilbao, Spain. The festival receives around 650 national and international audio-visual productions from which a selection is showcased during a three days programming. Some of them feature popular artists and bands such as *Berri Txarrak*.

The festival's style is summarized with the *Cine Bizarro* section, which stands for alternative and underground film productions. The majority of the pieces are related to video art, a film type still unknown for the general audience, becoming a handicap to attract the public unfamiliar with that side of the cinema. But at the same time, it can open a new perspective for the underground trends and make it more accessible to people and the media outlets. During the last edition a total of 1,400 people participated in its events.

The venues for film projections are really unfamiliar for this kind of festival in the Basque culture. Examples of previous editions are old factories, skating rinks, or forests close to the city of Bilbao. This is the one of the most interesting aspect of the *Caostica* festival, apart from its bizarre theme.

The way *Caostica* handles submissions is really interesting. They use two online services dedicated to this type of projects: *Festhome* and *Movibeta*. Everything goes through the Internet, no physical discs are needed, which makes it easier for the participants and the organization to handle and organize each submission.

Caostica shares some common elements with the Shoot & Soul festival. One of them is using not-common places to host the organized events. In the case of the Shoot & Soul, locations are handpicked to offer the audience additional elements to the screening: it can be a cooking showcase or an art exhibition. For *Caostica*, the locations do not offer any additional activity; it just focuses on the film's screenings.

Even though both festivals are hosted in the same city, each event has a well-defined theme and covers different segments and audiences. While the Shoot & Soul festival showcases films and music videos with a connection to music, *Caostica* features underground and video art productions, which attracts a very specific audience. The viewers must have some previous knowledge to understand this type of cinema. Given that the thread of the Shoot & Soul festival is music, it is more open to a broader audience. Each festival is also not celebrated during the same period of time. *Caostica* is host in June and the Shoot & Soul in September, having more than a three-month gap between them.

For everything explained above, both events can cohabit without overlapping or entering into competition.

3.4. *BIME & In-Edit festival*

Festival type	Music and entertainment industry
Location	Bilbao, Basque Country
Duration of the festival	4 days
Language use	English, Spanish and Basque
Approx. visitors	22,481 visitors and 1,800 professionals (2015)

BIME is Europe's leading music conference and festival dedicated to exploring new opportunities on the music and digital industries, and bringing together more than 800 professionals in the professional conferences and 22,400 music fans from 18 countries. In addition, *BIME* collaborates with Barcelona's *In-Edit film festival*. Every year the festival

brings a small portion of their documentaries selection to Bilbao offering different showcases on the festival and other locations around the city.

This international festival features the best music documentaries such as *Wild Combination* or *Glastonbury*; and has invited important musicians like José González, Nacho Vegas or *Loquillo* as part the jury or to offer master class regarding the music industry and the power music has on films. The festival's 13 editions have feature more than 500 titles and received more than a million spectators, rewarding the best international and national musical documentaries.

An interesting aspect of the *In-Edit festival* is that some of the screenings are held as parties with DJ acts or musical concerts. The mix between live music, art and cinema is an aspect I am bringing to the Shoot & Soul Festival, offering more than a documentary or a music video to the audience. *In-Edit* only features live music with its projections, but Shoot & Soul will go beyond that and offer other activities such as cooking, literature or art-related events.

3.5. Dock the Bay

Festival type	Music documentary
Location	San Sebastian, Basque Country
Duration of the festival	8 days
Language use	English, Spanish and Basque
Approx. visitors	10,000

Dock the Bay is a music documentary festival hosted every January in San Sebastian. The festival's eight editions have feature not only music related films, but also cultural activities like parties, art exhibitions or concerts. The festival has over 10,000 viewers and more than 25 new films every year. In order to attend most of the festival's activities and screenings the audience must pay a fee.

The festival is mainly targeted for new and upcoming talent to showcase their films and music connecting them with cultural activities such as art, seminars, etc. The Shoot & Soul festival follows the same identity, but it connects the audience, not only with culture, but also with the selected venue. Its place will offer an activity specifically chosen for that space and audience. For example, the events hosted at the market will have the local cuisine as the main trend; or the ones at Persuade, fashion. Dock the Bay also offers cultural programming apart from the screenings, but the venues do not necessarily have to be connected to the activity.

Regarding the official section, both festivals feature the same style of films: music related films. Even though, the Shoot & Soul festival also awards music videos, this could make both festivals very similar. In order for both to coexist, the Shoot & Soul festival will be hosted in underground locations offering all activities free of charge. In addition, there is a nine-month gap from a festival to the other.

After presenting the festivals and events used as referents, the details regarding the Shoot & Soul festival will be presented next, highlighting its differences from the previous references.

SHOOT & SOUL FESTIVAL

The Shoot & Soul Festival is an annual three-day film festival taking place in Bilbao, that features short films and music videos with a connection to music and its history. The organization of the festival will make a selection from all submitted entries to showcase during the festival; and a professional and independent jury will award the best short film and best music video.

Apart from the projections, musical performances will be hosted every night offering small and intimate acoustic concerts featuring some of the most iconic movie soundtracks. The festival wants to promote the local culture and art offering additional activities such as exhibitions, cooking shows, etc.

Following the effort to promote the city and its underground culture, the majority of the events will be hosted at uncommon locations such as local markets, comic shops, old factories, etc. For example, the daily music nights will be hosted at *La Ribera Market*, the *Word Guinness Record* market on the bank of the *Nervion* River.

In the following pages, I will explain in detail the procedure, requirements and production plan of the festival and its different events and activities. According to these needs, I will elaborate an estimate production budget and a financing plan to fund all the costs in order to maintain the festival and all its activities free of charge and open to everyone who wants to enjoy the combination between music, culture and cinema.

4.1. Film showcase and contest

The Shoot & Soul festival is intended to become a platform for young and upcoming artists to showcase their love and interest towards the music world. The festival aims to promote the creation and production of music themed films from talented young filmmakers and give this audiovisual genre the international importance it deserves. Throughout the three days about 60 international short films and music videos with a focus on the world of music will compete for one of the two final prizes.

The reason behind choosing music as the main theme for the festival is to facilitate the access to this film genre, overcoming the difficulties it has outside the conventional commercial circuits. The power of music could also help to increase audiences interest towards this and other audiovisual formats or alternative film circuits.

The Shoot & Soul festival is divided into two main categories: short films with a focus in music and videoclips. This can be approached from any point of view; whether social, ideological, aesthetic, biographical, anthropological, etc. The main music style of the film will also be open to the filmmaker to choose and will not influence the selection criteria. Productions will compete to become the best short film and music video of the festival. Each category winner will be rewarded with a monetary prize of EUR 1,500. All the requirements regarding submissions to the Shoot & Soul festival can be found in the corresponding appendix at the end of this document.

Even though newly produced films and music videos will have preference towards being selected for the different screenings, filmmakers are welcome to send films produced during the last three years. The festival does not accept films in production, and must be finished before submitting it to the organization.

4.2. Language

Music is the international language and the Shoot & Soul festival wants to portray that also with its language policy. English will be the festival's main language, but local tongues will have a strong presence. The opening and closing ceremonies will be hosted in English, but both will also be translated in both Basque and Spanish.

The festival's media (website, graphic content, brochures, flyers, etc.) will follow the same dynamic and it will be available in English, Basque and Spanish. It is interesting to mention that the festival's brochure will provide information about each film's language use and the subtitles option it provides during the screenings.

English is the main language of the festival to stimulate the offer of Original Version films in Bilbao and Spain. It is hard to find film theatres offering other option than dubbed versions, and the festival wants to encourage local cinemas to supply films in Original Version. In most countries, unlike in Spain, films are offer in Original Version, making its viewers fluent in the language as they are in theirs.

Making the festival in English will also stimulate the inflow of foreign public generating an increase of international tourism, portraying Bilbao as the multicultural and international city it is.

