



THIS
IS
IRELAND

A ROUGH GUIDE TO FILMING IN IRELAND

The Irish Film Commission
Promoting Ireland as a Film Location



IRISH FILM BOARD
BORD SCANNÁN NA HÉIREANN

INTRODUCTION

World class film and television drama is made in Ireland year after year.

Recent international film titles made in Ireland include Rodrigo Garcia's, *Albert Nobbs*, starring Glenn Close, Steven Soderbergh's *Haywire*, starring Michael Douglas, Paolo Sorrentino's *This Must be the Place* starring Sean Penn, James Mather's/Stephen St Leger's *Lockout*, starring Guy Pearce and *Ek Tha Tiger*, a major Bollywood Production directed by Kabir Khan, starring Salman Khan.

Television drama made in Ireland include *Camelot* for Starz, *Primeval* for ITV, *Treasure Island* for Sky1, *Neverland* for Sky Movies and *Titanic: Blood and Steel* for RAI.

Whilst most of these titles filmed in Ireland, many also took advantage of Ireland's growing CGI and VFX capabilities and carried out post production too.

Ireland's success is built on talented Irish producers, directors, writers, cast, crew and service providers, backed by consistent Irish government support and a tax incentive for film and television worth up to 28%.

Bord Scannán na hÉireann/the Irish Film Board (IFB) is the national development agency for the Irish film industry investing in talent, creativity and enterprise. The agency supports and promotes the Irish film industry.

The Irish Film Commission, a part of the IFB, with offices in Dublin and Los Angeles, promotes Ireland internationally as a location for film and television production. We also provide information, advice, introductions and logistical support to Irish and international filmmakers during the development and production process.

This *Rough Guide to Filming in Ireland* will answer some of your questions about the Irish film industry, but nothing beats face to face contact, so please get in touch to arrange a meeting in Dublin, Los Angeles, or at any one of the international annual events which we attend.

We look forward to meeting you.

Naoise Barry
Irish Film Commissioner

Chief Executive

James Hickey

Business Affairs

Deputy Chief Executive

Teresa McGrane

Financial Controller

Celine Forde

Business & Legal Affairs Executive

Mark Byrne

Industry Affairs Executive

Patrick O'Neill

Business and Legal Affairs Co-ordinator

Aileen McCauley

Accounts Co-ordinator

Suzanne Keane (Part-time)

Production & Development

Production Executives

Alan Maher

Emma Scott

Development Executive

Andrew Meehan

Production & Development Co-ordinator

Sarah Dillon

Applications & Schemes Co-ordinator

Jill McGregor

Irish Film Commission

Film Commissioner

Naoise Barry

Deputy Film Commissioner

Mags O'Sullivan

SVP Irish Film Commission US

Jonathan Loughran

Marketing

Marketing & Communications Executive

Louise Ryan

Adminisration

Executive Assistant

Niamh O'Reilly

Board Members

James Morris (Chair)

Lesley McKimm

Tristan Orpen Lynch

Kevin Moriarty

Kirsten Sheridan

Johnny Gogan

Barry Grace

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THE TUDORS
(SEASON 1-4)

DIRECTED BY
CIARAN DONNELLY, BRIAN KIRK,
DEARBHLA WALSH,
COLM MCCARTHY

FILMED ON LOCATION IN
WICKLOW AND DUBLIN

A tall, cylindrical stone tower with a conical roof, surrounded by a dense forest and a cemetery. The tower is made of rough-hewn stone and has several small, narrow windows. The background shows a lush green landscape with rolling hills and a dense forest of trees. The sky is blue with some light clouds.

