



WeVe Case Study
In Cahoots with Screen WM
and Clusta





Brief

Responding to a UK Film Council, Digital Film Archive Fund (DFAF) brief, the focus of this project was to make accessible a huge variety of regional archive film to as wide an audience as possible and to engage new audiences with archive moving image, particularly 14-25 year olds.

Solution

WeVee is an interactive online application, giving users the opportunity to make meaning of archive content for themselves.

Our creative response led to an approach which fuses traditional archive footage with new digital technologies to open up a wealth of moving image archive to a new audience.

Users can interact with a large volume of archive film and then edit a personalised version of these clips to music to create their own 'mash-ups' or WeVeEs. These can be shared across user's existing social networking platforms.

Throughout the development of WeVee, partnerships with archive holders including Cadburys, Staffordshire Film Archive and the Media Archive for Central England ensured the vision of the project was balanced against the practicalities of opening up archive footage online.

A marketing campaign running alongside the WeVee site, looks across both online and offline engagements to ensure the establishment and continuation of a user base.

Feedback

"We were thrilled to invite WeVee to beta-launch during Birmingham's ArtsFest in September 2009. Over the course of the weekend it was clear WeVee had appeal to all ages – from just 4 years old through to 84 years old."

Emily Bartlett, Birmingham ArtsFest Festival Co-ordinator

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