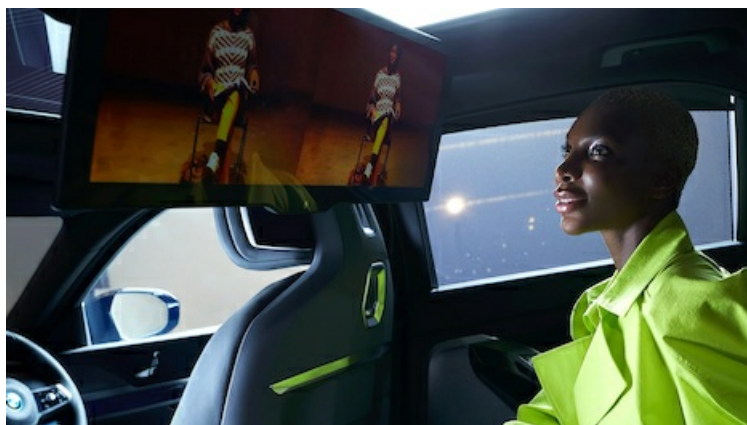


AUTOMOTIVE

## BMW directs filmmakers to dream big with mentorship venture

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*Inspired by the all-electric i7's new rear theater screen, a lucky few will receive the opportunity to present film projects of choice. Image credit: BMW*

By AMIRAH KEATON

German automaker BMW is supporting the talent breaking boundaries in film.

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In light of The British Film Institute (BFI)'s 67th London Film Festival, the car company is lending a lucky few the opportunity to present passion projects of choice via the newly-created BMW Filmmaking Challenge. The initiative is inspired by the all-electric BMW i7's new rear theater screen.

"The film industry constantly experiments with form, content and technology to share inspiring, challenging, and entertaining stories on screen," said Mia Bays, director of the [BFI Film Fund](#), in a statement.

"We are committed to opening up more opportunities to emerging filmmakers from all backgrounds and all parts of the UK, to give them a chance to develop their craft and expand their repertoire," Ms. Bays said. "We are therefore delighted with this new partnership with BMW and can think of no better and more inspiring icon than Michaela Coel to present this exciting new Filmmaking Challenge.

"When applications open, we can't wait to see the ideas and teams who step up and look forward to presenting the results in the cinema, on BFI Player and in the back of the new BMW i7 in October, which is a first for us!"

### Zooming in

Five shortlisted filmmakers and one new theater-focused vehicle feature are the subjects of a new round of targeted programming.

In partnership with the BFI, BMW has announced the launch of a joint venture which will see the selection of five shortlisted talents, followed by the subsequent development of a respective set of short films financed by the automaker via a budget of 10,000 euros, or \$10,920 at current exchange.

According to the brand, of the five shorts, a cast of high-profile judges will select the final winner, whose work will premiere as part of the Closing Night of the BFI London Film Festival in October 2023.

"This challenge is designed to foster creative risk-taking, inspired by the ground-breaking all-electric BMW i7 and its uniquely advanced cinematic technology," said Michelle Roberts, marketing director at **BMW UK**, in a statement.



*Offering mentorship during the production process is none other than Emmy award-winning writer, director and actress Michaela Coel. Image credit: BMW*

All shortlisted films will be made available on the film and television nonprofit's on-demand streaming service BFI Player.

Offering mentorship during the production process is none other than Emmy award-winning writer, director and actress Michaela Coel, who also stars in a 90-second promotional film featuring BMW's all-electric i7 model.

Born in London and raised in Turkey, Ms. Coel's concept is written and directed by rising talent herself, 23-year-old photographer and filmmaker Aliyah Otchere.

Ms. Coel appears interacting on set and in front of the all-electric BMW's ultra-wide 32:9-inch screen in a promotional campaign video.

#### *Ms. Coel helps introduce the BMW Filmmaking Challenge*

For the challenge, BMW will outfit the group with technology that enables 8K / 32:9 cinematographic creation. The cameras provided, plus program parameters outlined, expertly align with the i7 EV screen's picture-perfect capabilities.

Open to filmmaking teams with experience in creating short-form works, applications for the BMW Filmmaking Challenge open on March 1, 2023, closing at 5 p.m. local time on March 22, 2023. More information is available at <https://stories.bfi.org.uk/bmw-challenge/>.

#### *Filmmakers' folly*

Slated for September, this year's London Film Festival event is sponsored by American Express.

In an adjacent region and parallel luxury partnership, French fashion house Chanel circulated news of a repeat partnership with France's Academy of Cinema Arts and Techniques last month.

The organization's annual showcase, which honors the rising stars of the nation's cinematic scene, was sponsored by the French fashion house in a similar execution ([see story](#)).

Meanwhile, other luxury fashion players have leaned into cinema. Evidenced by a recent run at the opera ([see story](#)), Versace's overarching brand resonates with the drama of performance.

Seeking its share of representation amid the creative medium, BMW began inching closer into the cinematic realm with the recent reveal of an innovative prototype, in tandem with American actors Arnold Schwarzenegger and David Hasselhoff ([see story](#)).



*In partnership with the BFI, BMW has announced the launch of a joint venture which will see the selection of five shortlisted talents, followed by the development of a respective set of short films. Image credit: BMW*

Its latest activation with BFI, though perhaps less clear in connection at the start than the aforementioned examples, displays a fair amount of synergy between BMW's latest screen integration and new initiative, as asking filmmakers to tap into the potential of 8K / 32:9 cinematography goes hand in hand with the EV's entertainment addition.

"I hope this Filmmaking Challenge provides an opportunity for creatives to explore new and interesting perspectives, allowing us to discover the stories yet to be told," said Ms. Coel, in a statement.

"The all-electric BMW i7's technology and theater screen, which is much wider than we'd traditionally watch, will push creatives to think more expansively."

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