GLENDALOUGH, WICKLOW

THE IRISH FILM COMMISSION

CLIENT SERVICES

The Irish Film Commission's Dublin office supports both Irish and overseas filmmakers. We provide a wide range of services including:

- General industry advice
- Information about Irish financial incentives
- Networking Events
- Co-ordinated "Fam" Tours
- An online locations gallery
- An online crew and services directory
- An Irish production company search facility
- Access to the Network of Regional Film Offices
- The support of The FILM DUBLIN Partnership
- Discretionary scouting and recce support
- Special corporate hotel rates at 5*, 4* and 3* level

Our U.S. office promotes Ireland to the North American industry. Its services include:

- Information about the Irish film industry and tax incentives with the aim of attracting feature film and television drama to locate in Ireland
- Support for Irish producers, directors, writers and actors, accessing and doing business in Los Angeles

PROVIDING IMPARTIAL ADVICE AND ASSISTANCE

ENSURING A FILM-FRIENDLY ENVIRONMENT FOR VISITING FILMMAKERS

IRELAND

LEADING THE WAY IN EVENT TELEVISION



IRISH MADE FOR 2011

YOUR IRISH CO-PRODUCER

With over 140 member companies, Screen Producers Ireland (SPI) is the representative body for independent film, television and animation producers.

You require an Irish co-producer in order to access the Irish tax incentive for film and television, Section 481. In addition to handling the tax deal, your Irish co-producer can advise you on other sources of finance. They can manage all stages of the production process including budgeting, scouting, scheduling, casting, crewing and post production.

For more information about how to find a co-producer contact **locations@irishfilmboard.ie**, or alternatively go to **www.screenproducersireland.com** and check their production company A-Z listing.

“IRISH PRODUCERS ARE EXTREMELY VERSATILE. THEY COMBINE CREATIVE, FINANCIAL AND PRODUCTION KNOWLEDGE AND HAVE AN EXCELLENT REPUTATION IN THE INTERNATIONAL CO-PRODUCTION MARKETPLACE. WITH EXTENSIVE EXPERIENCE IN MANY GENRES, IRISH PRODUCERS CAN OFFER A RELIABLE, FLEXIBLE AND BUSINESS-LIKE APPROACH TO ANY CO-PRODUCTION. ”

BARBARA GALAVAN, CEO, SCREEN PRODUCERS IRELAND

SOURCES OF IRISH FINANCE

**THERE ARE A VARIETY OF POTENTIAL FUNDING SOURCES IN IRELAND
THE MAIN ONES ARE LISTED BELOW**

YOUR IRISH CO-PRODUCER CAN ADVISE ON WHICH MAY BE AVAILABLE TO YOU

THE "SECTION 481" TAX INCENTIVE

The Irish tax incentive for film and television, called Section 481, can contribute up to 28% of a projects qualifying expenditure. See page 10 for more details or visit www.irishfilmboard.ie for current guidelines.

IRISH FILM BOARD PRODUCTION & DEVELOPMENT FUNDING

Ireland's National Screen Agency supports Irish filmmaking from script to screen. Visit www.irishfilmboard.ie and read through the "IFB Funding Programmes" section for information about current funding schemes.

EURIMAGES

Ireland is a member of the Council of Europe's production support fund, EURIMAGES. The fund supports production of feature films, documentaries and animated films that are intended for cinematographic exhibition and are co-productions between at least two member states. For more information, contact our Industry Affairs Executive, Patrick O'Neill, at patrick.oneill@irishfilmboard.ie.