4.3. Film submissions

Film submissions are welcomed in any language, but if the main language is other than English, Basque or Spanish, it must offer subtitles in either one of those languages. No dubbed films will be accepted for this first edition. For music videos, there is no need to add captions even if the language it is not one of the three mentioned above.

Filmmakers can submit their productions using the festival's official online platform: *Movibeta* and *Festhome*. Both services offer the option to send films to a selection of film festivals, and makes it easier for both the organization and the filmmakers.

As for the organization, both platforms collect all films at their own server offering access to every organization and jury member to watch them. Also, when the final selection is done the platforms are in charge of asking the filmmakers for a better quality piece if it is necessary. The only downside is the small fee they have for filmmakers (between EUR 1,5 and EUR 4). Considering both platforms simplify the task for both the organization and the filmmakers it is an affordable fee. Asking for that small amount of money will automatically make a selection since people will not pay if they are not sure what they send could be selected by the organization.

4.4. Jury and awards

The Shoot & Soul festival's organization, following its international and multicultural identity, has chosen a multidisciplinary jury for its first edition. Nevertheless, all four members are connected to music and/or cinema; they come from different backgrounds and have different expertise:

Richard Raskin, born in New York (USA), is a film director with over 30 years of experience working in the US and Europe. He has directed more than 20 short films; among which highlight *Seven Minutes in the Warsaw Ghetto* and *Reading Man*. He is currently professor and doctorate from the University of Aarhus in Denmark and participates in international film festivals as jury. Recently, he has been present at the *Art By Chance Ultra Short Film Festival* in Istanbul and *Minimalen International Festival* in Norway.

Carlos Gil is a graduate in Fine Arts from the *University of the Basque Country*, and specialized in cinematography by the *American Film Institute* in Los Angeles, California. Some of his audiovisual work includes *Tira tu Reloj al Agua* (2004), experimental film with material from José Val del Omar, and *eGolem* (2006-2011), a visual narrative of the remains of Sefarad in Spain and the Hebrew myth of the Golem. Currently, he collaborates with the *University of Barcelona* and the *University of the Basque Country* as an adjunct professor.

Victor Fortes is a young filmmaker and music composer from Bilbao. He has worked in major national TV productions such as *El Barco* as creative director, and now he works as a freelance filmmaker and soundtrack composer for film and TV series. He is also a truly music lover as he also plays guitar and sings in a band, which has been feature in different music festivals such as *Bilbao BBK Live*.

Zuriñe Hidalgo is a popular face in the Basque Country. She is the singer-songwriter of *Hesian*, one of the most popular Basque bands. They have performed in more than a 100 stages since 2006. She is also a regular face on *Euskal Telebista*, where she has been feature on shows like *Betizu*, *Kantugiro* or *Euskal Herria Zuzenean* as host, actress and musician. Zuriñe is also very involved with activities that provide opportunities for young artists like the music contest *Banden Lehia*.

Jury members will have to choose the winners of each category and award. In this first edition the organization will award the best short film and best music video. Each winner will be rewarded with EUR 1,500.

Between the submissions and the screenings, the festival's organization will do a shortlist in order to provide the maximum quality for the festival. Newer and never showcased films will have priority over other submissions. The organization also holds the right to disqualify films that do not respect the festival's rules and requirements. The final selection for the showcases will be published on the official website one month prior to the start of the festival, and filmmakers will be notified via email.

4.5. *The city and main venues*

The Basque Country has unique traditions and taste of culture that makes it a really special place. Starting from having its own language, which is the oldest in Europe, to its own festivities, worldwide famous cuisine, cinema and folklore. San Sebastian has been named European cultural city for the year 2016. This title emphasizes the importance of Basque culture around the world and it has a yearlong cultural programming planned.

Bilbao has developed a big transformation from an industrial city to being one of the biggest touristic destinations in Spain. In the last decade, culture has gained importance with the creation of new art districts and areas where different artistic disciplines meet with the city. The surroundings of Bilbao's riverbank are a clear example of this, where today's modernity coexists with the remaining's of the old factories.

Since the industrial era, many immigrants came to Bilbao turning it into a multicultural city. Today various cultures and languages live in the city, generating a plurality of languages and cultures that enrich the local one. This is why Bilbao is the perfect city to host the first edition of the Shoot & Soul festival. The festival, apart from its cinematographic program, will organize activities to enrich the local culture, mixing the traditional Basque elements like the cuisine, art and music with today's modernity.

Music is really important for the city and for the Shoot & Soul festival. Following its musical theme, every night *La Ribera Bilbao* will host an acoustic performance from a national and international upcoming artist.

During the first night *Viktor and Kader*, a duo that has played for the Vienna's Symphony Orchestra, will make the audience enjoy with the combination between the violin and the acoustic guitar. For the second night, a trio from Bilbao brings the power of two guitars and amazing vocals. Before they begin their European tour, *Lorelei Green* will make a stop at the Shoot & Soul acoustic nights to cover well-known movie soundtracks with a pop-rock approach. To celebrate with the winners, *Charles Chop Cooper* will bring his saxophone and hip-hop rhythms offering a completely original sound full of live improvisation.

La Ribera will also host a movie themed cooking show with the help of the chef Joseba Zuazo. Joseba and his team will show the audience how to cook the most cinematographic appetizers while they watch some of the selected short film. All of them will be cooked with ingredients from local farmers. After the showcase a networking cocktail will be offered for the film enthusiasts, jury members and filmmakers to connect.

The music videos will be showcased during the *Open Your Discobox* event. Bilbao's old cookie factory's walls, with the help of mapping and some DJs, will showcase the music video finalists. The event will be hosted as all-night underground party where DJs will play and remix movie soundtracks for everyone to dance and enjoy.

The festival's meeting point, *Dock Bilbao*, will turn into an art gallery where more than 150 movie posters will be exhibited for everyone to see and admire. Some of the posters will be exclusive collector's pieces.

During each short film screening, the festival will combine the films with art and culture. All along the showcase at the oldest comic shop, the audience will have the option to enjoy the short films while reading a comic book; or a live painting show at *La Cosmos*, where two painters will paint a canvas with what they feel in the films. Lastly, the short films at *Persuade* will be joined by a fashion show recreating some famous looks from cinema's history.

FESTIVAL'S PRODUCTION

Despite the Shoot & Soul festival last only for three days, it has a long pre-production and planning that last about **ten months** a year. For this reason, it will feature a permanent team that will work in the management of all production and administrative needs the festival has. In addition, the months leading to the festival the team will be increased with volunteers and interns to support in the needed tasks.

PRODUCTION BUDGET ³	
Festival Staff	31,077.00€
Venues	6,732.00€
Communication	4,940.00€
Awards	3,000.00€
TOTAL 45,749.60€	

The locations are also an important aspect of the festival. They give a special charisma to the festival, following its defined identity and image.

This section details the permanent team the festival has, along with the production and location's needs and the financing plan. These elements can also be found in the attachments to this document.

5.1. Festival staff

The Shoot & Soul Festival is composed of a team of four people led by the festival director. These people will be in charge of the tasks prior to the festival such as designing the graphic identity of the festival, getting help from sponsors and public institutions, running the website and social networks, location searching or meeting the needs of production before, during and after the events.

The **festival director** will be in charge of coordinating the team and making sure everything is on schedule. This person will be the representative person of the festival and the rest of the work team towards institutions and the media since he or she will participate in meetings, press conferences and at the opening and closing ceremonies.

Daniel Tapia will be the festival's director, as he is the one creating the concept and because of his experience as marketing and production assistant in projects like *Bilbao BBK Live*, *BIME* or *Caostica*.

The festival director will have the support of an **assistant** that will ensure all the team's necessities are taken care of and everything has a clear schedule for every working week. This person will also be in charge of the application of public grants for the realization of the festival. He or she will apply for the ones that match the festival's criteria and will monitor the application.

³ The detailed production budget for the first edition of the Shoot & Soul festival is attached to this document.

