

SUSTAINING A REGIONAL SCREEN ECOSYSTEM IN A SMALL NATION:

AARHUS AND THE WEST DANISH FILM FUND



SCHOOL OF COMMUNICATION AND CULTURE

AARHUS UNIVERSITY

RSA WINTER CONFERENCE - LONDON
16 NOVEMBER 2018

PEI SZE CHOW
POSTDOC



European
Commission



AARHUS: ON THE PERIPHERY

Second-largest city in Denmark, 'capital' of Jutland.

European Capital of Culture in 2017

Part of the Central Denmark Region (Region Midt), which is the largest of the 5 regions in DK.



RESEARCH QUESTION & METHODS

How can Aarhus & the West Danish region strengthen and sustain its regional screen ecosystem in the context of a small nation?

- Policy analysis
- 30+ practitioner interviews
- Ethnographic analysis of empirical phenomena
- Participant-observation



LOCAL – REGIONAL - INTERNATIONAL

Individuals

Gatekeepers/conduits
Practitioners of all levels

Public Institutions, Companies

Filmby Aarhus
Den Vestdanske Filmpulje (DVF, West Danish Film Fund)
European Film College (Ebeltoft)
The Animation Workshop (Viborg)
Filmværksted Aarhus (Filmworkshop Aarhus)
Super8
M2Film

Projects

[New Nordic Noir](#) (Deluca Film, Filmby Aarhus, DVF, Filmförderung Hamburg Schleswig-Holstein)



FILM AGREEMENT 2019-2023

- **“Danish film must be produced in and reflect life throughout Denmark.”**
- DKK 47.4 mil. annually to regional film funds (23.7 mil. each to West Danish Film Fund and Film Funen)
- An additional 69 mil. earmarked for new initiatives from regional film funds.
- Increase in grants by 35 mil. annually
- Public broadcasters DR & TV2 no longer obliged to invest in Danish film since June 2018 (previously responsible for investing 65 mil. annually)



AARHUS: REGIONAL PRODUCTION CENTRE

Media production cluster anchored in **Filmby Aarhus (FilmCity Aarhus)**, est. 2003

- West Danish Film Fund
- Heart of the regional **digital visual industry**



FILMCITY AARHUS - SPACE AS TEXT, ACTOR



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2 studios, 80+ media businesses (e.g. M2Film, Deluca Film)

Support

- West Danish Film Fund
- Interactive Denmark
- Ideas Lab – e.g. MANND
- Industry and networking events
 - this.festival
 - Welcome business meetings

Education & Training

- VIA Film and Transmedia – Multiplatform Storytelling and Production (MSP)
- Chaos Pilots

Strategic partnerships

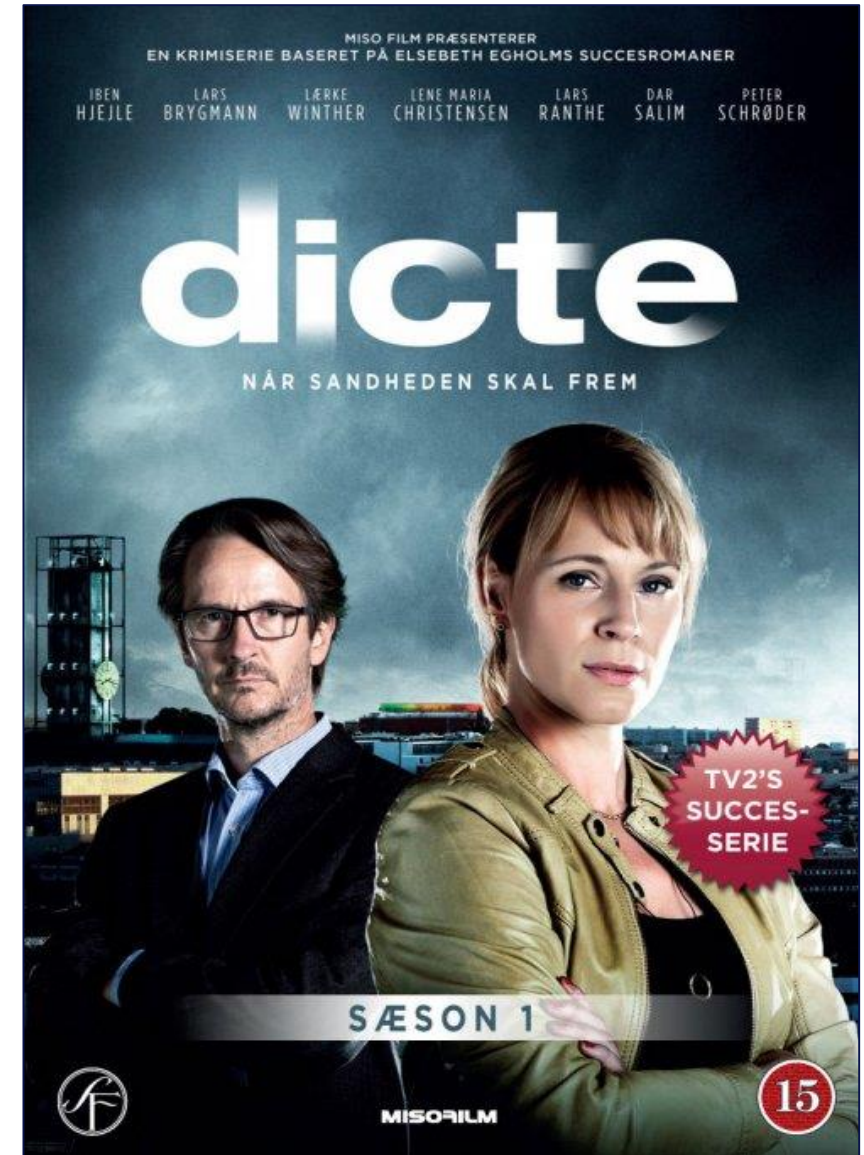
- Aarhus2017 European Capital of Culture
- Aarhus University
- Moesgaard Museum
- Ringkøbing-Skjern Municipality (*New Nordic Noir*)

Creative collaborations

- *The Journey* (film exhibition)
- *Aarhus Stories*
- *Cross motion*: digital visual content for health, tourism, education
- *Create Converge*: game and animation in health, construction, architecture, and marketing
- *New Nordic Noir*: transmedia TV series
- *Dicte* TV drama series, TV2/MisoFilm

DICTE (2013–16)

- “The largest media production ever in Aarhus.”
- Season 3 created estimated value of DKK 137 mil. (EUR 18.37 mil.)
- Screen tourism
- Place marketing
- Produced by Miso Film, co-produced by TV 2 Denmark, TV 4, TV 2 Norway, and West Danish Film Fund
- Support from Filmby Aarhus, Aarhus Municipality, and European Capital of Culture Aarhus 2017
- Produced and filmed in Aarhus, using local crew and craftspeople



Filmby 3

“Cafeteria effect” (Konstadakopoulos 2000)



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THANK YOU

PSCHOW@CC.AU.DK



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