RTÉ

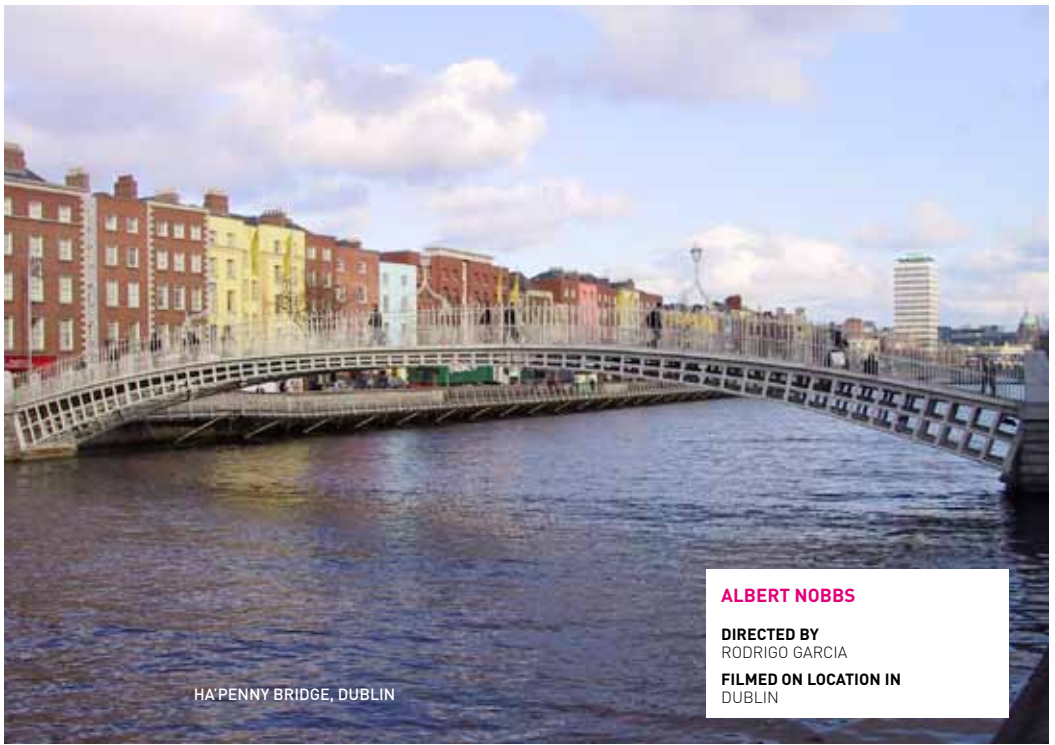
RTÉ is Ireland's Public Service Broadcaster. To find out more about the commissioning process visit www.rte.ie/commissioning/rtedrama.html

TV3

TV3 is Ireland's commercial free-to-air television broadcaster. Visit www.tv3.ie for more information.

THE BROADCASTING AUTHORITY OF IRELAND (BAI) – SOUND AND VISION

The Broadcasting Authority of Ireland (BAI) is an independent regulator for radio and television broadcasters in Ireland. The Sound and Vision fund which is administered by the BAI provides support to high quality programmes on Irish culture, heritage and experience, and programmes to improve adult literacy. For information about this fund visit www.bai.ie/funding_sound_vision.html



HA'PENNY BRIDGE, DUBLIN

ALBERT NOBBS

DIRECTED BY
RODRIGO GARCIA

FILMED ON LOCATION IN
DUBLIN



PS I LOVE YOU

DIRECTED BY
RICHARD LAGRAVENESE

FILMED ON LOCATION IN
DUBLIN, WICKLOW AND GALWAY

CONNEMARA, GALWAY / PHOTO: LIAM BLAKE

“SECTION 481”

THE IRISH TAX INCENTIVE FOR FILM AND TELEVISION

WHAT IS SECTION 481?

Section 481 is a tax incentive for film and television made in Ireland.

WHAT TYPE OF PROJECTS QUALIFY?

The incentive applies to Feature Film, Television Drama, Animation (feature film and television) and Creative Documentary.

HOW MUCH IS THE SECTION 481 BENEFIT WORTH?

Projects can derive a benefit of up to 28% of their qualifying expenditure.

WHAT CONSTITUTES QUALIFYING EXPENDITURE?

The benefit is based on the cost of EU cast and crew working in Ireland, and goods and services purchased in Ireland, up to a maximum value of 80% of the global budget.

WHEN IS IT PAID?

The Section 481 net benefit is made available to the production on the first day of principal photography or on the financial closing of the film. The incentive is guaranteed until December 2015.

IS THERE A CAP ON THE AMOUNT OF SECTION 481 THAT CAN BE RAISED?

Yes, there is a ceiling of €50m on qualifying expenditure per project.

EXPLAIN HOW IT WORKS FROM THE FOREIGN PRODUCER POINT OF VIEW?

The foreign producer must team up with a local Irish co-producer. The Irish co-producer applies to the Irish Revenue Commissioners for a Section 481 certificate. The issuance of this certificate allows the Section 481 finance to be raised.