The **production director** will be the person in charge of the locations, both scouting and negotiation. He or she will also complete the technical rider for each location and event in order to request and budget the needed equipment. This person will elaborate the production budget and schedule for the in-site production of the festival, coordinating with each location responsible and the rest of the team.

To fulfill the creative needs, the team will have a **graphic designer** in charge all graphical needs such as posters, flyers or pamphlets. This person will design and handle the printing necessities for the festival. He or she will also work close to the online responsible in order to design the website and the arts for the social media profiles.

In order to design and maintain the online platforms, there will be a **web responsible** on the working team. This person will control the website and make sure all its content is updated. He or she will also be in charge of the social media profiles, working as a community manager posting interesting content, replying to questions and moderating comments and discussions.

Freelance workers, such as a **video maker** and **photographer**, and **interns** will increase the team during the festival in order to fulfill all the in-site needs.

The intern selection will only be open to the Faculty of Communication of the *University of the Basque Country* and the Master in event organization from the *University of Deusto*. Interns will not get economic compensation, but will have the option to redeem their time working at the festival for two curricular credits⁴, as they will be working part time (four hours a day from Monday to Friday and three full days during the festival) during the two weeks prior to the festival. They will also gain preferential access to all events, film projections and parties, including the opening and closing ceremonies.

5.2. Venue selection

As previously mentioned, the Shoot & Soul festival will be hosted in multiple locations⁵ around the city of Bilbao, but all will be within walking distance from each other. All spaces are close to the river, so attendants will have the option to learn more about the city of Bilbao walking from one event to the next. The walk following the river is a great experience to understand and visually see the changes the city has undergone since the industrial era until today's touristic and cultural environment.

Due to its location and easy access from the rest of the locations, the meeting point for the festival will be **Dock Bilbao**. This is a multidisciplinary space and bar in the riverbank. The space usually hosts art exhibitions, conferences, projections and concerts. Therefore provides the organizers with a modern and update backline. The capacity of the bar is of 200 people and most importantly, the auditorium can accommodate up to 259 spectators. This second space will host the closing ceremony and last screenings of the festival. As the meeting point

⁴ According to Spanish Ministry of Education, Culture and Sport each ETCS credit is equivalent to 25 hours of work or study.

⁵ Every location has been contacted in order to receive its technical rider and the cost of its rent.

of the festival, it will also showcase the movie poster exhibition that will be part of the festival's extra activities.

Dock Bilbao offers both spaces free of charge with the option to use their backline and technical equipment for the different events, which is enough for the festival's necessities. Regarding, the timetable and opening and closing times, they will maintain their regular schedule from 08:00 AM to 02:00 AM.



Figure 1: venue selection: Dock Bilbao, La Ribera Bilbao, Espacio OPEN and Bilborock

The opening ceremony for the Shoot & Should Festival will take place at *Bilborock*, a space offered by the city council to host cultural events. It can fit up to 240 people and offers all the technical equipment needed for the ceremony, including the technical staff needed to control it. The location of the venue is also relevant, since its also located near the riverbank and its walking-distance from *La Ribera Bilbao*, where the following event takes place; and *Dock Bilbao*, the festival's meeting point.

Being a public space, the rental rates are very competitive comparing to similar spaces in the city. The rental for an evening is EUR 567. This price includes the rent for seven hours, the technical equipment, a maître, a ward for four hours, and the sound and lighting technician.

La Ribera Bilbao is a retro looking restaurant located in the market that has the same name. The space has a capacity for 159 people and hosts jazz and acoustic performances during the weekend nights. The space has the backline and technical necessities to host acoustic concerts like the ones planned in the Shoot & Soul festival programming.

The restaurant, as the festival does, promotes the local cuisine cooking only products from the local market and farmers. This is why the schedule cooking show activity will be host at *La Ribera Bilbao* with the help of the chef Joseba Zuazo, who previously worked for the kitchens of Josemi Olazabala and Eneko Atxa.

Regarding the monetary agreement, *Last Tour*, as the owner company of the restaurant, offers the space free of charge. In addition, they are responsible for hiring the waiters and the sound and lighting technician for the acoustic concerts.

Espacio OPEN offers a creative and multidisciplinary space in a characteristic place of Bilbao, as it is the former biscuit factory *Artiach*. It was the first project that brought the

Zorrozaurre district to a more cultural and creative environment. The big night-party of the festival will be hosted here, at the old car park of the factory. It is a 700-m2 place with space for 300 people.

The space for one night from 12:00 PM to 07:00 AM has a cost of EUR 375, not including the cost of the mandatory two security guards. The festival also has to provide the backline for the DJs and projectors. The cost of all these elements will be detailed at the production budget attached to this document.

The festival, in order to promote the alternative culture of Bilbao, will host the rest of activities and screenings in more intimate locations at the art district, which is also close to the riverbank. For that purpose I have chosen three locations: *Persuade Bilbao*, *La Cosmos* and *El Almacen Secreto*.



Figure 2: venue selection: El Almacen Secreto, La Cosmos and Persuade Bilbao

El Almacen Secreto is the oldest comic and collector shop in Bilbao. They sell everything from movies, TV shows and anything related to the most important fandoms, and also the ones that are not so popular. The shop does not have a lot of space, and can barely host 50 people inside, which makes it really charismatic. Attendants can enjoy the selection of short films while they discover new items from their favourite movie, TV or comic characters. The owners will let people read comics, play with animated figures, etc. while enjoying the projections of the festival.

The owners of the comic shop offer the space free of charge, but the festival is in charge of any technical element needed for the projections.

La Cosmos is a vintage art gallery and shop in the heart of Bilbao's art district. They sell from antiques to new artist's paintings and sculptures. They also host events related to art, such as live performances and workshops. It is such an alternative and culturally active space: the walls are full of drawings and the smell of paint heats you as soon as you cross the door. The only downside is that it cannot host more than 90 people, but it promotes the festival's identity of bringing new spaces to life and offering something different while enjoying cinema. During the projections two amateur painters will express on a canvas what they see and feel from the showcased short films.

This space will also be free of charge, but the festival will be responsible for any technical equipment need. *La Cosmos* will be in charge for booking the amateur painters.

Persuade Bilbao is a clothing store with a different feel to it. Customers do not have the sensation they are shopping for clothes since the space is full of plants, couches, coffee tables, see-through roof, etc. This makes *Persuade* such a special and charismatic place for the

festival's screenings. While the short film showcase, the shops patio will host a fashion show recreating some famous looks from cinema's history.

The owner from *Persuade Bilbao* asks for a EUR 200 refundable deposit in case of damage. As in the previous two locations, they do not own the needed technical material and the festival is in charge of bringing it. *Persuade* will be responsible of booking the models and creating the looks for them.

5.3. Production plan

As mentioned at the beginning of this section, the Shoot & Soul festival will have a production period of about **ten months** starting in January, and ending in October. During this time the above-mentioned work team will be in charge of all the tasks related to the creation and production of a film festival that is hosted in seven different locations. In this section, the production plan⁶ is split on a monthly basis and focused on the most important milestones.

During the month of **January**, festival's work team will design the festival's identity, programming and the basic visual elements like the logo and a presentation for sponsors and institutions. While doing that, they will work on the submissions requirements and rules.

Venues will be booked in **February** in order to accommodate the right dates and timetables. In addition, the team will work on getting private sponsors to finance the festival. The project manager and assistant will present the initiative to different companies, and by the end of the month, they will attempt to close deals and contracts with the interested companies.

All location deals will be closed by **March** and that is when the designer will start working the rest of the graphic and online content for the festival's public launch in April. During March, the work team will start booking the bands and DJs for the different music shows that will be offered during the festival.

Shoot & Soul festival's public presentation will take place in **April** with the launch of the website, trailer and the online communication campaign. The press kit will also be launched sending press releases and the video to the festival's press database. During the month, the production manager will also start working on the production riders for each event and location.

