

TAKE A SEAT
AT BAFTA 195 PICCADILLY

SUPPORT THE
NEXT GENERATION
OF TALENT



BRITISH ACADEMY
OF FILM AND TELEVISION ARTS

Registered charity no. 216726.



BAFTA'S MISSION AND BELIEFS

The British Academy of Film and Television Arts (BAFTA) is a global independent arts charity that brings the very best work in film, games and television to public attention and supports the growth of creative talent in the UK and internationally.

Through its Awards ceremonies BAFTA identifies and celebrates excellence, both on and behind the screen. Through its year-round global programme of learning events and initiatives – which includes masterclasses, scholarships, lectures and mentoring schemes in the UK, USA and Asia – BAFTA discovers and supports new talent and enables learning and creative collaboration.

Our learning and new talent programme is at the very heart of BAFTA. As a champion of creative excellence, we believe it is vital that talented people from all parts of our society are able to succeed in our industries, regardless of their background, race, sexuality, disability or gender.

Every year we deliver over 300 events globally focused on finding and supporting the next generation of talent, sharing the expert knowledge of our winners, nominees and members, and breaking down the barriers to opportunity that can make it hard to build careers in film, games and television.

“

I want to thank everybody that said yes to me. I want to say thank you to everybody that gave me a chance and just saw my talent.

”

Letitia Wright

2015 Breakthrough Brit, 2019 EE Rising Star



Former Breakthrough Brit Letitia Wright wins the EE Rising Star Award at the 2019 British Academy Film Awards



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Above: Princess Anne Theatre interior 2021

TAKE A SEAT SUPPORT THE NEXT GENERATION

Naming a seat is a personal way for you to support BAFTA's work as a leading arts charity

We are transforming our home, 195 Piccadilly, into a creative centre for film, games and television, enabling us to dramatically increase our year-round work supporting talented young people to build careers in our industries.

The Princess Anne Theatre, BAFTA's iconic 227 seat cinema, is the heart of BAFTA's home, playing host to our film screenings, new talent masterclasses and events. The Princess Anne Theatre has shown the work of both up-and-coming filmmakers and established artists to BAFTA members and the wider public for over 45 years. It also plays a key role in our year-round learning and talent development programme to find and nurture the next generation of talent.

The fully refurbished cinema will be fitted with Dolby Vision® and Dolby Atmos® technology which uses state-of-the-art optics and image processing to deliver amazingly vivid visuals and life-like audio for a truly immersive cinematic experience. The redeveloped Princess Anne Theatre will be one of only three cinemas in London to have this technology along with the Odeon Leicester Square and Dolby's in-house cinema .

Whether in your own name, a company name, in memory of a loved one or as a gift for someone special, your donation will enable us to discover, nurture and inspire the next generation of talent and ensure the screen-based industries are open to all.

By way of acknowledgment, for a donation of £10,000 you will receive:

- An inscription of your choice on a seat in the Princess Anne Theatre for at least 20 years
- The opportunity to choose the location of your seat
- Access to the BAFTA Members' Club for one year from reopening – a private bar and restaurant housed on the newly-created fourth floor of 195 Piccadilly
- An invitation for you and a guest to attend a BAFTA Academy Circle evening
- An invitation for you and a guest to attend the 195 Piccadilly opening night party
- Named acknowledgement as a supporter in 195 Piccadilly for at least 20 years



Above: Timothée Chalamet and Daniel Kaluuya, BAFTA Sessions.



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@BAFTAGuru
#TVLecture



“Neither of my parents worked in our business, but both loved stories, and when, 20 years ago, they first sat in this auditorium to watch something I'd been involved with, it made me realise how much they'd contributed to my own love of movies and television and how I now share that with my own family. I wanted to endow a seat for them, and one for my partner and children to support the next generation of storytellers”

