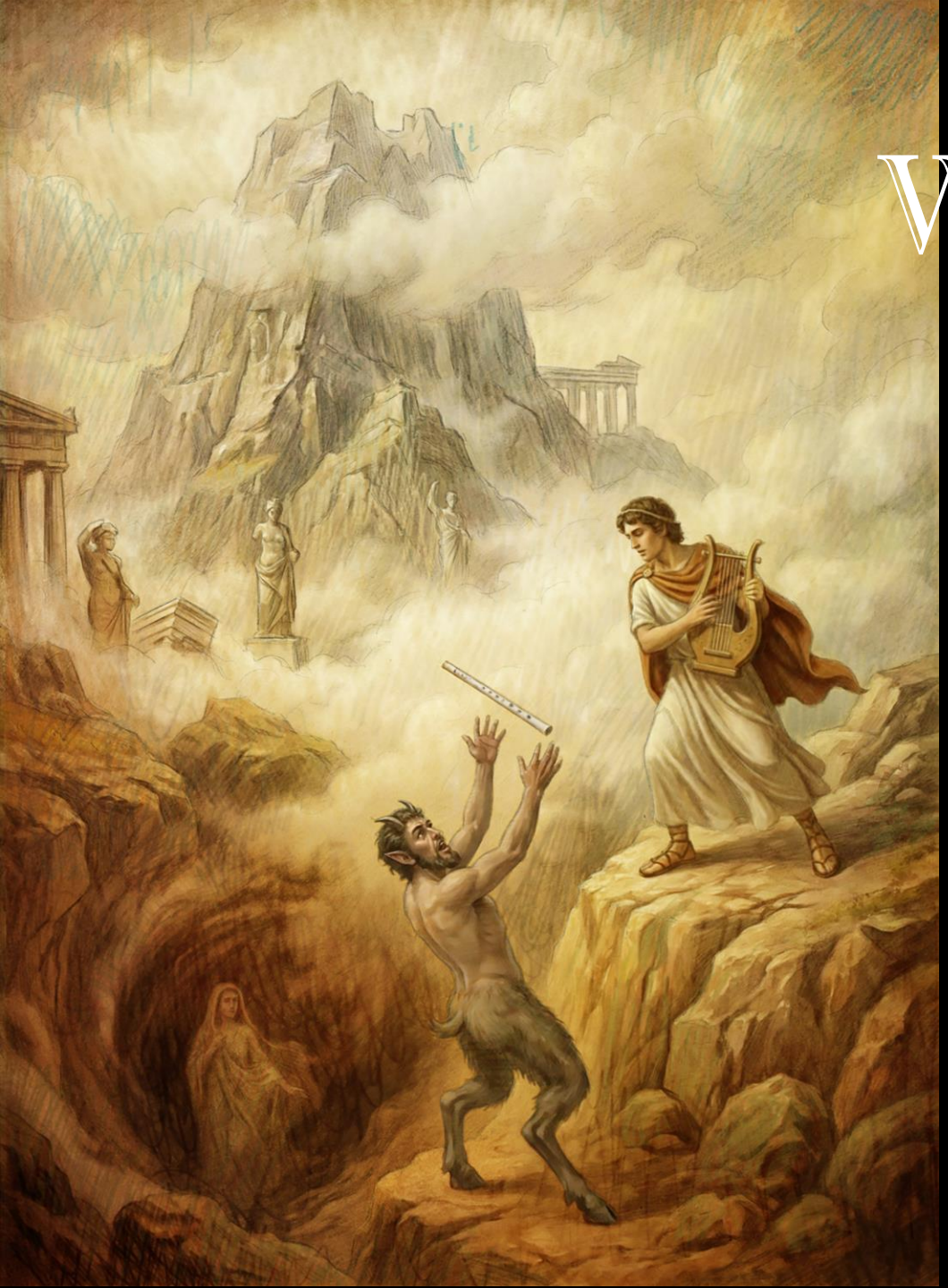
Flute Fanfare



A beautiful independent film
production re-telling
the wondrous story written
by Alexander Halsall and
illustrated by David Griffiths

Presented by Richard Kelly
Illustrations by David Griffiths



What is Flute Fanfare?