The 1st of **May** submissions will be open for all filmmakers and will be open until the 31st of **July**, when the internal jury will start the selection of pieces to be showcased at the festival. During the month of May a *Facebook Ads* campaign will be launched to target the filmmakers and persuading them to submit their films.

Throughout the month of **August** the internal jury will decide the films to be featured at the screenings and by the end of the month will notify the authors via email. Finalist will have three weeks to send their High Quality master to meet the minimum technical qualities.

⁶ The detailed production plan for the first edition of the festival is enclosed to this document.

September, the month where the festival takes place, will be the highest in terms of workload. The production team will finish all the technical riders, considering the production and design of every event.

The online and offline communication strategies will gain more importance and exposure with paid advertisement campaigns, poster and flyers around the city and its surrounded and presence at the metro stations.

Regarding logistics, the jury will arrive to Bilbao the day before the festival starts, the 24th of September, and will be accommodated at the *Melia Bilbao* hotel. Jury meeting to choose the winner films will be done the night of the 26th of September at the hotel restaurant.

After the festival, during the month of **October**, the work team will prepare a dossier collecting all information about attendees, social and economic impact on the city, press clipping, etc. This will be send to all the institutions and sponsors that funded the festival. The team will analyse the data and consider a second edition.

5.4. Communication strategy

The communication strategy for an event of these characteristics should combine both online and offline platform to ensure a good performance. Being the first edition of the festival, the budget estimated for communication is not as big as it should be needed. For this reason, the online paid campaign has been centred in two time frames: the submissions and the week prior to the festival.

During the week prior to the festival paid advertisement campaigns will be launch at *Facebook* and *Instagram* targeting the audience of the festival. In this case, men and female of around 25 and 39 years, mostly students or new professionals with a great interest in culture, music, cinema and entertainment. During the month of May, a *Facebook* campaign will be launched to attract filmmakers to sign up and submit their films for consideration. In this case, the target will be men and female between 19 and 39 years old, with a strong interest towards cinema, music and art.

In order to gain online reputation and impact, the community manager of the festival will be very active in the official profiles and communities and forums related to the film and music. Informative newsletters will also be sent to universities, high schools and public institutions.

The Basque company *Irontec* offered the option to add interactivity to the opening and closing ceremonies with the use of *Flowics*, a technology that combines social media and a live feed. What they propose was to offer an additional award, the public award, and the audience present at the last ceremony could vote using their *WhatsApp* and *Twitter* accounts to vote, and the results will be seen in a live feed. The organization considered the initiative really interesting, but it was really expensive and could not be afforded during this first edition.

The offline strategy will be focused on three main things: posters and flyer distribution, presence at Metro stations and press releases.

2,000 A3 posters and 1,000 A3 flyers will be print to promote the festival. Three hundred posters and 600 flyers will be sent to institutions, schools and universities who can potentially be interested in the festival and its programming. Examples of those institutions are the Faculty of Communication at the main three universities in the Basque Country, professional education institutes, etc. The rest of the posters and flyers will be distributed in Bilbao area during the last two weeks prior to the festival.

Metro Bilbao's 218 vending machines will also feature an advert during the seven days before the festival starts. This space does not ensure the exclusivity of the ad, but it has had a good impact on previous events organized by the festival's work team.

The festival will also send press releases to its media database with more than 1,000 local and national media. A total of eight releases will be sent, starting with the first one in April with the public announcement of the festival and giving information related to the submission categories and when those will be open. The second and third ones will be sent in May and July when submissions open and close respectively. The last one will give information regarding of the number of submissions, filmmakers profile, etc.

The Tuesday prior to the festival starts the organization will send another release with information regarding the Jury, activities, etc. Again, on Thursday a reminded will be sent with information regarding the film and cultural programming. Each festival day, a summary will be sent with the highlights of activities and projections including graphic content. On Sunday, after the closing ceremony, a final press release will be emailed with the winner information and the festival summary with attendance data, number of showcased films, etc.

The number and content of each press release can be modified depending on the organizations needs and medias response.

5.5. *Financing plan*

The Shoot & Soul festival's organization is a non-profit association and its finance through private sponsors and public funds. For the first edition of the festival the organization has requested some grants from public institutions and also has gained sponsorship though private bands and organization. This section, together with the financing plan attached to this document, will detail the grants and sponsorships obtained by the festival.

FINANCING PLAN⁷	
Sponsorships	9,972.00€
Public Funds	73,025.00€
TOTAL 82,997.00€	

The total income will be equal and never greater than the costs incurred by the organization and production of the events since the association cannot make profit out of the event.

⁷ The financing plan for the festival's first edition is attached to this essay.

5.5.1. Sponsorships

The festival has achieved economic and in-kind payments through different private sponsors and brands to support the festival.

Regarding monetary agreements, *La Salve* and *Last Tour* had offered to sponsor the festival's awards giving each EUR 1,500 in cash. This allows them to name each award with their brand name (e.g. *Last Tour* award to the best music video). The *Boletus App* has also offer EUR 650 to sponsor the *Open Your Discobox* event and the festival's meeting point, allowing the company to brand (roll-ups, hostess, etc.) both spaces for the duration of the events.

Regarding in-kind payment sponsorships, *Melia Bilbao* hotel has offer to host the jury for the duration of the festival, offering four double rooms during three nights. *Vueling* offered a round trip ticket, which will be used by one of the jurors. *Metro Bilbao* will publish during the seven days prior to the festival an ad on all their vending machines. *Last Tour*, as owners of *La Ribera*, has offered 300 snacks for the networking event and *La Salve* 400 33cl beer bottles for the *Open Your Discobox* event. All this brands will have their logo at the communication plan, graphic elements and promotional video.

The organization has also reached an agreement with some of the location as a fee for bringing new customers and clients. The management of *Dock Bilbao* has offered a 5% of the revenues from the festival's days in order to be the official meeting point. *El Almacén Secreto* also offers a 5% from any purchase done during the festival's screening for bringing new customers to the shop. *La Cosmos* and *Persuade Bilbao* will offer a 10% of their revenues during the events hosted at their stores.

5.5.2. Public funds

After researching the available public funds from local, national and European institutions, these are the ones the festival and its events fit the criteria for:

The Basque Government offers through its cultural department a grant to support artistic and cultural initiatives that promote innovation and uniqueness. The maximum amount allocated to each project through this grant cannot exceed the 70% of the budget. The aid subsidizes all items detailed on the Shoot & Soul festival's budget; except for investment costs, which are not contemplated for this project.

The European Union through *Creative Europe*, its programme for culture and creative projects, provides opportunities to stimulate interest in European audiovisual works through the promotion of events and festivals. This grant will contribute depending on the number of European films are in the festival's programming with between EUR 19,000 and EUR 75,000. It is not expected for the Shoot & Soul festival to have a remarkable European programming; if the grant is received, the festival will get the minimum amount.

Bilbao Ekintza, through its business support and economic activity boost, offers a EUR 2,000 grant as a collaboration agreement. By accepting this grant, the festival agrees to broadcast Bilbao's international and cultural image through its brand and programming. After the

festival, *Bilbao Ekintza* will request a memory with information regarding the impact of the activity in Bilbao: number of visitors, profiles of attendees, press clippings, etc.

Since the festival also promotes the local culture it can access to another grant by the council of Biscay that funds the creation of new touristic activations. Through this grant, the council promotes metropolitan activities that are associated with the technological, linguistic and/or educational tourism. After handling an analysis of the activation and its competence, it funds a 90% of the budget with a maximum of EUR 20,000.

These grants are indicative and not the final number until each institution awards them. The total of funds received by the festival will never exceed the costs of its production since it is a non-profit association. If the total value of the grants is greater, the festival's organization will return the excess to each institution.

FESTIVAL'S VISUAL IDENTITY

As mentioned throughout this document, the Shoot & Soul festival combines a film showcase with the local culture using music as the common trend. It is, therefore, important to define and elaborate a corporate image, as this is what the public will associate with our festival and brand. This section details the corporate strategy defining the festival's brand.

