



global press release: 6th May 2021

Asset pack available to download at: straight8.net/press

straight 8 shootout: **the nature edition - AND THE WINNERS ARE:**

Caviar // The Producers // Pulse Films

Fifteen 2.5 minute short films, each made with one roll of Super 8mm film and no post-production, live-streamed on April 29th in the latest straight 8 Shootout.

The theme was nature, a follow up to the Isolation Edition last year, and an impressive roll call of industry companies responded in their own distinct ways. In competition were:

*AGILE FILMS // CAVIAR // DOG EAT DOG // FAMILIA // GEAR ROOM //
GROUNDGLASS // IRIS WORLDWIDE // THE LIFT // MULLEN LOWE // PITCH AND
SYNC // PRESENCE // PRODIGIOUS // THE PRODUCERS // PULSE FILMS //
YOLAFILMO*

Each company was allowed a single vote for their top three, not voting for their own. The winners get to donate prize money to a charity of their choice and receive an iconic camera trophy made by shootout partners, [Machine Shop](https://machine-shop.co.uk).

The results were equally democratic and emphatic...

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Bronze went to Pulse Films with 'Trash Island', made in Manhattan by director Colin Read. Their charity donation goes to American Civil Liberties Union. View and embed the film: <https://vimeo.com/543240670> (See video thumbnail image below.)

Silver went to The Producers, Melbourne for 'The Pros and Cons of Bob', directed by Cameron March. Charity donation goes to Beyond Blue. View and embed the film: <https://vimeo.com/543232821> (See video thumbnail image below.)

And the Gold winner for this shootout edition was Caviar whose director Quba Tuakli made their film 'A Separation' - about a man trying to detach from his lockdown house mate: a particularly prickly cactus. Their chosen charity: The Motherhood Group. View and embed the film: <https://vimeo.com/543236995> (See video thumbnail image below.)



[Photos from straight 8 live stream. From left to right: **Cameron March**, The Producers (Bronze), **Quba Tuakli**, Caviar (Gold), **Colin Read**, Pulse Films (Bronze).]

Gold winner for Caviar, Quba Tuakli says: "Really grateful for this win - we were up against some great pieces I truly enjoyed watching. Personally, I read these things to learn about the process behind a film so let's do that. I knew what my film was about - a tumultuous relationship with nature - and that we had to roll into the constraints of the competition. A straight 8 film has a few certainties - at times it's going to be out of focus, out of sync, underexposed and frankly, some of the takes are going to be a bit shit. Great, so it's a comedy. About nature. Night Of The Living Dead and Garth Marengi's Darkplace inspired the film's feel - and yes, Night Of The Living Dead has matured into a comedy. The biggest challenge was exercising economic storytelling. Once that was nailed in the storyboard and animatic, it was down to John Fisher our DOP to sweat over every frame he exposed on the day. Shout out to the Team, you guys killed it and forgave me on day one when I forgot the film at home."

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Georgie MacEchern, Head of Sales & PR at Caviar says: "It's always a great pleasure to be a part of and support straight 8. Every time, I'm amazed by the creativity and levels of films entered. We are so proud of Quba who is one of Caviar's exciting rising stars in London, as well as the whole team involved on their well deserved gold win this time. Thanks as always to Ed and Alex and the sponsors who make straight 8 possible, we will be back again for sure :)"

Ed Sayers, straight 8 Founder, who hosts the stream, comments: "This shootout was a particularly strong turnout. Technically the films were great across the board, with strong concepts too. This is the second shootout that's had a theme and, perhaps understandably, our industry seems to love to respond to a brief, no matter how loose! "

The live show is available to watch and straight 8 is now accepting enquiries for 20 more brave companies to compete in the next shootout. All at: straight8.net/shootout-nature-edition.

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Additional Winner Quotes:

Cameron March, Director, The Producers (Silver Winner): "Not knowing if the film was exposed, in focus or if it had even made it safely all the way to the UK was all part of the fun. What a whirlwind! It was an extremely liberating process putting our film in the hands of the 8mm gods to be showcased to some of the world's best companies. An incredible privilege and honour that the festival offers. Every director should embark on their own straight 8 adventure, I promise it's worth it."

Davud Karbassioun, Global President of Commercials and Branded, Pulse Films (Bronze Winners): "I've grown up a massive fan of the straight 8 movement, of anyone who participates and of its founder Ed Sayers. The work produced is always extraordinary and a reminder of the power of basic craft skills and ideas in effective and emotive storytelling. This was the first year we participated with Colin Read's Trash Island proudly winning a bronze. We're hooked and can't wait for the next shootout."

