

# FCBG Film Competition 2015

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The Friends of the Cruickshank Botanic Garden (FCBG) is organising a film competition to raise the profile of the garden. Selected good quality film entries will be available online through Youtube, Vimeo or similar and show the Garden to an international audience. The idea of a film competition will create excitement around the Garden and gives opportunities to explore, educate and present many perspectives of the functions of a Botanic Garden. The Cruickshank Botanic Garden will gain online visitors, making the plant collection available to a much wider audience.

## The Friends of the Cruickshank Botanic Garden

The Friends was formed in 1982/3 with three aims, to: bring together all those interested in the well-being of the Cruickshank Botanic Garden; further the development of the Garden by all appropriate means, including fund-raising; support the aims of the original bequest by providing a public lecture programme and other educational activities. See the [website](#).

The Cruickshank Botanic Garden exists to promote an appreciation of the beauty, diversity and importance of plants, and an understanding of their role in the natural world. A garden can also hold "*ideas for larger enterprises*" and be sites of "*a tremendous shudder of meaning*" (Marchitello, 2003<sup>1</sup>). FCBG hopes that the films made by visitors to the garden will capture the beauty and diversity of the plants, portray meaning of that larger enterprise and give a "*glimpse of another sensibility*" (Cooper, 2003)<sup>2</sup>.

## FCBG Film Competition 2015 Rules

FCBG Film Competition is organised by the Friends of the Cruickshank Botanic Garden registered charity SC004350.

1. The film must be made of the Cruickshank Botanic Garden (Aberdeen AB24 2TY) in 2015.
2. The competition is open to anyone.
3. Films submitted must be precisely one minute duration, including title and credits, under the title "Cruickshank Botanic Garden: the feeling of the garden".
4. Entry is by online submission at the entrant's own expense and by filling in the online application form. Films are to be uploaded to the entrant's YouTube or Vimeo account or similar and the link provided on the application form.
5. Entry to the competition is free.

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<sup>1</sup> Marchitello, Howard (2003) 'Garden Frisson' *Journal of Medieval and Early Modern Studies* 33:1 143-177

<sup>2</sup> Cooper, David E (2003) 'In praise of gardens' *British Journal of Aesthetics* 43 (2) 101-113

6. Prizes are as follows:

1<sup>st</sup> prize £100 and a day with Tern Television as they film an episode of Beechgrove Garden <http://www.thebeechgrovegarden.com/>

2<sup>nd</sup> prize £100 and a half a day with Station House Media Unit (Shmu) <http://www.shmu.org.uk/>

3<sup>rd</sup> prize £100

All three winners will also receive a year's membership of the Friends of the Cruickshank Botanic Garden, giving free entry to the lecture programme and an email newsletter four times a year.

7. Each and every entry will be viewed by a representative of the Friends of the Cruickshank Botanic Garden and a member of the University of Aberdeen video services team. They will assess the representation of the garden, originality and technical quality of the films and compile a short list of entries for the judges.
8. A panel comprising: a member of the Friends of Cruickshank Botanic Garden, the Cruickshank Botanic Garden curator or keeper, an undergraduate from Plant and Soil Science at the University of Aberdeen, and two film/media professionals from Tern TV and Shmu will judge the short listed films and their decision is final.
9. Short listed films will be judged on: their ability to evoke a feeling and emotion in the viewer, presentation of the plant collection, botany, creativity, story, originality and technical execution.
10. The last date for entries will be 5pm on Monday 28<sup>th</sup> of September 2015, films submitted after this time will not be considered.
11. Shortlisted entries will be announced on 8th October 2015 online and at that evening's Friends of the Cruickshank Botanic Garden lecture.
12. Winners will be notified on Friday 23rd October 2015 and prizes presented at the evening lecture of the Friends on November 12<sup>th</sup> 2015.
13. If the film entry includes images of people it is the entrant's responsibility to obtain all permission and releases from any persons (or the parent/guardian of any young persons) appearing in their film submission to the competition. It is also the entrant's responsibility to ensure they have the right to show the film to a public audience (i.e. secured all music and image rights). If they do not have the permission to use the music/images in their film, they cannot submit the film into the competition. If films do not fulfil these criteria they will be disqualified.
14. In submitting a film to the competition the entrant consents to the use of the film by the Friends of Cruickshank Botanic Garden and by the University of Aberdeen for the benefit and promotion of the Cruickshank Botanic Garden.
15. In submitting a film the entrant agrees to the above regulations.