

Beat: Business

DISNEY, LUCAFILM AND THE GREAT BRITAIN CAMPAIGN COLLABORATE TOGETHER

BRITISH CREATIVITY, INNOVATION, COPYRIGHT

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Last week, the UK Government's GREAT Britain campaign, Disney and Lucasfilm announced a unique collaboration that celebrates the British inspiration, creativity and innovation involved in the Star Wars saga ahead of the December 17th UK cinema release of the highly anticipated 'Star Wars: The Force Awakens'.

A series of videos featuring British icons such as Sir Richard Branson, Jamie Oliver and Jessica Ennis-Hill will profile the incredible British talent that has made Star Wars the global phenomenon it is today, celebrating almost 40 years of GREAT British filmmaking.

Each video tells the story of the nation's contribution to Star Wars through pillars such as innovation (Sir Richard Branson), inspiration to future generations (Jessica Ennis-Hill) and the legacy behind the films (Jamie Oliver).

Almost 40 years ago the incredible story between Great Britain and Star Wars began with the production of Star Wars: A New Hope at Elstree Studios.

The imagination, inspiration and innovation of the filmmakers included the original lightsaber design by British set decorator Roger Christian - who fashioned it from spare camera parts and collected junk, Academy Award-winning costume designs from British-born John Mollo "the man who brought Darth Vader's iconic look to life; and the key roles of the London Symphony Orchestra and Abbey Road - the birthplace of one of the most iconic themes in the galaxy.

The story continues with Star Wars: The Force Awakens which was filmed in the UK using some truly GREAT British talent in both the production team and amongst the on screen stars including the droid-building skills of two British fans, Oliver Steeples and Lee Towersey, who were recruited to bring R2-D2 to life plus British actors Daisy Ridley, John Boyega and Gwendoline Christie who play Rey, Finn and Captain Phasma in the new film.

In addition The Industry Trust for IP Awareness, the UK copyright education body, is launching a Star Wars: Made GREAT in Britain 55" trailer as part of its Moments Worth Paying For campaign. The inspiring new trailer that champions UK creativity and celebrates why the big screen experience is worth paying for launches in cinemas, courtesy of the UK Cinema Association, from December 9th 2015.

In 2013 the UK's Chancellor of the Exchequer, George Osborne announced the production of 'Star Wars: The Force Awakens' in the UK.

The Industry Trust has its own pedigree of running not only successful but impactful copyright education campaigns.

The GREAT Britain campaign is the Government's largest ever international campaign promoting the best of Britain. Active in 144 countries, it encourages the world to visit, study and do business with the UK with a goal of promoting jobs and growth for the UK.

Source : The GREAT Britain campaign

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