The certificate will stipulate various conditions such as: the maximum amount of Section 481 finance which can be raised, the identity of crew, the number of trainees, etc. The Irish co-producer is responsible for compliance with all the conditions of the certificate.

The Irish co-producer provides the full range of production services including locations scouting, scheduling, budgeting, casting, crewing and takes full responsibility for all production services carried out in the State throughout the life-span of the production.

Visit www.irishfilmboard.ie for up-to-date information and guidelines.

“VISUALLY ARRESTING LOCATIONS THAT HAVEN’T BEEN OVERUSED IN MOVIES? CHECK. HIGHLY SKILLED AND EXPERIENCED CREWS? CHECK. FINANCIAL INCENTIVE PROGRAM THAT ACTUALLY WORKS? CHECK. FOND MEMORIES AND GREAT FOOTAGE? CHECK. IN OTHER WORDS, IF YOU’RE A FILMMAKER, IRELAND ROCKS.”

STEVEN SODERBERGH, DIRECTOR, HAYWIRE



IRELAND AND INTERNATIONAL CO-PRODUCTION

IRELAND: A UNIQUE CO-PRODUCTION PARTNER

Ireland's competitive tax incentive, experienced talent base, and distinctive yet adaptable landscapes make Ireland a unique and valuable co-production partner. Ireland has co-produced with almost every European territory, as well as Canada and Australia, and has a wealth of experienced co-producers across all forms of film, television, and animation.

WHAT CO-PRODUCTION AGREEMENTS ARE IRELAND PARTY TO?

Ireland is a party to the European Convention on Cinematographic Co-production which enables co-production of feature films amongst members of the EU and some EEA states. Ireland also has bi-lateral co-production agreements with Canada, Australia, New Zealand and Luxembourg.

WHAT TYPE OF PROJECTS DO THE CO-PRODUCTION AGREEMENTS COVER?

The European Convention on Cinematographic Co-production covers feature film production (live-action, animation and documentary). Ireland's bi-lateral treaties cover feature film, television production and other forms of digital production.

WHAT ARE THE BENEFITS OF CERTIFYING AS AN OFFICIAL CO-PRODUCTION?

If a project is certified as an official co-production, it confers national status of all the co-production territories to the relevant production. The production can then benefit from other local territory benefits such as broadcast licence fees, access to tax incentives, regional subsidies and the local distribution market. Ireland is also a member of Eurimages, the European co-production fund, which has an annual budget of over €20m available.

ARE THERE ANY LIMITS ON FINANCIAL OR CREATIVE CONTRIBUTIONS?

If the official Irish co-production is bi-lateral, the minimum contribution of a territory is 20%, with the maximum being 80%. If it is a multi-lateral co-production under the European Convention, then the minimum contribution needs to be 10%, with the maximum being 70%.

HOW DO I FIND INFORMATION ON IRISH CO-PRODUCERS?

The Irish Film Board can assist in partnering you with a suitable co-producer. Visit the Irish Co-producers search facility on www.irishfilmboard.ie or alternatively visit Screen Producers Ireland website www.screenproducersireland.com.

For more information visit the Financing your Film section on www.irishfilmboard.ie

CAMELOT

DIRECTED BY
CIARAN DONNELLY & VARIOUS

FILMED ON LOCATION IN
WICKLOW AND DUBLIN





TRADITIONAL FARM, TIPPERARY



HUMWOOD CASTLE, WICKLOW



HENRIETTA STREET, DUBLIN



ANIMATION AND DIGITAL MEDIA

Over the past decade, the Irish animation and digital media sectors have flourished, with hundreds of people now employed by Irish businesses. Ireland is rightly regarded as a world leader with Irish companies creating cutting-edge content for cinema screens, television, web, mobile, and games consoles. Irish companies are successfully competing for international contracts from the worlds biggest global media companies, as well as creating their own original content for the international market.

