

Robbie Williams Shorts Success - 2007-03-28

In celebration of young film talent, Robbie Williams' new album acted as inspiration to the creation of eight short guerrilla films.

Robbie and his company, The In Good Company, in conjunction with Shooting People ran two competitions. The first was to ask young professional film makers to submit treatments each for a short film taking as its inspiration a song from Robbie's album, Rudebox. From a wide selection of treatments, Robbie selected seven that he considered to be the best among which were treatments including those by directors Ken Wardop (Venom), Jim Field-Smith (Idiotlamp), Owen Silverwood (Hangman Pictures) and Joel Wilson and Jamie Campbell (11 Films). The films have all been broadcast on C4 and Wardrop's film 'Bongo Bong' was recently nominated as 'Best Short' at 2007's IFTA Awards. Idiotlamp's film 'Goodbye To The Normals' has also enjoyed success by being selected by two European film festivals and a UK theatrical release by Bitesize Cinemas as well as causing a wild fire effect on the internet with over half a million views.

The second competition, again in conjunction with Shooting People and C4, was a global one and it invited film makers to create a short film using the song 'The 80's' from Rudebox for a chance to win a prize of £15,000.00. The films were judged by an esteemed panel consisting of Lord Puttnam, Jules Oldroyd (C4), Carrie Sutton (Video Commissioner) and Jonathan Ross and Robbie Williams himself. A further prize judged by visitors to the website was awarded to the film that gathered the most public votes on the site.

To view the winning films please visit:

<http://media.iefiles.co.uk/qt/rwshorts/rwshorts-trailer.html>

<http://www.robbiwilliams.com/rudeboxshorts>