

Cinemagic



Cinemagic is a unique award-winning cross-community, international children's charity that inspires, educates and empowers young people through the medium of film and television. Founded in 1989, Cinemagic has touched the lives of more than 500,000 young people across Ireland.

- In 2011, thanks to support from The American Ireland Fund, Cinemagic brought its unique approach to the US and reached more than 5,000 children. From New York to LA, Cinemagic worked in conjunction with local



area schools to bring Cinemagic festivals that delivered packed programs of special events, educational and entertaining film screenings, workshops and master classes led by leading entertainment industry professionals from the world of film, television and digital technologies.

- Here, Cinemagic Chief Executive Joan Burney Keatings tells of the profound change the medium of film can bring to youth in Ireland and around the world.

EMPOWERING YOUNG PEOPLE THROUGH THE MAGIC OF FILM

Designed for and by young people, **Cinemagic** provides educational opportunities for young people (aged 4 to 25) with just about every level of interest in film, whether to watch and enjoy, create their own work or take things a step further and find out more about a career in the film or television industry. Our mission statement is to ignite the passion and potential of young people through the magic of moving image and our purpose to create educational and cultural exchange experiences for young people worldwide.

Cinemagic's festivals: opportunities for outreach

Cinemagic annually delivers festivals to Belfast, Dublin, Lisburn, UK, France, Los Angeles, New York, Boston and San Francisco, engaging with 35,000 young people worldwide.

To date, Cinemagic has hosted approximately 250 master classes with leading industry professionals. These have spanned a wide range of genres ranging from Directing, Production, Scriptwriting and Acting to Design, Music Soundtracks for film, 3D Modeling, Cinematography, Visual Effects and Animation.

Finding and nurturing creative talent through access, engagement and participation lies at the heart of the Cinemagic. In recent years, Cinemagic has created a

Communities Coming Together

Cinemagic's social impact on individuals and local communities has been profound. Ongoing outreach brings together Catholic and Protestant teenagers to explore identity and understanding, climaxing in a joint film productions. Cinemagic delivered an International Film Camp in Belfast which brought young people from Belfast, Dublin, Donegal, New York and Los Angeles together to make a short film in a week. The project was documented on Ulster Television News on a daily basis and the finished film was then screened on television. The participants came together to share experiences and cultural insights that garnered mutual understanding and plenty of creative outputs. As a result of this project five young people from Ireland then traveled to LA to present their film to industry professionals and studios.

The Cinemagic USA Festival also gives young people the opportunity to work with others from different cultural backgrounds and to create new channels of communication through the medium of film. The workshops help develop not only the young people's film making skills but also their inter-personal skills, and the overall process of film viewing contributes to a deeper understanding of cultural difference.



“Cinemagic is a great organization providing educational and cultural opportunities for young people on an international scale and bringing them together to inspire and motivate. For the last 20 years they have done some incredible work and I am very proud to be associated with them.” — *Cinemagic patron Liam Neeson*

Left: Ciaran Egan, Chloe McLaurin, Former Culture Minister Mary Hanafin, Joan Burney Keatings, Fiona Anderson, Ross Cuffe, Ellen McLean

‘festival fringe’ comprising industry-led master classes, workshops and awards that makes the world's most aspiring industry accessible to young people at every level. This interaction provides vital encouragement for young people, inspiring them to pursue their ambitions.

I would like to take this opportunity to thank the supporters of The American Ireland Fund who made this possible and who are supporting a project which is making such an impact on the lives of young people from Ireland and the USA.

— *Cinemagic Chief Executive Joan Burney Keatings*



Left: Belfast–Cinemagic patron and Oscar winner Julian Fellowes with young Cinemagic Jury Member Greta Kelly, presenting Julian with the award for Best Film for a Children’s Audience for his film ‘From Time to Time’ at the Cinemagic 20th Anniversary Festival Awards.

“Cinemagic had given me so many opportunities over the years, and from every experience I have gained new friends from many different communities and backgrounds. I've learnt so much about other cultures and made new contacts from across Belfast, and I've stayed close in contact with many of them! Cinemagic gave me some of my close friends and without Cinemagic we would have never have met as we are all over different communities. But I have learnt that no matter where you are from everyone can come together, work together, learn together and most importantly stay together.” — *Ellen McLean – age 17, West Belfast*

“As a group leader, I have watched the young people develop and grow into a stronger, more defined group of young people. Giving them this fantastic opportunity gives them a sense of belonging and understanding, something which they may have lacked beforehand. The group has changed over the past few months thanks to Cinemagic! They have allowed them to build skills such as communication skills and also confidence building which is so important for them. Watching the group develop has been an emotional journey for me. I feel Cinemagic has opened a lot of doors for them which is so valuable for their futures.” — *A participant in the Dee Street/Short Strand Outreach and Development Project*

“Wanting to be a writer is not the same as believing that you can be one. Until I attended the Julian Fellowes Masterclass I didn't think that I could, but after working with a world-renowned Oscar winner I left with the belief that I could make a living from what I loved.”

— *Jordon Dunbar,*
Belfast Masterclass Participant



Left:
Dublin Teenagers
at Walt Disney
Animation Studios,
Los Angeles

Right:
Ellen McLean,
Chloe McLaurin,
Ross Cuffe,
Fiona Anderson,
Ciaran Egan





TV Presenter Aidan Power and Today FM Presenter Ray D'Arcy at Cinemagic Dublin 2010

Cinemagic Participants Look to the Future

Michael Lennox was previously a Cinemagic work experience student in 2002. He also participated in Cinemagic Pitch Idol in 2004 of which Cinemagic became the winner of in that year. Following his work experience with Cinemagic, Michael aspired to become a producer and director. Michael is now at National Film School in London.

Sammy Nutt participated in Cinemagic's Music Directing Talent Lab workshop in 2005 and was chosen as winner of his class. Following this, Sammy acquired a work placement as one of the Directorial Assistants at The Brit Awards in 2006 and 2007 with esteemed Music/TV Director Hamish Hamilton, which was a fantastic accomplishment. Sammy has now met his ambitions and is working as part of the renowned MTV team.

Ruth McCance took part in a Cinemagic workshop and then went on to work for BBC Scotland, Pathe Pictures and Film Four, scripting the likes of *Ratcatcher*, *It's all about love*, *Skaggevak* and *The Darkest Light*.

Ashleigh Patterson participated in Cinemagic's Talent Lab in 2006. Ashleigh became a Talent lab winner for her class. Following this, Ashleigh gained a work placement at London Production Company, Spun Gold, working behind the scenes at hit television series *Wogan*, *Now and Then*.

Morag Tinto participated in Cinemagic Talent Lab in 2001 and was chosen as winner of her class. Following this, Morag managed to gain a fantastic job working on the British comedy *Johnny English* starring the highly acclaimed Rowan Atkinson.

Matt McComish was a Cinemagic Pitch Idol Winner in 2005. Following his participation with Cinemagic, Matt was very fortunate and managed to gain work experience at the BBC London Television Studio, where placements are highly sought after. Here, Matt had the opportunity to work with scriptwriters of BBC Drama *Waking the Dead*, producers of musical television favourite *How Do You Solve A Problem Like Maria* and he visited the studios of Radio 1 and Radio 2!