6.1. Name

The festival's naming refers to film using the word SHOOT and music by SOUL, two of the predominant elements in its essence. Both terms are easy to combine vocally, and makes it a catchy and marketable name. The reference to soul music is not only a visual or vocal concept; it is also a reference to integration and multiculturalism.

Soul music was originated in late 1950s in the United States as the rhythm of the change. During the civil rights era, it helped on the integration between white and black people. Soul music reflected the African-American identity; it stressed the importance of an African-American culture. This led to new music, such as funky, R&B and disco, which boasted pride in being black. It also influenced other musical genres like rock.

Summarizing, the chosen name is a referenced to both film and music, but also to the multiculturalism the festival wants to portray to its audience.

Regarding the naming, it should be used as Shoot & Soul Festival. The organization accepts the use of Shoot and Soul Festival and Shoot-Soul Festival, especially when it is easier to use or when some of the characters is invalid like in the web domains, social media links, etc. It is also not mandatory to use the word Festival after the naming, but it is recommended to link it with its activity.

6.2. Corporate colour

The festival's image and identity combines the modernity with the traditional or old elements. In relation to that, the predominant colours in the Shoot & Soul festival's graphic identity are black and the scale of red.

Psychologists consider red a high-arousal colour that evokes strong emotions and increases passion and intensity; same as culture, films and music does. Black references to classic or tradition, as it is defined as formal and elegant colour. With the use of both, the audience can identify the mixture of modernity and tradition through the use of colours.

To cater to the needs of printing and on-screen display, the equivalent of the colour in values of *RGB* and *CMYK* inks are attached:





MAIN RED	SECONDARY RED	BLACK	WHITE
			
R: 207 C: 6 G: 99 M: 80 B: 106 Y: 50 K: 0	R: 219 C: 5 G: 148 M: 56 B: 151 Y: 31 K: 0	R: 0 C: 0 G: 0 M: 0 B: 0 Y: 0 K: 100	R: 255 C: 0 G: 255 M: 0 B: 255 Y: 0 K: 0

Figure 3: Corporate identity's colour palette

Regarding colours, every photograph used in the festival’s graphic material must be in black and white scale to reference the traditional side, and the text should combine the main and secondary red with white.

6.3. Corporative typeface

The corporate typeface is the one that forms the basic trademark. This typeface is used to address the logo design, stationery and basic identity pieces. In this case, *Bebas Neue*, at its regular weight, is the main corporate typeface for the festival’s identity. The corporate image has been developed using this typeface because it has a Hollywood sign feel to it. Besides being the main typeface in the logo, it is also used in headlines and as the main text in the different graphic elements and documents.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Figure 4: *Bebas Neue* font’s alphabet use

In addition to *Bebas Neue*, the corporate identity has a complementary typeface. *Canter*, in its light weight, is used for second level texts, such as Film and Music in the logo; and subheadings.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Figure 5: *Canter Light* font’s alphabet use

FESTIVAL'S GRAPHIC ELEMENTS

After detailing the corporate identity of the festival, this section explains the different media where this should apply. All the graphic elements can be found attached to this document.



Figure 6: Graphic elements designed for the festival

7.1 Logo

The main graphic element is the logo, where the festival's ideology should be represented. For that purpose the designer has used the corporate colours and typefaces, combining them as mentioned above. He finished the logo adding three elements linked to both music and cinema. The first, and most clear one is a guitar that represents the musical aspect of the festival. Secondly, the logo itself its designed as a popcorn bucket and on the top we can see some popcorns in it. And finally the play button linking the film and music subtitle.

7.2. Poster

The festival's poster combines the logo, the corporate typeface and colours with an old photograph⁸ from the *Calzada of Mallona* in Bilbao. The photo itself was in black and white, so there was no need to modify it following the identity's guidelines above.

The designer has added a cinematographic touch to the poster colouring the man's jacket with the colour red. This is a reference to Steven Spielberg's movie *Schindler's List* (1993). This movie was shot in black and white, while the only element with colour was a little girl's jacket. Apart from the symbolic meaning it had on Spielberg's movie, the designer used it to connect the industrial and old Bilbao – black and white photograph; with the modern and cultural society – red jacket.

⁸ The photograph was used with the permission of the photographer who owns it.

7.3. Triptych

The triptych is a representation of the evolution of city through a walk across its estuary. Besides detailing all activities and events divided into days and times, it offers a bird's-eye tour of the evolution of Bilbao, from Zorrozaurre's old factories across the *Guggenheim museum* and the *Euskalduna* until reaching *La Ribera*, the local farmers market. As it can be seen, it is a trend on the festival's visual identity to portray their connection with the industrial and modern era, and the evolution of the city. It is also very handy and visually rich since all the venues are near the river.

7.4. Video

The promotional video is a mix between animation and scenes recorded during the last edition of In-Edit and BIME festivals. Once again, with the help of animation and Google Maps snapshots, the video maker centred the viewer's attention on Bilbao's estuary, in which icons create a path addressing the different activities the festival offers. After the animation, and to make the video more realistic, clips recorded at In-Edit and BIME have been included, showing similar activities to the ones at the Shoot & Soul Festival.

Regarding background music a copyright free song called *Looptown* (Tim Slikk) was used. The song fits the festival's identity since it is a jazz style of song without vocals. For the animation, an "earth zoom effect" was used to make it more realistic, and a "punch effect" to create the illusion that the icons were falling on earth.

7.5. Website

In order to manage and offer all updated the information for filmmakers, audience members, the media and institutions a website has been created using *WordPress* on a paid hosting server. The reason the organization has decided to develop the web platform using *Wordpress* is because it has a really easy content management system and its offers full control over the published content and the design options. The website is also fully responsive and available in all gadgets (*e.g. smartphones, tablets, laptops, etc.*).

The website available at **www.shootsoul.com** is divided into four main areas dedicated to each of the groups or segment interested in the festival: Shoot & Soul, Filmmakers, Audience and Press. There is also a section for Spanish and Basque speakers, where users can find a summary of the information in English; and a contact form to get in touch with the organization.

Shoot & Soul offers information regarding the current edition of the festival: the selection of short films and music videos, jury member's biographies and sponsors information.

The area for **filmmakers** offers information about the submissions, its requirements and access to *Festhome* and *Movibeta* to complete and send the application.

The **audience** section has the updated schedule of activities and performances.

The **press** area is a blog style page where journalist can access information regarding the festival (press releases, media dossiers, accreditations, etc.).

The website home works as a shortcut to the rest of the sections. It features a selection of the short films and music videos, the most recent post for the media and summaries of the important sections of the site.

CONCLUSION

As I have argued throughout this essay, the Shoot & Soul festival can renew Bilbao's cultural offer, introducing the audience to films and culture with the use of music. The selections of activities approach a big segment of the society; from teenagers, film enthusiasts or elder people. Overall it can be the alternative to the plain, expensive and repetitive events the citizens of Bilbao complain about.

Regarding production, it is hard to plan and create something without any previous example. The organization of the festival is testing the venues, the submission services, and the artists at the same time the public does. As I propose at the beginning of the essay, analysing and learning about similar events can help the organization prepare and understand what people may want. Surveys and sociological studies can help in this task too.

Even though Shoot & Soul creates a good solution to the current programming with the use of underground and iconic spaces, it does need strong sources of public and private funds and grants to cover all staff, production, and communication costs detailed at the production budget. At the end, this project could move forward depending on the income it receives from the mentioned institutions and sponsors.

Nevertheless, there is no option to make an evaluation about the first edition of the festival; it should be easier for the organization to get better sponsorship and grants for the second edition. Once the festival is established at the city's cultural programming more companies and institutions will gain an interest towards it. For example, some of the public grants require the festival to have more than one previous edition.

With the increase of the funding sources, the festival will be able to include new activities, workshops or technological elements: such as *Flowics*, the interactive technology, that could not be afforded during the first edition. It could also be interesting to showcase a retrospective about music from the beginning of the history of cinema.