Ireland's animation and digital media sectors are growing both in size and in global reputation. Brown Bag Films animated short, *Granny O'Grimm's Sleeping Beauty*, and Cartoon Saloon's animated feature film, *The Secret of Kells*, both secured Oscar-nominations in 2010. Both companies have recently won European Animation Producer of the Year. Galway-based producer, Telegael, is an Emmy Award winner for their work on *Tutenstein*. Boulder Media was Emmy nominated for *Foster's Home for Imaginary Friends* while CR Entertainment's teenage drama series *Aisling's Diary* won the Tween/Teens for Best One-Off, Special or TV Movie Category at Kidscreen 2010.

For a more complete list of producers from the animation and digital media sectors, refer to www.screenproducersireland.com, www.animationireland.com or search our Co-Producers database at www.irishfilmboard.ie.

“THE OSCAR NOMINATION FOR ‘THE SECRET OF KELLS’ WAS THE CHERRY ON THE CAKE FOR US AFTER A WHIRLWIND YEAR OF FESTIVALS AND AWARDS. IT ALSO WAS A GREAT SHOWCASE FOR THE AMAZING SUCCESS STORY OF IRISH ANIMATION IN GENERAL. IRISH AUDIENCES CAN BE JUSTIFIABLY PROUD OF IRISH FILM THESE DAYS. WE HAVE A STRONG AND VIBRANT INDUSTRY CREATING WORLD CLASS CONTENT FOR IRISH AND INTERNATIONAL AUDIENCES.”

TOMM MOORE, DIRECTOR, THE SECRET OF KELLS



“THE OPPORTUNITY TO SHOOT A DIVERSE CROP OF FABULOUS URBAN AND RURAL LOCATIONS SUCH AS CASTLES, SEA AND COAST; THE HISTORICAL DUBLIN QUARTER AND THE UNIQUE IRISH COUNTRYSIDE COUPLED WITH DRAWING ON THE HUGE EXPERIENCE OF IRISH CREW AND CAST ALIKE MAKES THE PROSPECT OF FILMING AND POST-PRODUCING IN DUBLIN A FANTASTIC OPPORTUNITY.”

TIM BRADLEY, PRODUCER, PRIMEVAL



POST PRODUCTION, CGI AND VFX

The 'Section 481' tax incentive for film and television contributes up to 28% of your expenditure on Irish post production, CGI and VFX. Therefore, it makes financial sense to not only film in Ireland but to post produce here too. Production budgets for post production can of themselves be very substantial so it is worth looking at Ireland to carry out post – even if shooting has happened elsewhere.

Ireland's post sector offers value, excellent service and top talent. Film and TV drama recently posted in Ireland include *The Silence* for BBC1, *The Take* for Sky 1, *Primeval* for ITV1 and ProSieben and John Michael McDonagh's feature film, *The Guard*.

Ireland's CGI and VFX capabilities in high end feature film and television drama are growing, driven by major international contracts won by WindmillVFX and Screen Scene Post Production. Screen Scene credits include *Game of Thrones* for HBO. WindmillVFX recent credits include *Haywire* for Relativity Media and *Lockout* for EuropaCorp.

For further information on Ireland's post production and VFX capabilities visit the Filming in Ireland section of www.irishfilmboard.ie

FILM STUDIOS

PERMANENT FACILITIES

ARDMORE STUDIOS

24km south of Dublin, the studios are perfectly placed to draw a large local cast and crew base, as well as being close to both urban and rural film locations. The largest of five stages is 15,000sq ft. Visit www.ardmore.ie

BALLYHENRY FILM STUDIOS

Construction of Ballyhenry Studios is nearing completion and is set to open in 2012. Located 37km south of Dublin in County Wicklow, the facility has a large local cast and crew base, is close to both urban and rural film locations, and is also within 60 minutes drive of Dublin International Airport. The largest of its three stages is 28,400sq ft, with the other two measuring 13,500sq ft and 13,500sq ft each. Contact locations@irishfilmboard.ie for the latest on this new facility.

STUDIO SOLAS

This fully equipped professional studio facility is located in Galway offering excellent facilities with access to an experienced, well trained local crew base. The larger of two stages is 8,000sq ft. Visit www.studiosolas.com

TEMPORARY FACILITIES

Film and television drama projects regularly use industrial sites to house their production offices and for set building. The mini-series, *Neverland*, for Sky Movies, used sound-proofed freezer warehousing in Dublin in 2010. The facility has 2 stages, both of which are over 35,000sq ft.