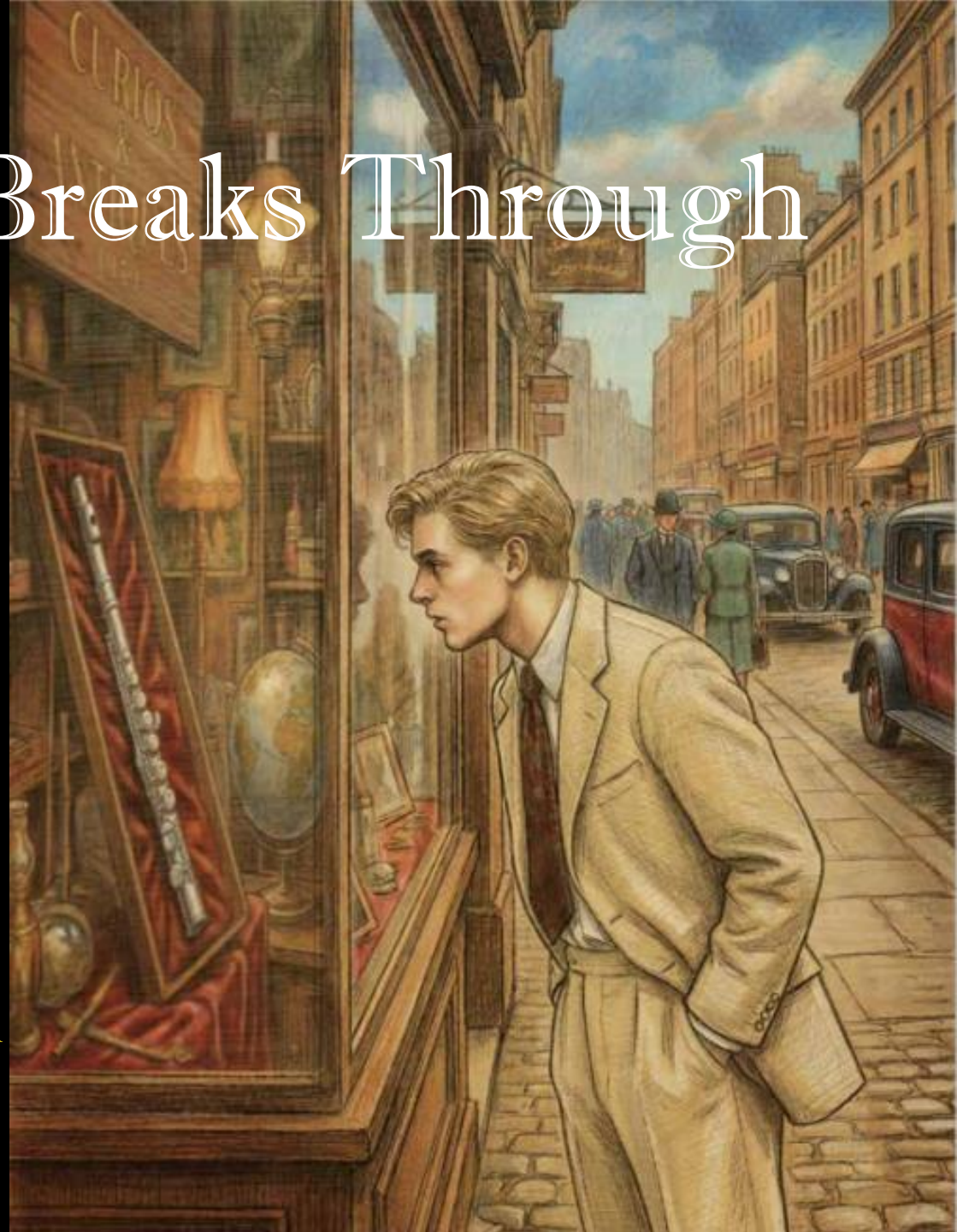
- **The Synopsis:** A fantasy children's picture book with a mythological twist, serving as an educational tale that deals with issues of the past.
- **The Narrative:** Written by Alexander Halsall and illustrated by David Griffiths, the story weaves together mythical magical elements and historical lessons in a captivating journey.
- **The Adaptation:** We will bring this rich narrative to the screen through a beautifully striking 1930s art deco aesthetic, blending engaging storytelling with unique visual artistry.

The Challenges Facing Modern Independent Films

- **The Variety Problem:** Many independent films rely on homogenous storytelling styles or recycled tropes, failing to offer fresh visual or narrative diversity to modern audiences.
- **The Thematic Trap:** Productions frequently lean into overly cynical, bleak, or niche themes that alienate viewers rather than inviting them into a shared human experience.
- **The Message & Delivery Flaw:** Projects often stumble by becoming heavy-handed, moralising, or preachy, losing their artistic resonance in favour of pushing a direct agenda.

How Flute Fanfare Breaks Through

- ✓ **Our Vision:** A wonderfully faithful, beautifully crafted adaptation of the book by Alexander Halsall and illustrated by David Griffiths, built to offer a refreshing alternative to standard indie formulas.
- ✓ **The Thematic Core:** A captivating journey rooted in musical magic and light Grecian mythology, championing unity and human connection without falling into cynicism .
- ✓ **The Delivery:** We will present a historical and educational production that threads naturally into the atmosphere, letting the storytelling speak for itself rather than lecturing the viewer.





The Opportunity

- The market for distinctive, visually striking feature length animated and live-action hybrid films has strong demand across international festival circuits and digital streaming platforms.
- Audiences are increasingly seeking high artistic merit and unique visual styles over homogenous mass production.
- Art deco styling and 1930s period aesthetics offer incredibly strong differentiation and immediately timeless visual memorability that resonates with worldwide audiences of all ages.
- We are offering for you to become a part of telling a story that brings people together when so much of the world seeks to separate us.

The Ask and Where in Production We Are

❖**Stage:** Pre-production, securing full financing, brand permissions, and locking creative talent.

