

Illumina Digital builds new BBC site to host user-generated film content

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Award-winning new media company Illumina Digital has built a new, user-driven website for the BBC - bbc.co.uk/britishfilm. Launched as part of BBC TWO's Summer of British Film season taking place later this year, the site features inspired tributes to British cinema in the form of amateur film clips and a forum for film lovers to share their ideas and experiences.

In the run up to the Summer of British Film season, budding amateur filmmakers and actors are invited to remake scenes from their favourite British films and upload them to the BBC mini movies group on YouTube. The Illumina-built site will showcase the best entries and allow users to comment on and rate their peer's efforts. The best clips will be shown on BBC TWO during the Summer of British Film season.

"The Summer of British Film website is a great way to make user-generated content more accessible to the public," said Davie McGirr, Director of Design and Development at Illumina Digital. "Our forum encourages an online social interaction that is both entertaining and informative as it celebrates the public's love of British film, and we're pleased to be playing such major role in driving audience participation on a multi-media platform."

<http://www.bbc.co.uk/britishfilm/>

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Illumina – Background Information

Illumina Digital is a multi award-winning new media company which is at the forefront of the creation and development of leading edge, multi-media experiences across multi-distribution platforms to inspire learning. Pioneers in the fields of education, technology and the arts, Illumina is aligned to, and works with a cohort of powerful brands and influential bodies including the BBC, the National Theatre, Channel 4, the Welsh Assembly and the DfES.

Illumina is also at the leading edge of graphic and animation design, print and video, with an impressive portfolio of work and a diverse range of projects from digital and interactive television to commercial and public sector web development. Projects to date have included Axon and Wannabes for the BBC, Stagework - www.stagework.org.uk - developed by Illumina Digital and the National Theatre for Culture Online; Breaking the News for Channel 4, ITN and Channel4 News; and the Easy Edit online video editing suite, created by Illumina Digital for the BBC Creative Archive.

Recognition for its achievements has earned Illumina a number of prestigious global awards including four BAFTAs for interactive innovation, three New Statesman New Media Awards, four Royal Television Society awards, UK and global World Summit Awards and a BIMA.