

James Mudge CV

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PROFILE

A long-standing international film industry expert, having worked in film press and media for over twenty years, I am the CEO of The Next Day Agency, a production, communications and sales/distribution company working between the UK, Europe and Chinese language speaking countries. I am also the Festival Director of Chinese Visual Festival, a key cultural event founded in 2010, which screens Chinese language cinema in London and throughout the UK, working with directors such as Jia Zhangke, Zhou Hao, Pema Tsenden and others, and with a variety of film festivals and organisations in China and the UK.

Having served as a consultant on a number of Chinese productions, I recently directed the feature *Fifty Six*, and an episode of the UK-China co-production alcohol documentary *Ganbei!* in Beijing, both now in post-production, and am currently in pre-production on *The Vanishing Time*, the highly-anticipated debut feature from London-based Hong Kong director Shan Ng and the film *Unsavory Elements* for director Tom Carter in China, as well as having several other projects in development.

As well as writing for a number of publications and websites on Chinese and East Asian film, I also give lectures at academic and film institutions, including King's College London and the British Film Institute, and am regularly interviewed by global media outlets including CCTV, The Guardian, and others. I am also experienced in film exhibition, and have been responsible for designing and implementing UK-wide focused promotional, outreach and communications campaigns in the English and Chinese languages, having worked on the UK releases of a numerous high-profile films including *Animal World*, *Detective Chinatown 2*, *Youth*, *The Road to Mandalay* and others, and for various film festival and exhibition events.

WORKS

Film

The Old Civilian – producer – 2020, dir. Kia Khaili Pir, UK (fiction short)
Unsavory Elements – producer – 2019, dir. Tom Carter, USA-China (fiction feature, pre-production)
The Vanishing Time – producer – 2019, dir. Shan Ng, UK-Hong Kong (fiction feature, pre-production)
Fifty Six – writer/director/producer - 2019, dir. James Mudge (fiction feature, post-production)

Broadcast/Online

Ganbei! – director/producer – 2018, dir. James Mudge, UK-China (documentary, in production)

EXPERIENCE

CEO and Co-founder | The Next Day Agency | www.tndfilm.com

London | 12/2015 - Present

The Next Day Agency bridges the gap between the Chinese language speaking world and the UK, working in film production and offering representation, exhibition, event management, and services

in developing release, communication, marketing and PR strategies to film companies and film makers, as well as artists and others in the creative industries. Run by a mixture of Chinese and British born experts, its founders have invaluable experience in both the Chinese language and UK markets, and have developed an extensive network of international industry contacts as well as a comprehensive database of key media, festival and distribution contacts.

- Co-founder of the company, responsible for business planning and operations
- Responsible for researching and targeting potential clients, and for promoting and raising the profile of the company at events in the UK and internationally
- Production – responsible for selecting and running production projects, from early development through to script, production and release, acting as writer, director and/or producers as required
- Sales – responsible for targeting titles for representation and sales, commercial development, and negotiating with production companies and exhibitors
- Exhibition – responsible for arranging and running film exhibition screenings and events, including nationwide release campaigns, liaising with venues and logistics
- PR campaigns – responsible for designing and implementing UK-wide focused promotional and communications campaigns in the English and Chinese languages, having worked on the UK releases of a numerous high-profile films including *Animal World*, *Detective Chinatown 2*, *Youth*, *The Road to Mandalay* and others

Festival Director | Chinese Visual Festival | www.chinesevisualfestival.org

London | 06/2011 - Present

Chinese Visual Festival is a leading London-based cultural event, screening the best in contemporary Chinese language film and art since 2011, having worked in the past with a long list of distinguished artists and directors including Jia Zhangke, Pema Tseden, Wu Wuna, Zhou Hao, Cao Fei and others. Dealing with fiction, documentary, shorts and art video, the festival takes place at various venues around London, including BFI Southbank, Bertha DocHouse and King's College London, and features films, guests, panel sessions, receptions and other events. Outside of the annual edition, the festival also runs events throughout the year in partnership with other organisations.

- As Festival Director, responsible for all areas of the festival, from planning and curating, through to event organisation and operations, managing a team of staff and volunteers
- Responsible for marketing and promotion of the festival and related events, sourcing designers and planning campaigns, social media, targeting partner organisations and audience development
- Responsible for arranging receptions, panels and other events at the festival and throughout the year, including catering, guests and logistics
- Responsible for festival finances, plus researching and securing sponsorship, working with sponsors before and during the festival to ensure satisfaction

Journalism – I have been a writer for various websites over the last 15 years, including Eastern Kicks, YesAsia and Beyondhollywood, regularly writing reviews and articles, and carrying out interviews. My work has been quoted as part of numerous national cinema and home video release campaigns