

# THE FREEDOM MACHINE



## Marketing Pack for Venue and event Organisers

*The Freedom Machine* is a new cinema release of archive film celebrating the bicycle from Scottish film curator Jo Reid, using 120 years of footage and accompanied by a hypnotic soundtrack from sound designer Catherine Hawthorne. It features archival material provided by the National Library of Scotland Moving Image Archive, Media Archive for Central England, BFI, Screen Archive South East, East Anglian Film Archive, Yorkshire Film Archive, London Screen Archive, plus sequences from Charlotte Bill's *Life of the Bicycle*.

The Freedom Machine is supported by Glasgow Life UCI Cycling World Championships, Film Hub Scotland and Glasgow Film Festival.

### Introduction

While Susan B Anthony famously said the bicycle “has done more to emancipate women than anything else in the world”, *The Freedom Machine* interrogates what freedom looks like for women cyclists. From opening a shiny new bike on Christmas morning to the grind of a daily commute, bicycles hold a multitude of meanings and opportunities for women across the world. Using archival footage from across the UK’s film archives, *The Freedom Machine* shows the ways women have used the bicycle to find freedom and independence on the road, the race track and beyond.

Some of these stories within *The Freedom Machine* include: Jean Cameron’s crusade to add trousers to the female post officer’s uniform; sixteen year old cyclist Louise Garbett’s ambition to become world champion; Aimee Pfanner’s daring ride across the Thames in a hydrocycle, and cycling clubs that allowed young women to explore the countryside. These

stories show how women throughout the years have approached cycling as a political statement, a practical necessity, and for pure pleasure.

The archival material featured in *The Freedom Machine* encompasses over 100 years of history, with the earliest dating from 1899. With footage from eight different archives, it shows that the bicycle has never meant just one thing to one person; its impact has shaped and informed many women's lives.

*The Freedom Machine* contains over nine minutes of material from the National Museum of Scotland's Moving Image Archives, depicting the everyday reality for female cyclists across Scotland during the 20th century. From students in St Andrews travelling to class, to factory workers arriving at Birrell Confectioners ready for a day of work and children enjoying a post-cycle sandwich and glass of milk, *The Freedom Machine* celebrates both the trailblazing cyclists who changed the world, and the ordinary everyday women whose lives were changed through cycling.

Accompanying the archival footage is a soundtrack by Glasgow-based sound designer and composer Cat Hawthorn, who brought a bike into the recording studio to capture the percussive sounds that permeate *The Freedom Machine's* soundscape.

Cyclists who feature in *The Freedom Machine*

- **Beryl Burton**, five time cycling world champion (Yorkshire)
- **Jean Cameron** (Glen Clova), postwoman who challenged and changed the dress code of the Royal Mail
- **Tessa Sanderson**, shown cycling in an interview with Barbara Slater following an injury, Olympic gold medalist
- **Louise Garbett**, First ever winner of the white jersey at the Tour de France Feminin of 1984
- **Aimee Pfanner**, who pedalled from Calais to Dover on a "hydro-cycle"

Specific locations featured in archive footage:

Scotland	Rest of UK:	
Clova	Dover	Ardley
Stromness	Leeds	Birmingham
Linlithgow	Stratford	Nottingham
Aberdeen	Wakefield	Peak District
Peeblesshire	Herne Hill, London	Upper Benefield
St Andrews	Wandsworth, London	Cambridge
Glasgow	Norwich	Aldeburgh
Brora	Epsom	Swanage
	Upper Heyford Peace	Yorkshire Dales
	Camp, Oxfordshire	

## **Booking Information**

Formats available: DCP and Blu-ray

BBFC Certificate: U

Film Duration: 40 mins + 10mins recorded introduction

Director / Editor: Jo Reid

Soundtrack composed by Catherine Hawthorne

PRS/PPL Registration: The soundtrack is registered with both PRS and PPL so please ensure you add *The Freedom Machine* to your returns to ensure the musicians receive their royalties.

