**Workshop Title:** Dressing the screen / Spain

**UK mentor:** Alex Turvey

**Spain coordinators:** Ludovic Assémat / Meghan Kelly

**Theme:** Process of creating a concise treatment for a fashion film for professional and semi-professional fashion filmmakers

### Dates and venue: [Istituto Europeo di Design](http://www.ied.es/) (10, 11, 12 November) – From 3PM to 7PM

Hailed as one of London's "Top Fashion Creatives" by BUSINESS OF FASHION, "Fashion's New Generation" by VOGUE, as well as one of the fifteen "Creatives Who Will Define The Future of British Arts" by the INDEPENDENT, Alex Turvey is an award winning FILM DIRECTOR, DESIGNER & VISUAL ARTIST, born in Cornwall, now based between London & Los Angeles. His unique aesthetic has been applied to music videos, fashion films, commercials, Short films, installations and Live visuals, and has led to Alex being named as one of London's key Creative Craftsmen by LEVI'S, "Young Creative Entrepreneur" by DAZED and as a Leading Young Director by BOARDS and SHOTS Magazines. Alex has also sat as a Jury member for the D&AD Awards, and has been awarded the honorary fellowship of Falmouth University. Alex is currently developing his debut feature film & video game 'HOLLOW EARTH'.

Alongside Alex's personal creative output he also consults internationally, developing progressive creative strategy for Fashion & Luxury brands with a focus on digital output, as well as lecturing internationally, recently working alongside the British Council and Moscow film school as an ambassador for UK Fashion Film.

AWARDS

Gold ‘Best Fashion Film’ for River Island x Joseph Turvey at Aesthetica Short Film Festival 2014 Silver ‘Best Cinematorgraphy’ & ‘Best Fashion’ for River Island x Joseph Turvey at Berlin Fashion Film Festival 2014 Gold ‘Best Cinematorgraphy’ & ‘Best Fashion’ for River Island x Georgia Hardinge at Berlin Fashion Film Festival 2013 Bronze ‘Best New Male Fragrance Commercial’ for Topman ‘Distil’ at FiFi Awards 2013

'10 Young London Creatives Shaping the Future of Fashion' Business Of Fashion 2013 'Fashions New Generation: The fashion industry's 25 most exciting new stars' Vogue 2011. '15 Creatives Who Will Define The Future of British Arts' Independent 2010

**Programme**

Day 1

* General introduction by Alex Turvey
* Introduction to international filmmakers’ works and initial concept for project
* Workgroups and feedback on their creative and technical approach helping develop a treatment
* Develop concept - Review and discuss

Day 2

* Development focusing on sound and technical approach.

Day 3

* Presentation of full treatment and plan to shot and create the final short film before its screening in March 2016 within the third edition of Madrid Fashion Film festival.

**Application and Deadline:**

The full application below must be completed and submitted by midnight on **3rd November 2015** to Ludovic Assémat by email to [arts@britishcouncil.es](mailto:arts@britishcouncil.es) .

**Eligibility Criteria:**

1. Applications must be submitted by email with the present application form filled and attached
2. Application must be submitted by the above deadline
3. Participants must be professionals or semi-professionals and would be able to justify their skills and experience

**Quality Assessment**

1. Experience and relevance of the applicant’s research area to the workshop
2. Motivation and contribution to the aims of the workshop
3. Description of the long-term impact expected through the participation in the workshop

**Selection Procedure:**

1. Eligibility check
2. Quality assessment
3. CV review

**Notification of results:**

Applicants will be notified by email on the 6th of November 2015.

**Equal Opportunities**

The British Council is committed to equal opportunities and diversity in all its activities and this includes the avoidance of any bias in the assessment of applications due to gender, disability, racial or ethnic origin, sexual orientation, or religious belief. Participants’ selection undertaken by workshop organizers must not contravene this policy.

**Application Form**

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| **1. Applicant** | |
| Name |  |
| Gender (to monitor statistic participation – this will not be considered during assessment) |  |
| Email |  |
| Phone number |  |

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| **Brief CV (academic career, and any other relevant information) – no more than 1 page of A4** |
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| **Example of recent relevant works (link to videos and/or webpages)** |
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| **Please describe your motivation to attend the workshop and how the workshop matches your professional development needs** |
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| **Please describe the expected impact of your participation to the workshop on your personal and professional development, including your ability to work on an international level** |
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| **Workshops will take place in English as standard. Please indicate your ability to work and communicate in English** | | | |
| **Native Speaker** |  | **Good** |  |
| **Excellent** |  | **Need Support\* (please specify)** |  |

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| **Please use this space to give any additional information that you feel is relevant for the application.** |
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