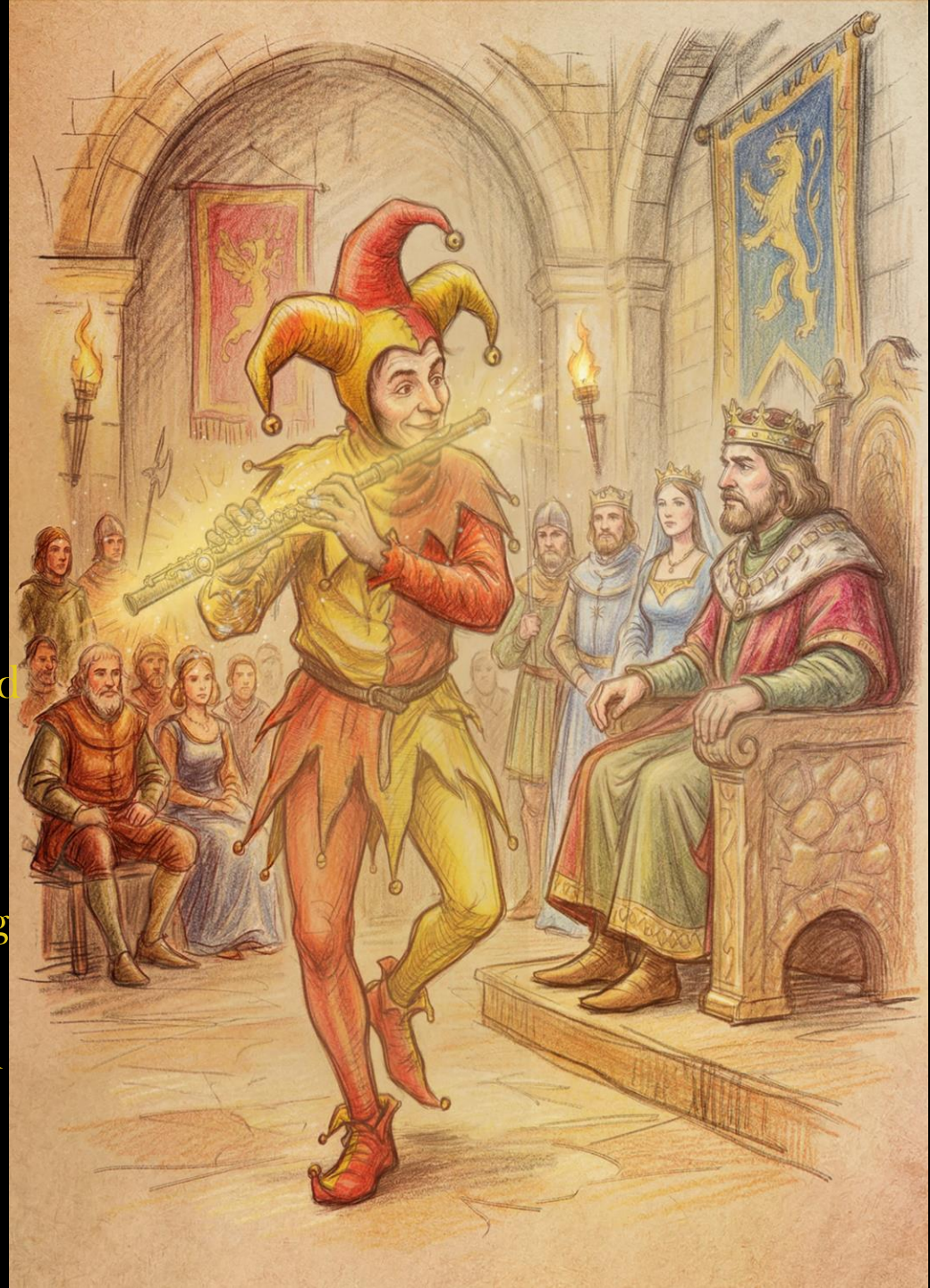
❖**What:** Production of an independent short film combining live action and rotoscoped animation, inspired by the 1930s art deco aesthetic of the book.

❖***Capital Sought:*** £400,000 total via various initiative grants of around £50,000.

❖**Use of Funds:** Full feature principal photography, expanded rotoscoped animation, original musical scoring, sound design, and post-production delivery.

Risks & Mitigations

- **Production Overruns:** Managed via a micro-budget live-action shoot (controlled 3-week schedule with minimal cast/crew) to insulate the budget before the animation phase.
- **Animation Pipeline Risk:** Using proven UK-based educational and professional pricing standards to ensure predictable costs per minute for the rotoscope workflow.
- ***Market Uptake Risk:*** Mitigated by leveraging an already published book by Alexander Halsall and illustrated by David Griffiths, ensuring pre-validated source material and an existing readership.





Next Milestones

- **Securing** final grant applications and investedture.
- Securing key talent contracts.
- Securing sponsorships and permissions from key brands to be featured.
- *Confirming* final screenplay and storyboarding.
- Commencing pre-production principal photography.



❖Be Part of the Vision:

Help us translate a celebrated published work into a landmark independent feature.

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Thank You

For Your Consideration!

Compiled by Gareth Pearce Formatting and Editing