

Rabbit Trap

Made in Wales Support Sheet



Synopsis: 1973: married musicians Daphne and Darcy Davenport have relocated from London to an isolated cabin in Wales in order to complete their new record. When they accidentally make a field recording of a mystical sound never before heard by human ears, a strange child enters their lives who gradually un-tethers them from reality. The couple soon find themselves caught between the ancient spirits of the natural world and the lives they once knew.

Film Details: <https://filmhubwales.org/en/films/rabbit-trap/>

Release Date: January 30, 2026

Certificate: 15 ([BBFC](#))

Runtime: 1 hour 37 mins

Distributor: [Picturehouse](#)

Bookings: Bill Sich: bill.s@picturehouses.co.uk

Format: DCP

Stills/Trailers: Alice Werdine (Picturehouse Marketing Manager): alice.w@picturehouses.co.uk

Instagram: @madasbirdsfilms (Welsh production co) @picentfilms (distributor) @brynchainey (director) @jadecroot (cast) @spectrevision (co-producers) @banksidefilms (sales)

Hashtag: #MadeInWales #MadasBirds #RabbitTrap #DevPatel #RosyMcEwen #JadeCroot #FolkHorror #WelshFolk

Trailer: [Youtube](#)

Tag us in your images @filmhubwales @Madeinwales_ so we can share your screenings!

Welsh Connections

- **Production Company:** Mad as Birds
- **Setting:** 1970s Wales
- **Location:** Partly shot in Wales
- **Story element:** The Tylwyth Teg; Welsh faerie folklore
- **Cast:** Jade Croot (Merthyr Tydfil)

Audiences

Below are some of the types of audiences we expect Rabbit Trap to appeal to:

- Audiences who love independent horror / folk horror
- Audiences interested in Welsh folklore, mythology and legends
- Audiences who love atmospheric mysteries
- Audiences interested in tense, suspenseful films
- Audiences interested in small ensemble British films
- Fans of Dev Patel

Key Words

If running social media advertising, consider using the following key words/phrases to attract diverse audiences that might be interested in the film:

- British cinema / Welsh cinema / Celtic folklore
- Slow burn Welsh folk horror
- Atmospheric thriller
- Unsettling / Hypnotic / Dreamlike / Ominous
- Debut feature film / fresh from the festival circuit / premiered at Sundance
- Tylwyth Teg (fairies)

Event Ideas

- **Post-screening discussions:** Welsh folklore has been used in various films throughout the years, but *Rabbit Trap* directly references the Tylwyth Teg from faerie stories.

Audiences may be interested in hearing more about the folklore surrounding such tales so perhaps you could hold a post-screening discussion about the film, leaning on various online resources, such as [Wikipedia](#), [British Fairies](#), [Strange and Twisted](#), and Russ Williams' Welsh folklore blog [Where the Folk](#). You may also be able to find local authors or academics willing to attend your cinema to talk to audiences about such folklore, such as [Mhara Starling - Modern Witch](#)

- **Film Club Discussions:** From the point of view of the film itself, how well does *Rabbit Trap* work as a slow-burn horror film? The themes of the film include trauma, shame and suppressed memories: how well does the director explore these themes, and how does the director use visuals and the idea of sound recording to dramatise these ideas? Which other films explore similar themes and how did those films tackle the ideas differently?
- **Cultural Activities:** The release of *Rabbit Trap* is a brilliant opportunity to create an information board about the Tylwyth Teg at your cinema. Perhaps there are some local legends near to your venue that you could highlight to audiences? Llyn y Fan Fach (Carmarthenshire), Cadair Idris (Eryri), Fairy Glen (Betws-y-Coed) and the Pembrokeshire coast are all famous for being ancient faerie hotspots. While the film is unsuitable for younger audiences, perhaps you could engage with a local secondary school to see if any pupils /art students (15+) could create the faerie board with you?

Wider Programming

The following are suggestions for films you could programme alongside *Rabbit Trap*, including ideas for double-bills and/or strands that could help develop existing and new audiences.

