

Opening activity (Digital Resource 5a)

- What do you understand by a film festival?
- Can you name any?

Task 2 (Digital Resource 5b)

These two articles are from *The Guardian's* online film site. They're reporting on the Venice Film Festival 2013. *Gravity* had already been the subject of much marketing hype and opened the festival.

Item 1: Xan Brooks' review of *Gravity*.

<http://www.theguardian.com/film/video/2013/aug/29/venice-film-festival-alfonso-cuaron-gravity-video-review>

Item 2: Interview (Clooney, Cuaron and Bullock)

Look at the following interview with Cuaron, Clooney and Bullock from the Venice Film Festival. How far does the interview promote the film? How far does it emphasise the early marketing hype of *Gravity*?

<http://www.theguardian.com/film/video/2013/aug/30/george-clooney-sandra-bullock-gravity-venice-film-festival>

Task 2 (Digital Resource 5b)

The award season is also very important for films for a variety of reasons.

Gravity was nominated for 11 BAFTAs and won 6 including Best British Film and Best Director.

Gravity was nominated for 10 Oscars and won 7 including Best Director.

Give reasons why these awards might be useful for (a) producers and distributors and (b) audiences?



Gravity (Cuaron, USA/UK, 2013)

Distribution: film festivals and awards



Task 2 (Digital Resource 5b)

Can you find any evidence online of the impact of *Gravity*'s BAFTA and Oscar wins on the film's subsequent commercial performance across all platforms – increased box office, extended runs, non-theatrical release such as DVD sales and online streaming?

The link below, to the Venice Film Festival's own site, suggests that the Venice Film Festival is using the film to promote itself! This is also likely to provide additional promotion for the film, however.

From <http://www.labiennale.org/en/cinema/news/04-03.html>