



**Chocolate Films**  
London  
Unit 1 & 2 Hackford Walk  
119-123 Hackford Road  
London SW9 0QT  
info@chocolatefilms.com  
[www.chocolatefilms.com](http://www.chocolatefilms.com)



## **1000 LONDONERS OPEN SUBMISSIONS IN COLLABORATION WITH THE LONDON DESIGN FESTIVAL**

### **INFORMATION PACK**

#### **OVERVIEW**

If you know a Londoner who you think would be an interesting subject for a short film with the theme of 'design', then we'd like to see your film. The brief is very open:

The person can be a great designer or an assistant in a studio. It could be someone who commissions or sells designs. It could be a critic, a teacher or even someone who creates software or tools that enable people to develop designs.

And the person's life can touch on any kind of design that we experience in the city – from interiors to cars, from fashion to products.

They just have to identify themselves as a Londoner....

If you have an idea, just get in touch.



## **WHAT DO I NEED TO DO**

We want ideas that can express the diversity of people whose lives are involved in design. However, we will not be able to screen a film if it comes close to or duplicates another film in the 1000 Londoners series.

## **STAGE 1 - TREATMENT**

The first thing we need is a short treatment. This can be anything between 1 paragraph to 1 page outlining your idea. Who are you making a film about? What kind of film will this be? What will it look like? Send this to us in the first instance and we'll make sure that we don't have something similar to your film already.

Send us your treatment as soon as you have it to [info@1000londoners.com](mailto:info@1000londoners.com)

If the Londoner sounds as though he/she would fit, we will let you know and have a conversation on the phone about the production of the project. This will be followed up with an email containing all of the documentation required for the project (release forms etc)

## **STAGE 2 FILM PRODUCTION**

After you get the go ahead from us to make the film, you just need to make your 3-minute documentary.

We will need all the delivery items completed and delivered along with signed and dated release forms by **9<sup>th</sup> September 2014**.



## **What's In It For You?**

As filmmakers ourselves we are well aware that we need to offer something in return for your good work!

So, up to five submissions will be:

- Published on 1000londoners.com, accompanied by a press and social media campaign
- Screened during the London Design Festival (13-21 September 2014) at a special screening taking place on the 19<sup>th</sup> of September at the V&A museum, as part of their London-themed day of talks and events.
- Published in other channels associated with the 1000 Londoners project, which currently includes screenings alongside feature films in two West End multiplex cinemas
- Earmarked for distribution later in the project.



## THE TEN GOLDEN RULES

Read these before submitting your treatment:

**You are a Londoner if you think you are.** It doesn't matter how long you've been here as long as you identify yourself with the city.

**We're all on first name terms.** The film starts with the contributor's first name only – there's a difference between "Ken Livingstone " and just "Ken "

**It is a documentary portrait** - that means it's not a promotional film for an organisation or an event. Nor is it a fund-raising film or a campaign film

**It must be a new story** - Don't find a story online and make a film about it. If the person has a media presence then the challenge is to unveil something new about them.

**Our goal is to be as objective as possible, not to judge** - It's too easy to make a 3 minute film saying that bankers are too rich or that politicians are corrupt.

**The film is about a Londoner and it is set in London, but not necessarily about London.** We don't want 1000 films about people's favourite restaurants or memories of long tube journeys. We want films about the people. The best films about cities capture something of the spirit of the city.

**Everybody is interesting** - if the film isn't interesting it's our fault, not theirs.

**The Londoner must be alive at the time of filming** - it's a contemporary portrait of the people of the city, rather than historical Londoners.

**There are no rules about what is or is not permissible** - London isn't Disneyland. If we need build parental guidance into the site then we will.

**There is no house style** - the story drives everything.

Please get in touch if you have any questions.



## **FAQ**

### **What kit should I be using?**

You can use any kit that you have – content is everything. If you don't have access to a suitable kit, Chocolate Films has a DSLR and sound kit that is being made available for low-cost rental for this purpose. To find out more, just email [info@1000londoners.com](mailto:info@1000londoners.com)

### **What about music?**

If your film requires music, please clear all music and permissions before delivering the film. We will supply all documentation for licensing.

