



**BAFTA AND ORANGE GIVE BUDDING FILMMAKERS THEIR  
'60 SECONDS OF FAME'**

**30 October 2007.** – Details of '60 Seconds of Fame', an exciting, innovative short film initiative from the British Academy of Film & Television Arts in association with Orange, were announced today.

'60 Seconds of Fame' was launched by BAFTA and Orange in 2006, and attracted more than 250 entries. This year, budding filmmakers are invited to submit a 60 second short film, based on the theme 'unite'. BAFTA juries will choose the shortlisted films in each of the 15 UK regions and the public will vote for their favourite film in their area. The winner from each region will win two tickets to the red carpet event of the year, the Orange British Academy Film Awards on Sunday 10 February, 2008. The overall winner will be chosen by a BAFTA jury and announced at the ceremony. The winning film will feature as part of the BBC One broadcast of the event.

The purpose of '60 Seconds of Fame' is to support creativity and to actively encourage the public to participate in the filmmaking process. The website supports the film-loving public by giving them the tools and technical guidance to create their own short film. Anybody aged 16 and over can enter. The '60 Seconds of Fame' site at [www.orange.co.uk/bafta](http://www.orange.co.uk/bafta) went live today and the deadline for entries is 5pm on 4 January, 2008.

Last year's winner of '60 Seconds of Fame' was Alex Garcia, for his short film 'Happy Birthday Granddad'. Alex comments: "Since our win, my creative partner Wayne Yip and I have filmed a music video for Domino Records and are now part of the BBC Film Network which has been screening our work. We were also lucky enough to make the Best of Brits '07, which took place in LA in October. In short, winning '60 Seconds of Fame' has opened up many doors but, most importantly, opened our eyes to what awaits us if we work hard."

Supporting the initiative is actor Andy Serkis, (*The Lord of Rings* trilogy and *Sugarhouse*), who will be making his directorial debut next year with *Freezing Time*.

Andy comments: "I'm delighted to be involved with '60 Seconds of Fame' as I know how hard it is to get your foot on the filmmaking ladder. I've worked on a lot of effects-heavy films but you don't need millions of pounds to make an entertaining feature. At the heart of it you only need a good idea, a camera and a passion to share your vision."

**Amanda Berry, BAFTA Chief Executive**, said: "At the Orange British Academy Film Awards we celebrate the very best in filmmaking from across the world and '60 Seconds of Fame' offers everyone in the UK a chance to attend the ceremony and be part of the event.

"On the website - [www.orange.co.uk/bafta](http://www.orange.co.uk/bafta) - there is information to help aspiring filmmakers develop creative ideas and produce great films. New for this year is our top tips section where leading filmmakers, who include Colin Firth, Jim Broadbent and Directors Alfonso Cuarón and Frank Oz, give their tips for making a short film."

**Hattie Magee, Head of Partnerships at Orange**, commented: "Being able to offer the general public a chance to be part of the Orange British Academy Film Awards is fantastic. Whether you are shooting with a mobile phone or digital video camera, '60 Seconds of Fame' is first and foremost about creativity, so we encourage everybody to take part regardless of their experience."

### **Notes to Editors**

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### **About BAFTA**

The Academy exists to support, develop and promote the art forms of the moving image, by identifying and rewarding excellence, inspiring practitioners and benefiting the viewing public

### **About Orange**

Orange is a key brand of the France Telecom Group, providing mobile, broadband, fixed, business and entertainment services across Europe.

In the UK, Orange provides high quality GSM coverage to 99% of the UK population. At the end of June 30 2007, Orange had over 16.7 million customers in the UK - 15.2 million active mobile customers and over 1.6 million Internet customers.

For further information, call the Orange press office on 0870 373 1500 or email: [Orangepr@golinharris.com](mailto:Orangepr@golinharris.com).

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