Contact locations@irishfilmboard.ie for a listing of temporary facilities.

**“AT ONE POINT WE WERE THINKING OF FILMING
IN HUNGARY, EASTERN GERMANY, MONTREAL IN
CANADA. WE’VE BEEN ALL OVER THE PLACE BUT
I’M REALLY HAPPY THAT WE’RE HERE IN IRELAND.”**

GLENN CLOSE, WRITER, PRODUCER, ACTRESS: ALBERT NOBBS



“MY TEAM REGULARLY USED THE ONLINE LOCATIONS GALLERY DURING PREP ON ‘HARRY POTTER AND THE HALF BLOOD PRINCE’. IT IS A FANTASTIC RESOURCE. THE IRISH FILM COMMISSION WERE ALWAYS ON HAND TO ANSWER ANY QUESTIONS WE HAD ABOUT FILMING IN IRELAND.”

SUE QUINN, LOCATION MANAGER, HARRY POTTER AND THE HALF BLOOD PRINCE



**HARRY POTTER AND THE
HALF BLOOD PRINCE**

**DIRECTED BY
DAVID YATES**

**FILMED ON LOCATION IN
CLARE AND KERRY**

CLIFFS OF MOHER, CO. CLARE

OUR ONLINE DATABASES

OUR INDUSTRY DATABASES ARE FAST, FREE AND FULL OF THE INFORMATION YOU NEED AS YOU PREPARE TO FILM IN IRELAND. THIS ONLINE RESOURCE IS THE LARGEST IN IRELAND. WE COVER THE 26 COUNTIES IN THE REPUBLIC OF IRELAND AND ARE ONLINE 24/7.

LOCATIONS GALLERY

Our online Locations Gallery provides “self-service” web access to location photographs from across Ireland. The system contains 2000 film locations, and it only takes a minute to REGISTER your project and get full access to our database of over 30,000 photographs. We don’t charge location owners to list on the system and the database is FREE to use. If you have an interesting international film or television drama in development and you can’t find what you need, we may be able to assign a location manager to scout on your behalf, but first you will need an Irish co-producer.

IRISH PRODUCTION COMPANY SEARCH FACILITY

Are you looking for an Irish co-producer with a track record that means they have the experience to co-produce with you? Our online Irish Co-Producers database provides a searchable directory of Irish based production companies with contact details and full credit lists. Use a variety of search criteria to find Irish companies that have produced content similar to the projects you may have in development.

CREW AND SERVICES DIRECTORY

The Crew and Services Directory provide you with an up-to-date listing of local Irish crew, services and facilities.

Search our industry databases at www.irishfilmboard.ie

THE FILM DUBLIN LEAD PARTNERS ARE:



THE FILM DUBLIN ASSOCIATE MEMBERS ARE:



THE FILM DUBLIN PARTNERSHIP

The FILM DUBLIN Partnership ensures that Ireland's capital city remains an attractive base for local and international film and television production. The network provides an opportunity for consultation, coordination and communication on complex film and television projects that are in need of multiple agency assistance.

The Irish Film Commission co-ordinates the 31 members in this network to provide logistical support to production occurring in Dublin.

Contact us at locations@irishfilmboard.ie for more information.