Jane Featherstone

BAFTA Member

Television Producer, Founder, Sister Pictures

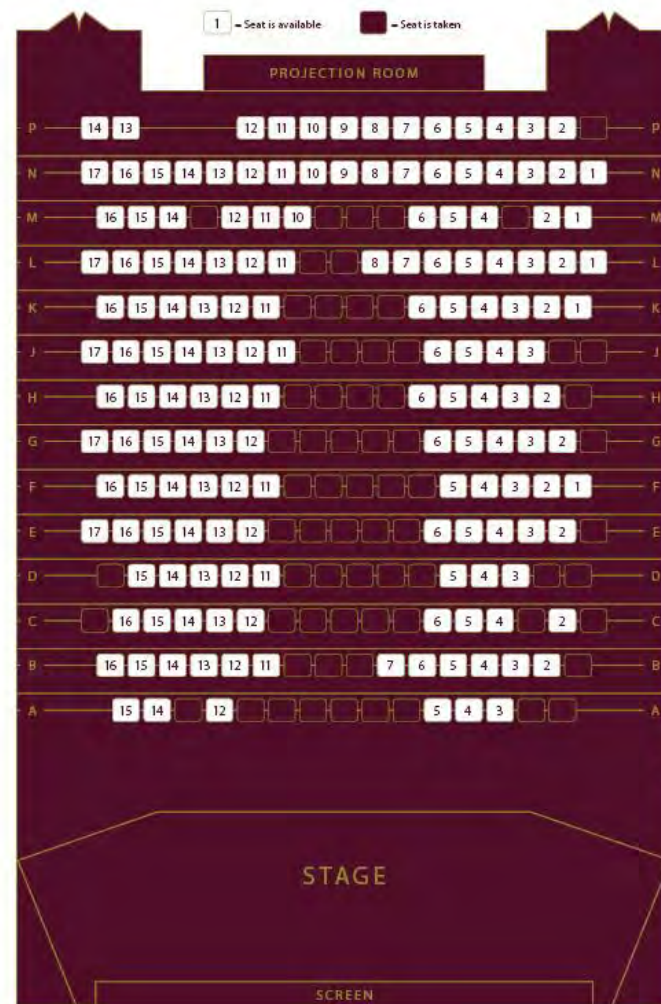


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CHOOSE YOUR INSCRIPTION AND THE POSITION OF YOUR SEAT



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195 PICCADILLY
PRINCESS ANNE THEATRE



HOW WE SUPPORT TALENT

All talented individuals, regardless of their backgrounds, should be given the best possible opportunity to succeed. With the generosity of our supporters, we strive to make this possible by delivering a unique programme of learning and education initiatives which currently include:

Early years age 7+: BAFTA Kids works in schools across the UK to educate children about film, games and television and to develop teamwork, confidence and resilience. In the USA, BAFTA works in high schools and community centres delivering programmes to underserved students and career starters in Los Angeles and New York.

Young Game Designers: a UK-wide competition for 10-18 year olds to develop game ideas and prototypes, giving them access to the games industry and its top professionals.

BAFTA Scholarships: fund students in need of financial assistance to study courses in film, games or television across the world, with programmes in the UK, USA and China.

BAFTA Roccliffe New Writing Competition: a platform for aspiring screenwriters to showcase their work to the industry.

BAFTA Guru and BAFTA Guru Live: an online content hub and event aimed at career starters, with inspirational videos, podcasts and interviews giving invaluable careers advice.

BAFTA Crew: an industry-recognised career development programme for young creatives working in film, games or television production.

BAFTA Breakthrough: identifies the most exciting new talent and offers them bespoke support at their critical 'breakthrough' career moment. Delivered in the UK, USA, China and India.

BAFTA Elevate: specifically supports people from under-represented groups to develop their careers through a 12-month bespoke programme of mentoring, introductions and networking.

“ I want to tell really powerful and important stories about people that haven't been represented properly on screen. I'm in a position where a lot of doors are being opened which might not have been had I not become a Breakthrough Brit.

Daisy May Hudson, Writer/Director
BAFTA Breakthrough Brit

”



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OUR CAMPAIGN SUPPORTERS

**The redevelopment of 195 Piccadilly would not be possible without the exceptional generosity of the following donors, foundations, trusts and partners.
Thank you for your inspiring support for the next generation of talent.**

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*And to all of our supporters
who wish to remain anonymous*



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2020 BAFTA Breakthrough Brits

“

I feel like doors which were previously closed are now opening for me in the industry and I want to use this opportunity to listen and soak up everything I can.

Bukky Bakray

2021 EE Rising Star

2021 Leading Actress nominee for *Rocks*

2020 Breakthrough Brit

”



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To pledge your support or for further information, please contact:
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