### **What is 1000 Londoners?**

1000 Londoners a 5 year project to create a digital portrait of our city through films about the people who identify themselves with it. For more information about 1000 Londoners visit [www.1000londoners.com](http://www.1000londoners.com)

### **Who is producing 1000 Londoners?**

The creative directors are Mark Currie and Rachel Wang, and the project is being produced by Chocolate Films, a South London-based video production company. To find out more information about Chocolate Films, a social visit [www.chocolatefilms.com](http://www.chocolatefilms.com)



## **1000 Londoners Open Submissions in collaboration with the London Design Festival: Terms and Conditions**

Welcome to the website for the 1000 Londoners project (the "Site").

This Site is owned by Chocolate Films Limited (Company Number: 4279317) of Unit 1 and 2 Hackford Walk, 119-123 Hackford Road, London SW9 0TQ (the "Organiser").

To keep things simple, we have referred to the Organiser as "we" and "us" in the paragraphs that follow, and any reference to "you" means any person who responds to the challenge (the "Challenge").

The Challenge is to produce a multimedia profile for the 1000 Londoners site (the "Content") which comprises a film of no longer than 3 minutes in length (the "Film"), text copy (the "Copy"), a set of images (the "Images") and all permissions as required (the "Permissions").

The "Winners" are the filmmaker or filmmaking team that have their films chosen for the London Design Festival screening and online publishing on 1000londoners.com

The purpose of this section is to describe the conditions (the "Terms") that apply to your entry to the Challenge. By entering the Challenge, you are confirming that you understand and agree to these Terms.

### **GENERAL TERMS**

1. The promoter of the Challenge is the Organiser
2. The Challenge opens on 13 May 2014 and closes at 5pm on 9<sup>th</sup> September 2014. Any entries submitted after this date will not be considered.
3. Winners of the challenge will be announced on 19 September 2014.
4. This Challenge is free to enter and can be entered at the Site or on its associated social media platforms
5. Chocolate Films is not sponsoring the Challenge and does not accept any liability for loss suffered as a result of entering the Challenge.
6. Entrants must be 18 years old or over on 13 May 2014.
7. Entrants must live in or originate from a Commonwealth nation or territory. We may check that you comply with this condition.
8. No purchase is necessary. Entrants may submit more than one entry but each entrant can only be shortlisted once and win once.
9. Only Submissions that fit all of the criteria ("the Criteria") will be accepted. For more information on the criteria, please see the Appendix to these Terms and Conditions.

### **CONTENT**

1. The Film which you submit must be:



A 3 minute digital video file, mastered without titles or credits. The opening shot should be between 2.5 and 9 seconds long and should be an image of something that represents the person that can be used as a background to their first name. The final 7-10 seconds should be white, with music/audio for us to put credits and logos on an original video no longer than 3 minutes in length.

2. The Film should be delivered as a Pro-res 422 file, with audio balanced to -12db. It should be HD – 720p minimum.

3 The Film must not include any photos, images or personal data or confidential information, which would allow anyone to be identified, unless that person (or their parent or guardian if they are under 18) has given written consent. By entering this Challenge, you confirm that you have the written permission(s) of any individual(s) in the video and the owner(s) of any location(s) filmed. We will ask for all permissions on submission of the completed film(s), failure to provide all Permissions will result in the film(s) not being accepted for the Challenge.

4 If your film does contain any form of commercial music track, image, or footage, written consent and clearances MUST be sought and secured prior to entry and documentation provided to the Organiser with your submission. The Organiser may be able to offer access to a music library.

5 Your film can include sound, but we are under no obligation to use the sound, which you submit with it.

6 By entering this Challenge, you confirm that you have the right to use the music in your films. This means that you are unlikely to be able to use any commercially produced music. If you do not have the right to use this music then the owners of the music could take action against you. You indemnify Chocolate Films of any responsibility for this.

7 You must supply a title and your credits when entering, but please do not include titles or credits on the video itself.

8 Any claims or disputes arising due to the content of your video are your sole responsibility unless we state that we would like to deal with them.

9 The video must not breach any contract, constitute a contempt of court or be defamatory or blasphemous and be entirely owned by you on the date of submission and in perpetuity thereafter.

10 Content must be deemed to be suitable for an 18 audience, in accordance with BBFC ratings.

## **MODERATION**

1. All videos submitted will be moderated before being shown on the website and entered into the Challenge.

2. If for any reason the moderators feel that the entry does not comply with these terms and conditions or is not suitable, the entry will not be submitted into the Challenge.

3. Any entrant whose entry is rejected may request the moderators to provide them with a reason for this rejection. There is, however, no obligation for the Organiser to provide any reason.