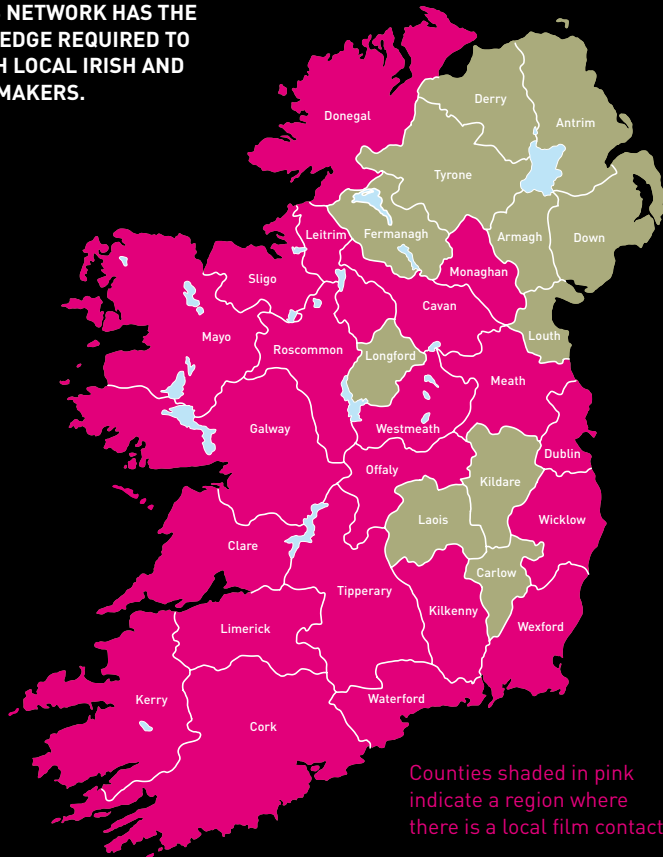
“DURING THE IRISH SHOOT OF STEVEN SODERBERGH’S FILM ‘HAYWIRE’, THE FILM DUBLIN PARTNERSHIP WERE A HUGELY IMPORTANT AND EXTREMELY POSITIVE COMPONENT OF THE PRODUCTION.

THEY WERE A VITAL CONDUIT WITH REGARD TO DEALING WITH THE VARIOUS CITY AGENCIES, PROVIDING A VERY IMPORTANT FRAMEWORK THAT ALLOWED THE PRODUCTION TO ACCESS THE CITY.”

PETER CONWAY, LOCATION MANAGER, HAYWIRE

NETWORK OF REGIONAL FILM OFFICES

THERE ARE 21 REGIONAL FILM OFFICES WITHIN THE REPUBLIC OF IRELAND. THIS NETWORK HAS THE LOCAL KNOWLEDGE REQUIRED TO SUPPORT BOTH LOCAL IRISH AND VISITING FILMMAKERS.



Counties shaded in pink indicate a region where there is a local film contact

CONTACT A MEMBER OF THE NRFO BY VISITING
www.irishfilmboard.ie/regional.offices.php

A SHINE OF RAINBOWS

DIRECTED BY
VIC SARIN

FILMED ON LOCATION IN
DONEGAL

SOME INDUSTRY GUILDS AND ASSOCIATIONS



ANIMATION IRELAND

Provides details and current news about some of Ireland's leading animation companies. Visit www.animationireland.com for more information.



IRISH PLAYWRIGHTS AND SCREEN WRITER'S GUILD

The Irish Playwrights and Screen Writer's Guild (IPSG) is the representative body in Ireland for writers for the stage, screen, radio and digital media. To find out more about the role of the IPSG visit www.script.ie



SCREEN PRODUCERS IRELAND

Screen Producers Ireland (SPI) is the representative organisation for production companies in Ireland operating in the areas of broadcast, film and animation. Visit www.screenproducersireland.ie for more information.

REPRESENTING INDEPENDENT PRODUCERS
OF FILM, TELEVISION AND ANIMATION

SCREEN DIRECTORS GUILD OF IRELAND

SCREEN DIRECTORS GUILD OF IRELAND

The Screen Directors Guild of Ireland (SDGI) is the representative body for directors involved in the Irish and international audiovisual industry. www.sdgi.ie provides information about the role and function of this guild.

DUNGAIRE CASTLE, GALWAY

THE GUARD

DIRECTED BY
JOHN MICHAEL MCDONAGH
FILMED ON LOCATION IN
GALWAY



HAYWIRE

DIRECTED BY
STEVEN SODERBERGH
FILMED ON LOCATION IN
DUBLIN AND WICKLOW

THE CUSTOMS HOUSE, DUBLIN



OUR CONTACT DETAILS

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THE IRISH FILM BOARD IS A PROUD MEMBER OF THE FOLLOWING ORGANISATIONS