The organization will have a better picture about the festival's demographics and target audience for the second edition. This information would be really valuable to organize new activities, including workshops and master class; venue and music selection.

If there is a high number of audiovisual or music professional among the attendees, it could be interesting to engaged those with papers and speed meetings regarding the future of music, cinema and the importance of new technologies.

Overall, the Shoot & Soul festival uses music, which is important for a 71% of the society, in order to promote underground and amateur films, and give upcoming artist a place to showcase their talent. The festival also tries to internationalize the city by empowering the culture and establishing English as its main language. The festival aims to become a yearly event for the city or even replicate it in different European cities.

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Television programmes

- Brand, Neil. "New Frontiers." *Sound of Cinema: The Music That Made the Movies*. BBC Four. 31 Aug. 2015.
- Brand, Neil. "The Big Score." *Sound of Cinema: The Music That Made the Movies*. BBC Four. 17 Aug. 2015.

Filmography

- A Hard Day's Night*. Dir. Richard Lester. Proscenium Films Ltd., 1964.
- Dark Victory*. Dir. Edmund Goulding. Warner Bros, 1939.
- Excalibur*. Dir. John Boorman. Warner Bros, 1981.
- Grease*. Dir. Randal Kleiser. Paramount Pictures, 1978.
- Indiana Jones and the Raiders of the Lost Ark*. Dir. Steven Spielberg. Paramount, 1981.
- Les Misérables*. Dir. Tom Hooper. Universal, 2012.
- Love Me Tender*. Dir. Robert Webb. Twentieth Century Fox, 1956.
- Psycho*. Dir. Alfred Hitchcock. Shamley Productions, 1960.
- Step up*. Dir. Anne Fletcher. Dir. Anne Fletcher. Buena Vista Home Entertainment, 2006.
- The Story of Film: An Odyssey*. Dir. Mark Cousins. The British Film Institute, 2011.

Useful websites

- www.sxsw.com
- www.bime.net
- www.caostica.com
- www.spotfestival.dk
- www.dockofthebay.es
- www.ec.europa.eu/programmes/creative-europe
- www.bilbao.net/BilbaoEkintza
- www.kultura.ejgv.euskadi.eus
- www.bizkaia.eus

APPENDIX 1: BILBAO'S CULTURAL OFFER. OWN SURVEY

Choose the statement that summaries your opinion about Bilbao's cultural programming

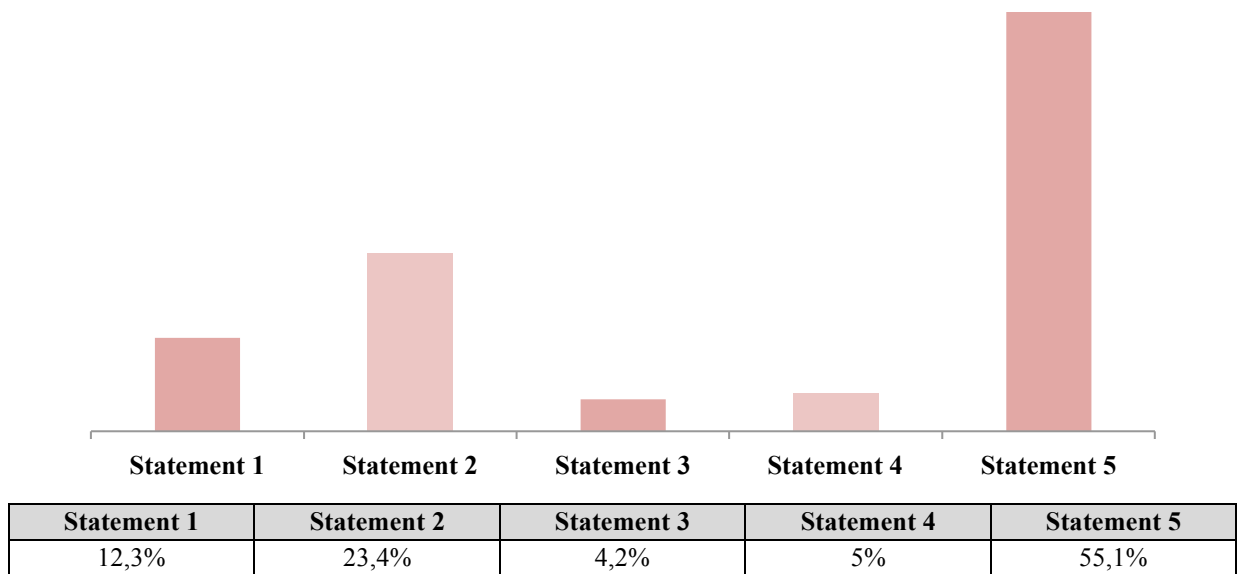
Statement 1: Bilbao's cultural offer is wide and varied. It has different activities for all ages.

Statement 2: Bilbao has a good cultural offer, but it is not well publicized or disseminated.

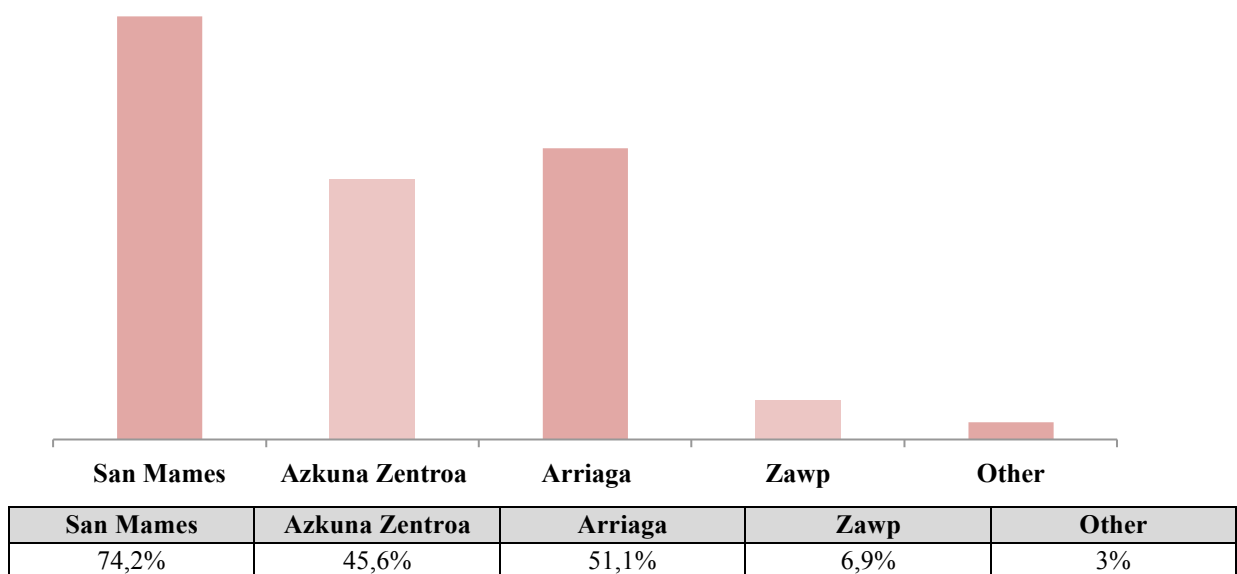
Statement 3: Bilbao's cultural agenda is mostly through paid entry.

Statement 4: Bilbao's cultural offer is average and it should be improved.