Screener link: available on request or link with password

How to book: [info@filmhubscotland.com](mailto:info@filmhubscotland.com)

Terms: £40 (DCP) / £20 (DVD)

Q&As: Jo Reid will be available to attend a few screenings to participate in audience Q&A

## **Credits**

The Freedom Machine is Produced by Glasgow Film Festival and supported by Glasgow Life 2023 UCI Cycling World Championships and Film Hub Scotland.

Glasgow Film Festival (GFF) is Scotland's leading film festival and is firmly established as a key event in the UK's cultural calendar. Launched in 2005, GFF has grown greatly in significance and is now a key launching pad for films.. GFF continues to grow and develop its international reputation. Held annually, it presents a unique programme of feature film premieres, special events, live and interactive experiences, and an Industry Focus programme for filmmakers at every stage of their career. The festival will return in 2024, which will be its 20th edition.

## **2023 UCI Cycling World Championships**

In the first ever event of its kind, the world's greatest riders will come together in Glasgow and across Scotland, 3-13 August 2023, to compete at the highest level during 13 UCI World Championships. During the 11 days of competition more than 2600 athletes will be vying for one of the coveted 200 rainbow jerseys, up for grabs. For more information on the ticketed and free to attend events visit [www.cyclingworldchamps.com/](http://www.cyclingworldchamps.com/)

## **Marketing**

Glasgow Film Festival Trailer: <https://www.youtube.com/watch?v=kGpBZDOWYxA&t=18s>

Trailer: <https://youtu.be/iAvsek3YpAA>

Logos: [Logos available here](#)

Partner Social media accounts:

	Glasgow Film Festival	Jo Reid	Glasgow Life
Facebook	@glasgowfilmfestival		@GlasgowLife
Twitter	@glasgowfilmfest	<a href="https://twitter.com/_jomreid">https://twitter.com/_jomreid</a>	@glasgowlife
Instagram	@glasgowfilmfest		
LinkedIn	@glasgowfilmfestival		@GlasgowLife
	#GFF23		#PoweroftheBike

Film Stills: [Images available here](#)

Marketing materials: A5 Posters and quads available

Film Copy:

50 words

Susan B Anthony famously called the bicycle a freedom machine, an opportunity for emancipation and independence. *The Freedom Machine* interrogates what freedom truly looks like for women cyclists. Using archival footage from archives across the UK, Scottish film curator Jo Reid shows how women used the bicycle to find freedom on the road, and beyond.

100 words

While Susan B Anthony famously said the bicycle “has done more to emancipate women than anything else in the world”, *The Freedom Machine* interrogates what freedom looks like for women cyclists. From opening a shiny new bike on Christmas morning to the grind of a daily commute, bicycles hold a multitude of meanings and opportunities for women across the world. Using archival footage from across the UK’s film archives, *The Freedom Machine* shows the ways women have used the bicycle to find freedom and independence on the road, the race track and beyond.

## Audience

- Local cycling clubs and organisations
- Archive and documentary film enthusiasts
- People interested in feminist history and women’s stories
- Fans of experimental music

### Campaign and Marketing Ideas:

- Opportunity to connect with local cycling groups and encourage people to cycle to your venue
- Other film programme ideas TBA
- Bike groups on Scotland [Resource list \(work in progress\)](#)

### Event Ideas

- Programme a season of cycling films - see some [suggested titles here](#)
- The film to be accompanied by a pre-recorded interview with the curator Jo Reid, sound designer Cat Hawthorn and diversity advocate and founder of Mòr Diversity Aneela McKenna, who has tackled racism and discrimination in her own life with the help of mountain biking.
- Encourage audiences to cycle to the screening
- Spark audience conversation with local cycling guest speakers/ archivists

### Event Evaluation

- Final attendance numbers
- Survey to be supplied upon booking