Features: *the following films have strong Welsh connections and share similarities to Rabbit Trap in various ways, including tone, mood, genre and story elements:*

- [Gwledd / The Feast](#) (2022): When a wealthy family and their guests gather for a dinner party in the remote Welsh countryside, they have little idea of what awaits them. Welsh-language horror thriller from writer Roger Williams and director Lee Haven Jones. Available via [Picturehouse](#).
- [Gwen](#) (2018): Folk horror, incorporating elements of gothic, supernatural, and psychological horror. In the stark beauty of 19th Century Snowdonia, a young girl tries desperately to hold her home together, struggling with her mother's mysterious illness, her father's absence and a ruthless mining company encroaching on their land. Available via [Bulldog](#).
- [Censor](#) (2021): After viewing a strangely familiar video nasty, Enid, a film censor, sets out to solve the past mystery of her sister's disappearance, embarking on a quest that dissolves the line between fiction and reality. Available via [Vertigo Releasing](#).
- [Starve Acre](#) (2024): 1970s, rural England. Richard and Juliette's seemingly idyllic family life is thrown into turmoil when their son Ewan starts acting out of character, creating an insurmountable wedge between the once happy couple. Available via [BFI](#).

- [Saint Maud](#) (2020): Trouble ensues when Maud, a devout young nurse who faced a tragic past, gets obsessed with saving her dying patient's soul. Horror in English and Welsh, available from [Park Circus](#).
- [The Green Knight](#) (2021): Sir Gawain, King Arthur's young nephew, embarks on an adventurous journey and deals with ghosts, thieves and giants as he sets out to defeat Green Knight, a giant, after accepting his challenge. Available from [Entertainment Film Distributors](#).

The following two horrors are about similar creatures to the faerie-folk of Rabbit Trap:

- [The Hallow](#) (2015): When a London-based conservationist is sent to Ireland with his wife and infant child to survey an area of forest believed to be hallowed ground by superstitious locals, his actions unwittingly disturb a horde of demonic creatures who prey upon the lost.
- [Unwelcome](#) (2023): Married couple Maya and Jamie escape their urban nightmare to the tranquility of rural Ireland only to discover malevolent and murderous goblins lurking in the gnarled, ancient wood at the foot of their new garden. Available from Warner Bros.

You could also programme a series of films about sound and/or sound-recording:

- [Berberian Sound Studio](#) (2012): A man who works as a sound engineer in a studio goes to extreme lengths to get what he wants, even going as far as torturing people. Curzon.
- [Blow Out](#) (1981): A movie sound recordist accidentally records the evidence that proves that a car accident was actually murder and consequently finds himself in danger. [Park Circus](#).
- [Sound of Metal](#) (2019) During a series of adrenaline-fueled gigs, itinerant punk-metal drummer Ruben begins to experience hearing loss. When a specialist tells him his condition will rapidly worsen, he thinks his music career - and with it his life - is over. [Vertigo](#)
- [Emyr Ankst Film Package](#) - Born in Ynys Môn, Emyr went on to found Ankst record label, helping to shape Welsh music across the late 20th century. This theme is strongly rooted within the films he made, such as Bafta winning Y Lleill. Contact [Cellb](#)

Shorts

The following shorts all have Welsh connections and will complement Rabbit Trap:

- [Tooth Fairy](#) (2015): A dark animated tale from Welsh director Robert Brown, about a Tooth Fairy who builds her house out of teeth. Available from the [filmmaker](#).
- [The Sin-Eater](#) (2023): 1852, Wales: a desperate young mother carries out a forbidden ritual to save the soul of her unbaptised dead baby, but is tricked into taking on a terrifying supernatural burden. Available via [Gallus Films](#).
- [Geronimo](#) (2022): When Peter, an anxious arcade owner is prescribed Erebus, a sleeping app, instead of sleeping pills, he reluctantly tries it out. However, far from

bringing rest, Erebus's voice takes Peter into a waking nightmare from which he may never escape.