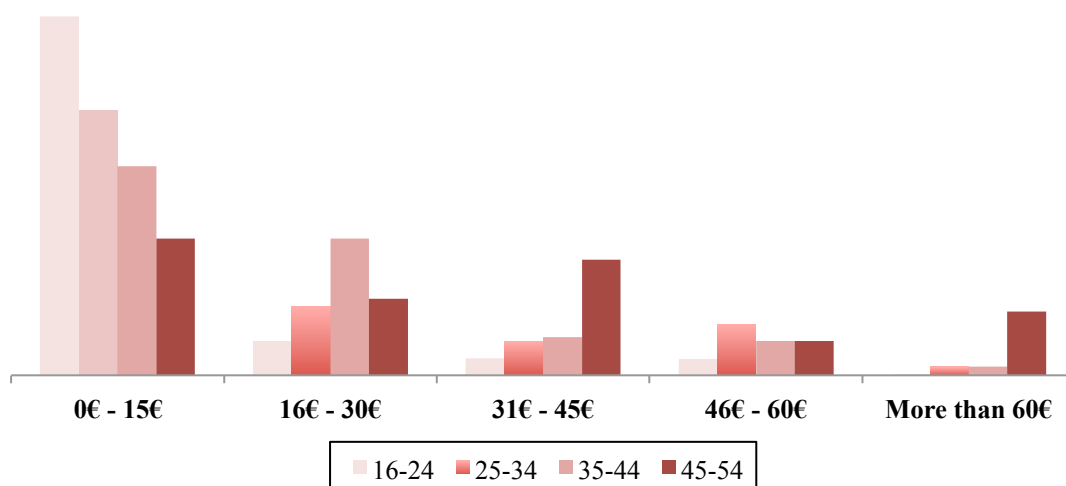
Statement 5: There is no variety in Bilbao's cultural agenda. It always offers the same activities for the same public.



Please list 5 places in Bilbao where cultural events and activities are held.

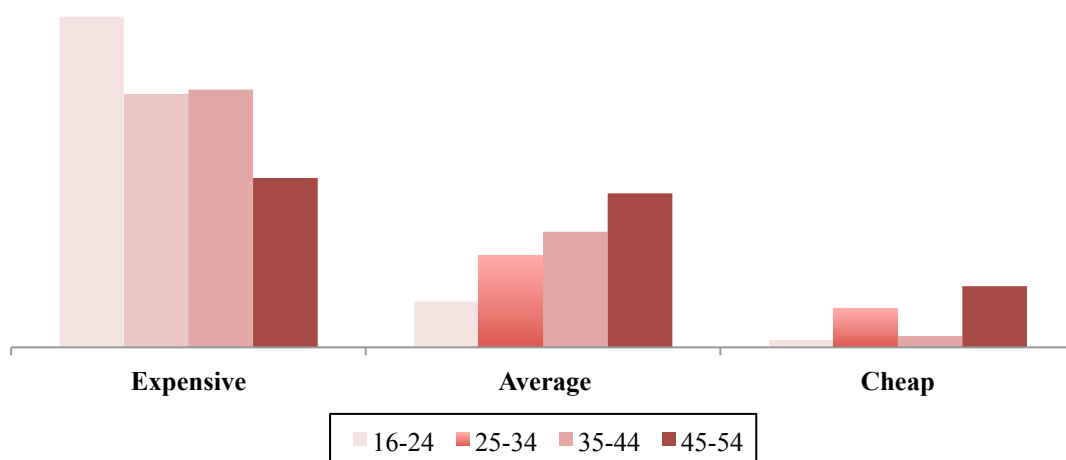


How much do you spend on cultural activities in one week?



	0€ - 15€	16€ - 30€	31€ - 45€	46€ - 60€	More than 60€
16 - 24	84%	8%	4%	3,8%	0,2%
25 - 34	62%	16%	8%	12%	2%
35 - 44	49%	32%	9%	8%	2%
45 - 54	32%	18%	27%	8%	15%

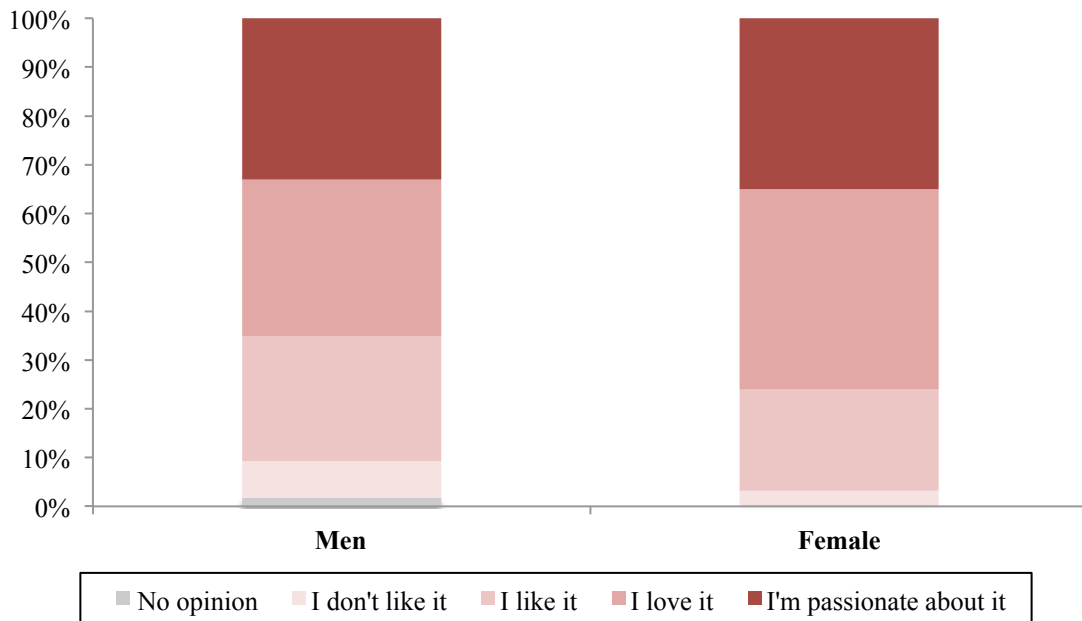
How do you consider the relationship between the cultural agenda and its price?



	Expensive	Average	Cheap
16 - 24	86%	12%	2%
25 - 34	66%	24%	10%
35 - 44	67%	30%	3%
45 - 54	44%	40%	16%

