

PRESS RELEASE 18 May 2003 [page 1 of 1]

## Real Institute wins Film Society Oscar for second time

Real Institute were announced as the winners of the UK Film Society award for the Best Marketing campaign, at a prestigious ceremony in the National Film Theatre, London last weekend.

Against stiff competition Real Institute, last year's Film Society of the Year, took a top award at the British Federation of Film Society (BFFS) Film Society of the Year awards the film society Oscars. Real Institute is an entirely non-profit making voluntary arts organisation providing a wide range of events including alternative film nights as well as providing opportunities for emerging filmmakers and artists.

The award was presented by, Asif Kapadia, the director of last year's hit film, *The Warrior*. Dudley Smithers, the Chairman of BFFS, said, Real Institute has shown great flair and originality in its marketing.

Real Institute undertakes standard marketing to a very high standard. But what particularly impressed the judges was the special campaign it ran for Wales Cinema Day (to project previously unseen footage of an, allegedly suppressed, Super 8 film of the disastrous Voshkod 2 space mission onto the dark side of the moon) a campaign which demonstrated the inspired lunacy for which Real Institute are now famous. The project received a huge amount of press, TV and radio coverage and significant interest in their web site.

David Phillips, Chief Executive BFFS said, Real Institute's entirely original approach to marketing shows that it pays to be innovative the amount of coverage it received was phenomenal.

Real Institute's next venture, in association with Grizedale Arts, is **Road Show** a wacky weekend of international art, music, film, performance, stalls and sport on the football field of Ysgol Y Moelwyn in Blaenau Ffestiniog, 6 - 8 June 2003. Events include a Ring of Fire daredevil BMX stunt-rider, resident hermit and a Battle of the Bands competition.

Revelling in the spirit of the rock n' roll tour, Road Show is travelling to four venues only. Blaenau Ffestiniog represents Wales Birmingham and Grizedale, England, and Dundee Scotland. Literally rolling into town (in a lorry) are a host of over 30 performers, artists and musicians. It's all FREE, it's all FUN. **And it's on its way to Blaenau Ffestiniog!**

To find out more about Real Institute log on to [www.realinstitute.org](http://www.realinstitute.org).

---

Further press information contact: Iwan +44 (0)7748 826 151 or Tracey  
Page 01745 354797 ext 641

F +44 (0)870 831 7073 E [press@realinstitute.org](mailto:press@realinstitute.org)

General enquiries: Real Institute, Ivanhoe, Woodlands, Conwy LL32 8LT  
T +44 (0)1492 573518 W [realinstitute.org](http://realinstitute.org) E [post@realinstitute.org](mailto:post@realinstitute.org)