- [Fruiting Bodies](#) (2022): Estate agent Mr. West gets called to evaluate an old hotel in this short. Mr West is attracted to the building and the hotel's owner at first, but things are not what they seem and leaving the building proves very difficult. Available from the [filmmaker](#).
- [Short Lease](#) (2013): A ghost story with a twist: Maura Jameson visits a deserted country house to perform a survey for the new estate agent, when she finds a man hanging by his necktie in the foyer. From Welsh director of *Censor*, Prano Bailey Bond. Available from [Film London](#).

Made in Wales Assets

We have the following asset coming soon:

- Editorial by Russ Williams (author of [Where the Folk](#)) about the folklore surrounding the Tylwyth Teg and how *Rabbit Trap* fits into wider cinematic versions of Welsh folklore.

More information about the recent surge in Welsh horror films can be found in Made in Wales' previous article, [Protein and More: The Surge of Welsh Horror Films](#) by Nia Edwards-Behi.

Campaign and marketing ideas

Audiences: *Rabbit Trap* will appeal to audiences with an interest in small, intense, atmospheric ensemble horrors, and particularly with those interested in folk horror. *Rabbit Trap* has done well on the festival circuit so try to promote the list of festivals the film has screened at before its theatrical release, especially big hitters like Sundance:

- [Sundance Film Festival](#) (USA): World Premiere (January 2025).
- [Brussels International Fantastic Film Festival](#) (April 2025).
- [Slash Filmfestival](#) (Austria): (September 2025).
- [Grimmfest](#) (UK): (October 2025).
- [Russell Hobbs British Film Festival](#) (Australia): (November 2025).
- [QCinema International Film Festival](#) (Philippines): (November 2025).
- [Singapore International Film Festival](#): (December 2025)

Experience: Research into audiences highlights how important the whole cinema experience is. As suggested in Event Ideas, have a think about how you can add extra activity to your screenings. Creating a board for audiences to engage with before or after the screening, or organising a short post-film discussion or talk might really help add extra value to the screening.

News and Reviews

- [Guardian Review](#) (Jan 2025)
- [Variety](#) (Jan 2025)
- [Hollywood Reporter](#) (Jan 2025)
- [Screen Daily](#) (Jan 2025)
- [IndieWire](#) (Jan 2025)
- [Roger Ebert.com](#) (Sept 2025)
- [The Rolling Tape](#) (Sept 2025)

Interviews with some of the people who made Rabbit Trap:

- Creepy Kingdom: [Bryn Chainey on Folklore, Sound Design, and the Haunting Power of RABBIT TRAP](#)
- Filmmaker Magazine: [“The Power of Sounds, Spells, and the Sublime Unknown”: Editor Brett W. Bachman on Rabbit Trap](#)
- IndieWire: [For Paranormal ‘Experiencer’ and Producer Daniel Noah, Bringing the Supernatural to the Screen Is Bigger Than Just Scares](#)

Helpful Resources

[Getting Better Data – Get Creative with Audience Surveys](#): We know that audience surveys can be a big challenge. Data is crucial to audience development, to target customers and improve business.

[A Simple Guide To: DIGITAL MARKETING](#): Marketing your events online can be as simple or as complex as you want it to be. To get you started, here are some easy steps to promote your event online.

[Facebook and Instagram Ads](#): With a budget of £10 - £30 you can tailor your ads on socials:

- Custom audiences – allows you to target existing customers or leads,
- Location – allows you to target by location (city, state, country),
- Gender – allows you to target by gender (male or female),
- Interests – allows you to target by interest (such as fitness, entrepreneurship, fashion, literature)

[A Simple Guide To: AUGMENTING FILM SCREENINGS](#): Putting on a film screening doesn't have to be about just showing a film. Venues can make their events stand out and attract new audiences by augmenting their screenings with something extra.

If you would like further advice, please contact:

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