



press release

**straight 8 shootout - the ad industry
filmmaking competition on film - comes to
South Africa for the first time**

straight 8

- the global one super 8 cartridge no editing film challenge from london -
brings its ad industry charity **shootout** from Cannes to South Africa

straight 8 brings its thrilling filmmaking competition, from Cannes Film and Ad Festivals, to South Africa. All kinds of companies from the ad industry in South Africa are invited to rise to the **straight 8 shootout** challenge: to make a 2.5 minute short film created purely in-camera on one cartridge of super 8mm film.

Every shot is taken in story order, with no opportunity for retakes or editing. Any visual effects, colouring and titling must be done the old-fashioned way: as part of the shoot. Super 8 doesn't record sound, so soundtracks are made 'blind' and must be original. Entrants send their exposed but undeveloped film cartridges to straight 8 partners Cinelab London who process and scan the films. straight 8 then line up each soundtrack with the first frame of each film.

Perhaps the most thrilling part is that the first time anyone sees even their own work is at the premiere which is packed with an audience of their peers. A live vote at the cinema follows the screening and winning companies donate prize money to the charities of their choice. Because every film is shown at the premiere - no matter how, or whether, it turned out - 20 is the maximum number of companies that may enter.

Companies interested in taking one of the 20 places must register

ASAP via: straight8.net/south-africa-2018

The creative brief?

Simply: what you want to do with 2.5 minutes of the silver screen at a beautiful cinema full of colleagues, competitors and friends?

The premiere will take place at The Labia Theatre, Cape Town on 22nd November 2018.

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Since straight 8 launched **shootout** in 2016 with [APA London](#), its success has been proven at Cannes, Ciclope and Adfest with some the best companies in the world rising to the challenge. See the companies who've entered and some of the charities who've benefited to date, all at straight8.net/shootout

View past shootout films at straight8.net/shootout-gallery, including the runner up at straight 8 @ CICLOPE 2017, 'Drive Wire' by Cab Films' Charles Gallacher. Charles worked with the Primere Skool, Philipvale for his production and they were the recipient of the runners-up charity donation. See [Drive Wire](#)

2018 sees the **straight 8** competition launched globally with shootouts happening simultaneously in JAPAN, SOUTH AFRICA and the USA.

Groundglass is partnering with straight 8 to bring shootout to South Africa for the first time.

Janette de Villiers, Groundglass Founder and EP, comments:

"Having seen first hand the standard of films and sheer excitement of straight 8 shootout both at CICLOPE in Berlin and in Cannes, we're delighted to be part of bringing the format to South Africa for the first time. We have such a diverse and rich heritage for storytelling and such fast-developing skillsets, we can't wait to see what everyone down here does with this unique challenge. Having been personally involved in a not very famous straight 8 entry a few years back, I know how hard it is to do well, but for brave and bold filmmakers not afraid to take risks, straight 8 resonates beyond the 2,5 minutes and can affect audiences the same way any great film does. So we're entering again too!"

Ed Sayers, straight 8 founder, comments: *"There's something thrilling about shooting a film and then not being allowed to do a thing with it until its cinema screening. No polishing it to within an inch of its life. No being sick of the sight of it by the time it's done. This is the ultimate digital detox: from camera to screen without software or sellotape. OK - you can polish the hell out of your soundtrack but you'll still wonder if it will synch up - and you'll only find out at the premiere. We're thrilled to be bringing shootout to more people in more places and we can't wait to see what they'll do."*

Asif Kapadia, Academy, BAFTA & Grammy Award winning writer-director (Amy, Senna, The Warrior), and jury member for straight 8's annual open competition since 2016: *"I started shooting on Super 8 and 16mm. Film is precious. With no video assist you trust your instincts. This is what I love about straight 8, the magic of cinema in its purest form."*

Adrian Bull, Managing Director, Cinelab London, comments: *"We process hundreds of films each year, from 70mm down to super 8, and from Mission Impossible to Phantom Thread, and yet still one of the most exciting projects we*

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are involved with is straight 8. The sheer creativity that entrants manage to pack into each reel of super 8 film is amazing, and that's why we support it."

Jimmy Lam, President, Adfest: *"It's a fucking stupid way to make a film, but I love it."*

About straight 8:

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.

straight 8 now receives 100-200 entries to its annual competition from all over the world and has enjoyed 13 years of premieres at The Cannes Film Festival, plus stints on Channel 4 broadcast TV and has appeared at many festivals. Past entrants include Edgar Wright (*Baby Driver, Shaun of The Dead*), Alice Lowe (*Sightseers, Prevenge*) and many more.

straight 8 shootout South Africa 2018 confirmed partners at launch:

[Groundglass](#)

Groundglass is an original and inspired boutique production company based in Cape Town, South Africa. Their approach is innovative and collaborative and years of working with directors and agencies has given them the edge in the service market.

[Labia Theatre](#)

The Labia Theatre is an independent movie house located in Gardens, Cape Town, South Africa. They will be hosting this premiere and showcasing the films.

Global confirmed partners at launch of 3 x shootouts:

[Cinelab London](#) - Offers a full range of laboratory services from colour and B&W 65mm, 35mm, 16mm and 8mm neg processing to 35mm feature film distribution printing. They support film, commercial and television clients, as well as content owners who wish to preserve and restore their film and media archives.

[Machine Shop](#) - Machine Shop Special Effects provides a range of live atmospheric and pyrotechnic floor-effects with our reliable and experienced team of technicians. We also offer superior modelmaking and animatronics services from our team of in-house specialists.

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Global press release about all three competitions plus artwork and logos all available at: straight8.net/press

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Global coverage so far includes:

shots.net :

<https://www.shots.net/news/article/96214/straight-8-shootout-takes-aim-at-events-in-new-territories->

LBB:

<https://lbbonline.com/news/straight-8-shootout-goes-global/>

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Links:

Website: straight8.net

Twitter: twitter.com/straight8

Facebook: facebook.com/straight8

Instagram: instagram.com/straight_8

Hashtag: #straight8shootout