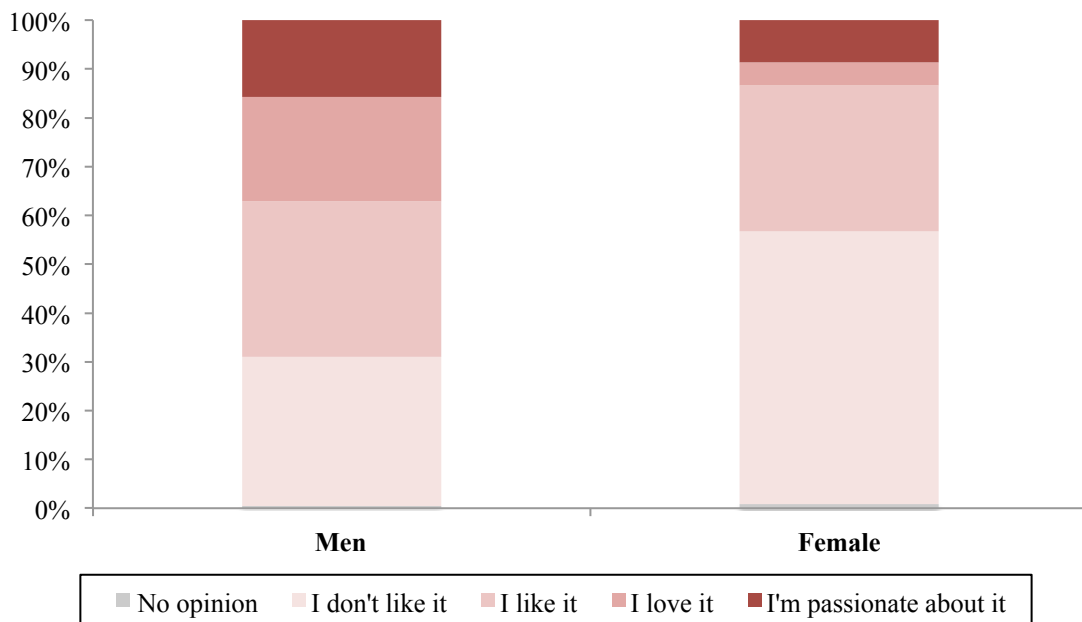
APPENDIX 2: MUSIC & FOOTBALL. SOCIAL RELEVANCE

Figure A: social relevance of Music by gender



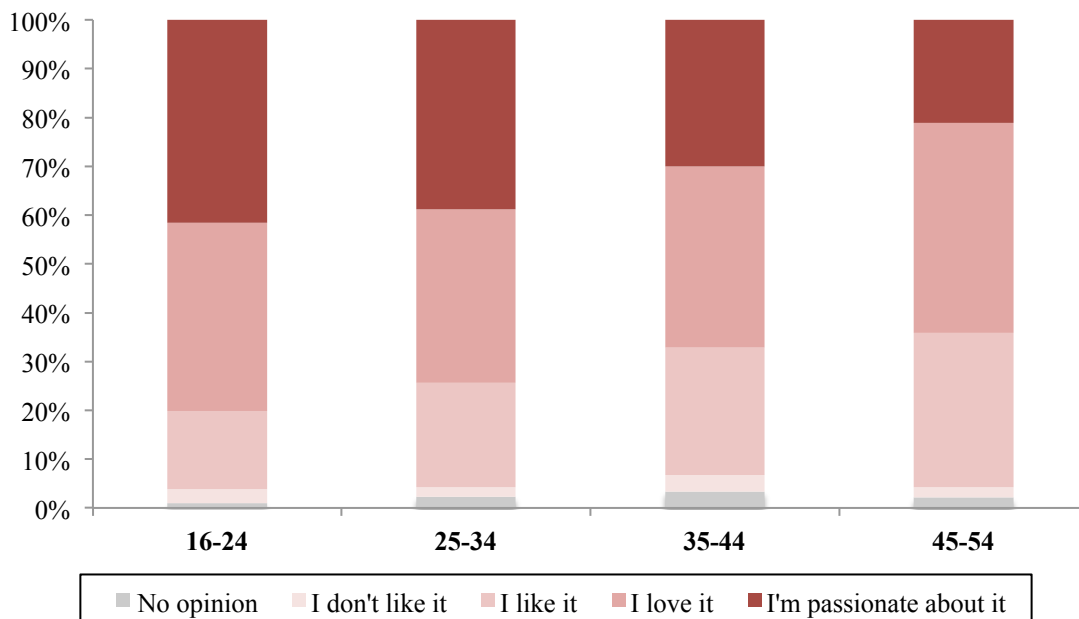
	No opinion	I don't like it	I like it	I love it	I'm passionate
Men	1,8%	7,5%	25,5%	32,2%	33%
Female	0,2%	3%	20,7%	41,1%	35%

Figure B: social relevance of Football by gender



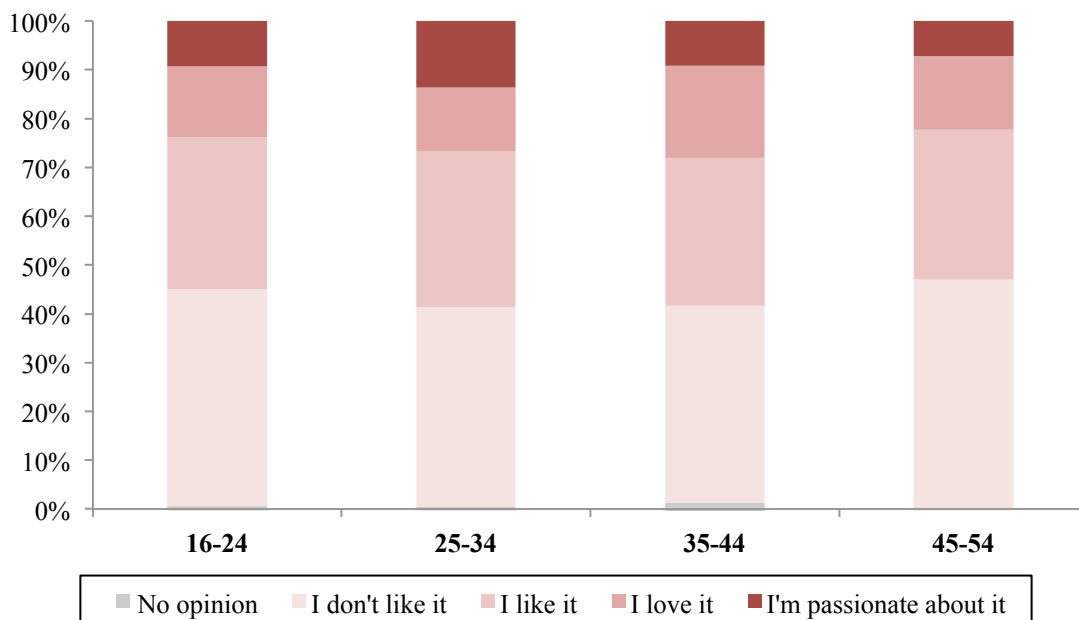
	No opinion	I don't like it	I like it	I love it	I'm passionate
Men	0,5%	30,5%	31,9%	21,4%	15,7%
Female	0,9%	55,8%	29,9%	4,8%	8,6%

Figure C: social relevance of Music by age



	No opinion	I don't like it	I like it	I love it	I'm passionate
16 – 24	1%	2,8%	16,1%	38,6%	41,5%
25 – 34	2,3%	2%	21,4%	35,5%	38,8%
35 – 44	3,4%	3,4%	26%	37,2%	30%
45 – 54	2,1%	2,2%	31,6%	43%	21,1%

Figure D: social relevance of Football by gender



	No opinion	I don't like it	I like it	I love it	I'm passionate
16 – 24	0,6%	44,4%	31,1%	14,6%	9,3%
25 – 34	0,5%	40,9%	31,8%	13,2%	13,6%
35 – 44	1,2%	40,5%	30,2%	19%	9,1%
45 – 54	0,3%	46,7%	30,7%	15,1%	7,2%

APPENDIX 3: SUBMISSION REQUIREMENTS

New or experienced filmmakers with a passion for music are welcome to submit their work to the Shoot & Soul festival. Contestants can make their entries in either the short film or music video category with an approach to the music world. This can be approached from any point of view; whether social, ideological, aesthetic, biographical, anthropological, etc. The main music style of the film will also be open to the filmmaker to choose and will not influence the selection criteria. There is no submission limit per filmmaker.

The organization reserves the right to disqualify any piece with marketing or promotional intentions and/or pornographic content.

Filmmakers should review the rules for each category: short films and music videos, before sending their work. Once they submit their entry, they will automatically accept all the rules and conditions established by the Shoot & Should Festival. The organization reserves the right to reject a submission. These rules can be subject to changes and modifications.

Official platforms: entries can only be sent through *Movibeta* or *Festhome* online platforms during the dates provided by the organization. No entries will be accepted after the deadline and no entry will be collected over e-mail, online servers like *Dropbox* or postal mail. Contestants will get a confirmation email after the film is received by the organization. The selected films, which will be showcased during the festival, will be announced on the website a month prior to the beginning of the festival.

Rights to the film: the festival will not hold the right to any film, and their respective authors will own them. Submitting any production, the festival has the rights to showcase it on the projections, events and as promotion element for the festival on online and offline media.

Submission format: any video format will be accepted (DV, SD, HDV, etc.), but it should have a minimum technical quality to be showcased.

Language: film submissions are welcome in any language, but if the main language is other than English, Basque or Spanish it must offer subtitles in either one of those languages. No dubbed films will be accepted for this first edition. For music videos, there is no need to add captions even if the language it is not one of the three mentioned above.

Duration: regarding the maximum duration of the submissions, 40 minutes in the case of short films and 10 minutes for music videos.

Year of production: all submissions must have been produced over the last three years; from 2013 to 2016. The festival does not accept films in production, and must be finished before submitting it to the organization. Films produced during the last 12 months will have preference in being selected for the projections.