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The **straight 8 shootout** challenge: to make a 2.5 minute short film created entirely in-camera on just one cartridge of super 8mm film. Every shot is taken in story order, with no opportunity for re-takes or editing. Any visual effects, colouring and titling must be done the old-fashioned way: as part of the shoot, with the camera. Super 8 doesn't record sound, so soundtracks are made 'blind' and must be original. Entrants send their exposed but un-developed film cartridges to straight 8 partners Cinelab London who will process and scan the films. straight 8 will then line up each soundtrack with the first frame of the film. It's that 'simple'. Every film will hit screens all around the world at once, no matter how well, or even if, they have come out! This is not for the fainthearted.

straight 8 shootout partners are: APA, Cinelab London, No.8, Panavision, Machine Shop, and Warner Chappell Production Music (new for this shootout)

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Partner Company Quotes:

Barney Wright, Managing Director, No.8 London, comments: *"Another really strong set of entries, some great ideas and some proper laugh out loud moments! I'm always totally in awe of anyone brave enough to make a film. Massive congratulations to all the winners and thanks as always to Ed and the team at straight 8 for a great show!"*

Christopher Bacon, UK Sales & Marketing Manager, Warner Chappell Production Music, comments: *"We thought all of the films were amazing, special congratulations to the winner! Definitely "cact'us" amused..."*

Adrian Bull, Managing Director, Cinelab London, comments: *"We process hundreds of films each year, from 70mm down to super 8, with recent films including No Time to Die and Wonder Woman 1984, and yet still one of the most exciting projects we are involved with is straight 8."*

Background to 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 audio playing from cassettes.

straight 8 now receives 100-200 entries to its annual open competition, from all over the world and has enjoyed 14 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 is a division of Seven Productions whose recent live streaming work includes: Meerkat Music Take That Live with Robbie Williams and Shots Awards The Americas.

www.sevenproductions.co.uk

Background to straight 8 shootout:

Since launching **straight 8 shootout** in 2016 with [APA London](#) and [Cinelab London](#), its success has been proven at four Cannes premieres, at Ciclope, and Adfest. **straight 8 shootout online #1** took place December 2018 and saw entering companies in USA, Canada, Argentina, London, Cape Town, Johannesburg and Tokyo tuning in to see their work online at 2pm GMT, which was 6am PST and 11pm in Tokyo. Many top creative companies from around the world have now risen to **straight 8's shootout** challenge. See all of the companies who've ever entered and the charities who've benefited to date, at straight8.net/shootout

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Shootout Partners:

[APA](#) - The Advertising Producers Association was formed by and represents the interests of production companies, post production, music, sound design, VFX and editing companies making commercials in the UK.

[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 their reliable and experienced team of technicians. They also offer superior modelmaking and animatronics services from their team of in-house specialists.

[No.8](#) - No.8 is an award-winning creative sound and vision studio, located in the heart of London's Soho. Established in 2019 by Creative Director Jim Allen and Managing Director Barny Wright, No.8 offers best-in-class multi-disciplinary services through a single point of contact. Clients are serviced by a dedicated team across all post disciplines - editing, audio, music, colour grading, VFX, CGI and animation. They offer a personal, bespoke service to a wide range of clients across advertising, film and television.

[Panavision](#) - Panavision is the leading provider of end-to-end solutions that power the creative vision of filmmakers. Panavision's comprehensive offerings include unparalleled optics, proprietary camera and lighting systems, and state-of-the-art post production services. Driven by a passion for collaborative filmmaking, Panavision provides the content creation industry with the highest standard of quality service. Panavision's portfolio includes the renowned brands Panalux, Direct Digital, Island Studios, LEE Filters, and Light Iron.

[Warner Chappell Production Music](#) - **new** - Warner chappell production music, the global music publishing company of warner music group, is home to a wide array of composers and a rich expanding catalogue of 250,000+ library tracks. WCPM has over 35 years of experience, working across all media industries. with our global offices, WCPM offers creative music services including personalised music consulting and bespoke composition to help you find and create the perfect narrative for your project.

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Please write the straight 8 name like this: **straight 8** or this: **STRAIGHT 8** but not like this: **Straight 8** or this: **straight8**. thanks!

For media enquiries contact **straight 8 founder, Ed Sayers: ed@straight8.net**
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Links:

Website: straight8.net

Twitter: twitter.com/straight8

Facebook: facebook.com/straight8

Instagram: [instagram.com/straight 8](https://instagram.com/straight_8)

Hashtag: #straight8shootout

**All the images above and more assets incl gifs are available
to download: straight8.net/press**