4 The moderator's decision is final.



## **WINNERS**

1. There will be up to five winners of this challenge.
2. The prize must be taken as stated and cannot be deferred or transferred. There will be no cash alternatives. We reserve the right to cancel the Challenge at any stage, or change any of the rules or procedures if we deem this necessary, or if circumstances arise outside our control.
3. The decision of the Organiser is final and no correspondence will be entered into.
4. We reserve the right to substitute any prize for another prize of greater or equal value.
5. Winners will be notified that they have won using the email address provided on entry. If a winner does not respond to this notification within 7 days or if the validity of the entry cannot be proven by the winner the prize will be forfeited by the winner and another winner selected.
6. Winners will be publicly announced on **19 September 2014**. Entrants who have been contacted to say that they are winners prior to this date must keep the fact that they have won confidential until **19 September 2014**.
7. The winners must appear in post announcement publicity, without notice and without any fee being paid, if required by us.
8. Entrants' data will be collected, stored and processed for the purposes of administering and assessing this Challenge.
9. Entrants must comply with all rules to be eligible to win. We do not accept any responsibility for ineligible entries or entries made fraudulently.
10. We do not take responsibility for entries that are lost, delayed, misdirected or incomplete due to server functions, viruses, bugs or any other causes outside our control. Proof of entry is not to be treated as proof of receipt.
11. We cannot accept any liability (other than for liabilities that can't, as a matter of law, be excluded) for any damage, loss, costs or expenses, whether direct or indirect, caused to or suffered by entrants in connection with the Challenge
12. We cannot offer any guarantee that we will be able to retract, remove or cease to use an entry after it is received.

## **RIGHTS**

1. It is important that you understand the way in which we will use the information we hold about you.
2. You will retain ownership of any video you submit to us. By entering the Challenge you automatically:  
A grant the Organiser a worldwide, non-exclusive, royalty free, perpetual, irrevocable licence, with the right to grant sub-licences, to reproduce, modify, adapt, publish, translate, create derivative works from, distribute, archive for future use and display the video throughout the world in any media, whether or not via the Site, and without any notice, liability or payment to you; and  
B waive any and all moral or similar rights in respect of the video, such as (but not limited to) the right to be identified as the author or creator of the video, the right to object to derogatory treatment of the video and any right of privacy in respect of the video and you warrant and represent that anyone else who has any moral or similar rights in respect of the





video has also waived such rights and agreed to the submission of the video to the Site on these terms and conditions; and

C execute any and all documents which we ask you to execute in relation to this.

3. If you are the winner, you agree not to publish, broadcast or display this fact prior to the official announcement on **19 September 2014**.

4 By entering the Challenge, you grant us the right to issue publicity relating to your video and to use and publish your video, your name, photograph or likeness and details about you for such purposes.

5 You acknowledge that the intellectual property of Chocolate Films Limited such as the branding, logos etc under the names Chocolate Films and 1000 Londoners is a key means by which the organiser generates money to pay for the 1000 Londoners project. As a result, you agree that you shall not knowingly participate in any activity, commercial or non-commercial, which may reasonably imply that you are associated or affiliated with the Organiser. You further acknowledge that your video may be shown as part of 1000 Londoners if it wins, and agree to respect and comply with any direction given by the Organiser in this regard.

6 You acknowledge that Chocolate Films shall not be liable or responsible for any amount or kind of loss, damage, injury or disappointment that may result to you (including without limitation, any direct, indirect, punitive or consequential loss or damages, or any loss of income, profits, goodwill, data, contracts, use of money, or loss or damages arising or connected in any way to business interruption, and whether in tort (including without limitation negligence, contract or otherwise) in connection with your application, video and participation in the Challenge in any way. Nothing in this legal notice shall exclude or limit the liability of the Organiser for (a) death or personal injury caused by negligence; or (b) fraud; or (c) any liability which cannot be excluded or limited under applicable law.

7 These terms and any matter relating to the Site will be governed by English law and the English courts shall have exclusive jurisdiction in respect of them.

## **PRIZES**

There will be one level of prize. There are no financial prizes associated with this Challenge.

The five winners of the Challenge will have their films screened at the V&A as part of the London Design Festival.



## CONTACT US

Contact:

Alessandra Cocksedge

[info@1000londoners.com](mailto:info@1000londoners.com)

Telephone: 020 7793 4287

Web: 1000londoners.com

Twitter: @1000\_londoners

Youtube: [youtube.com/1000londoners](https://www.youtube.com/1000londoners)

Facebook: 1000londoners