

BLOWN AWAY

A new film by Corey Baker Dance



BBC



Concept

BLOWN AWAY will feature elite dancers and circus artists performing above, below and ON wind turbines across Scotland, set to a popular music track, celebrating the *MOVES* towards renewable energy.

Directed and choreographed by Corey Baker, **BLOWN AWAY** will be a 3-4 minute, made-to-go-viral film, premiering at the COP26 international summit in November 2021, before being broadcast on the BBC and distributed digitally.

Viewing figures for **BLOWN AWAY** are targeted at 20 million+ with support from partners BBC Scotland, United Nations, COP26, Arts Council England and Scottish Renewables.

Corey Baker Dance has partnered with Julie's Bicycle to ensure the entire production is carbon natural.



Audience

BLOWN AWAY will be created with the ambition to generate 20+ million views / interactions. Premiering at the COP26 summit, then screened via the BBC, the film will benefit from our partners' collective social media reach of over 140 million. **BLOWN AWAY** will capture a global audience:

TARGET AUDIENCE

- **Green** - people engaged with environmental stories, organisations and activism.
- **Cultural** - people engaged with the arts.
- **Connected** - people engaged with viral content and organic peer-to-peer sharing.

DISTRIBUTION

COP26 - will host the film's premiere at the climate summit for the public, world leaders and delegates.

BBC - will broadcast the film then host on iPlayer and BBC social media.

Film Festivals - the film will be submitted for selection at several major film festivals across the globe.

PR & PARTNERSHIPS

The film will benefit from COP26/BBC PR initiatives.

Both partners are harnessing **BLOWN AWAY** as a central marketing campaign to attract public interest in COP26.

All partners are committed to sharing and promoting the film across social media on release, via a collective reach of over 140 million.



Outreach

Alongside the **BLOWN AWAY** film, Corey Baker Dance will curate and deliver a free learning and engagement programme across Scotland, including:

- A live dance performance about renewable energy made to tour to community spaces and outdoor locations
- Over 100 hybrid dance and science workshops all about the MOVES to renewables, made for all ages and abilities.

The **BLOWN AWAY** outreach programme will provide opportunities for people in hard-to-reach demographics, rural and coastal communities to take part in dance, whilst encouraging and promoting renewable energy use.

Corey Baker Dance

Corey Baker Dance has been invited by COP26 and BBC Scotland to create a new dance film to help communicate one of the climate summit's key themes – renewable energy. Corey Baker Dance is famed for creating dance in the world's most unusual locations. **BLOWN AWAY** will continue Corey's reputation for making dance differently, building on award-winning films like:

SWAN LAKE BATH BALLET

Made remotely in lockdown, this viral hit has over 8 millions views worldwide on BBC iPlayer.



ANTARTICA: THE FIRST DANCE

The first dance ever created and filmed in Antarctica, commissioned by Channel 4.



LYING TOGETHER

Made for World Environment Day with UNEP. Filmed on the skyscrapers of Hong Kong.



Production Team



COREY BAKER

Director/Choreographer

Corey is an award-winning choreographer and filmmaker, with a passionate belief that dance is for everyone. Corey is renowned for his innovation and commitment to driving dance into the 21st century.



TIM WOOD

Executive Producer

Tim is the former Deputy CEO of Rambert, where he worked as executive producer for stage and screen with partners including DV8, The Royal Ballet, Sadler's Wells and BBC Films.



ANNE BERESFORD

Producer

Anne is an independent producer working in film and television with a track record of producing award-winning music and arts films. Anne also works across drama and features.

Partners

COMMISSIONED BY



SUPPORTED BY



COP26



Julie's Bicycle



United Nations

Join in

Be a part of the **BLOWN AWAY** sensation.

To find out more about how you can support, sponsor or be a part of the **BLOWN AWAY** production, please contact:

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