

Creativity is Great: Britain's creative talent

1 Britain is a creative nation ... Art, music, gaming and film-making – you'll find it all here.
 2 But why is it that Great Britain has more creative people, per head of population, than
 3 anywhere else in the world?
 4 Let's find out ...
 5 This is the London Film Museum. Here you'll find original costumes and props from some of
 6 the world's greatest films.
 7 This museum has it all. Iconic monsters, robots, fantasy and so much more...
 8 Ahhh - one of my boyhood heroes, Batman.
 9 Jonathan Sands founded and created the museum, and over half of the collection is from his
 10 own private archive.
 11 Richard: Jonathan, I'm a huge fan of movies so I'm very excited to be here. What's the idea
 12 behind the London Film Museum?
 13 Jonathan: The Film Museum primarily promotes the British film industry through a number of
 14 mediums, including original artefacts and costumes and sets. A lot of our friends, who we've
 15 accumulated over the years, have donated material to the museum and it is the only film
 16 museum like it in the UK.
 17 Richard: And how did it come about?
 18 Jonathan: Well, it came about because originally we ourselves are from the film industry. We
 19 owned a prop company, a prop being an artefact or an item that is used on the film, many of
 20 which you'll see here.
 21 Richard: Why do you think it is that Britain leads the world when it comes to film-making?
 22 Jonathan: I think primarily for two reasons. One, we have fantastic facilities, like the
 23 Pinewoods, Sheppertons and soon to be the Leavesdens, and we also have the best and
 24 the most creative talent, whether it's in front of camera or behind the camera, really.
 25 From creativity on the small screen to creativity on the big stage ... the UK has a thriving
 26 theatrical tradition. London's West End is the largest theatrical district in the world.
 27 And it's not only happening in London. Great Britain hosts one of the world's largest cultural
 28 events – this is the Edinburgh Festival. The Festival takes place each year in August and
 29 attracts acts and visitors from around the world.
 30 Another side of British culture that attracts tourists is the range of visual arts on show.

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31 There are over 300 world-class museums and art galleries just in London. This is Tate
 32 Britain - right here, in Millbank. It's the home of British art from the 1500s right up to the
 33 present day - let's go take a look.

34 Tate Britain is the world centre for British art. Some of the greatest artists of all time are
 35 British and this gallery has them all under one roof.

36 Tate Britain is one of four Tate galleries across the country, and the oldest. Over the years,
 37 it's been threatened by bombing in the war and flooding from the Thames. There are
 38 hundreds of works of art here.

39 These are some of the earliest paintings in the gallery, including this portrait of Queen
 40 Elizabeth the First.

41 Penelope Curtis is the director of Tate Britain. It's her job to decide which art pieces are
 42 exhibited.

43 Richard: Penelope, tell me about Tate Britain.

44 Penelope: Tate Britain is the national gallery of British art. It was founded by Henry Tate
 45 about a hundred years ago.

46 Richard: And what does your role involve?

46 Penelope: I'm the director, and that means looking after everything, but particularly the
 47 collections and the displays that you can see in the gallery.

48 Richard: And you have some fabulous pictures here, including this very popular one.

49 Penelope: They say this is our most popular painting. It's hard to know, but it certainly sells
 50 the most postcards, but that's rather an old-fashioned measure.

51 Richard: What is it about British art that's so exciting?

52 Penelope: Well, what's particular about British art is that we're an island nation, so things
 53 become very concentrated here. People travel from all over the world to be here; other
 54 people never leave at all, so things that you might see in the rest of the world become more
 55 concentrated in Britain.

56 Richard: What's the future of British art and creativity?

57 Penelope: I think the fact that we don't know is what's exciting about it. Here, we can make
 58 history speak to the present and inform what people are doing now, and that's one of our
 59 important roles.

60 And the future of British art is bold and exciting.

61 Artistic creativity in Great Britain isn't always found at museums or galleries; sometimes it's



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62 worth taking a closer look at the walls around the city.

63 Street art used to be a form of protest and was often painted over by the authorities. These

64 days it's a celebrated art form. Some pieces are worth a fortune.

65 Another art form that is booming in Britain is building computer games.

66 The UK produces more than a quarter of the world's computer games and independent

67 developer Blitz Games Studios here in Leamington Spa has created some top sellers.

68 Popular games like Puss in Boots, Karaoke Revolution and The Biggest Loser are

69 developed here. Blitz Games Studios have a passion for games, technology and creativity.

70 Philip Oliver is a game developer and set up Blitz Games Studios with his brother.

71 Richard: Philip, how did this all start?

72 Philip: My twin brother and I, Andrew, started playing video games in the early eighties. We

73 got ourselves a 8-bit computer and started writing games just as a hobby but, by the mid-

74 eighties, we were actually able to sell games. We set up Blitz Games Studios and started

75 employing people with the idea we would make games for a global audience, and today we

76 have over 220 talented, creative people making video games for all the biggest publishers in

77 the world.

78 Richard: What makes games development so creative?

79 Philip: Games are just a fantastic medium. I'm sorry, but I'm absolutely hooked, and I hope

80 so many other people are. We are the entertainment of the twenty-first century. There are no

81 limits.

82 Do you know, when it comes to computer games, I don't think I'm very good at building

83 them. I'm much better at playing them. Yes! Come on! Go up, up, up, up! Get the star! Go

84 on! Go - Oh, no, no, ah.

