RAINDANCE'S MAIN SPONSOR **CANON EUROPE** SHOWCASED THEIR RANGE TO SEASONED & EMERGING FILMMAKERS DURING THE FESTIVAL'S 33rd EDITION

Festival titles shot on Canon equipment included powerful feature documentaries, a BAFTA-winner, and an international array of shorts

https://raindance.org/festival/



Canon's Jack Adair demonstrates the Canon EOS C400 Cinema Camera to German documentary filmmaker, cinematographer and producer Marcel Mettelsiefen, who shot his BAFTA winning documentary 'State Of Rage' using a Canon EOS 300 Mark III. Photo: Zachariah Levens/Raindance

The **33rd Raindance Film Festival, which drew to a close on Friday (27 June), saw Canon Europe as Main Sponsor**. Key festival titles across both the features and shorts programmes were shot using Canon equipment, which attests Canon's standing within the indie filmmaking community. Equipment ranging from entry-level to top-of-the-range and legacy products (including a SCOOPIC 16M, first marketed by Canon in 1973) were utilised to make films that screened in this year's Raindance Official Selection. And at the festival's main industry hub, the latest Canon models including the **EOS C400 Cinema Camera, EOS C80, EOS C70**, and a selection of cinema and hybrid lenses were showcased by Canon to attending filmmakers.

MADE WITH CANON

Documentary features premiering at the 33rd Raindance that were shot with Canon equipment included the compelling **CHILDREN IN THE FIRE** which sees war-wounded Ukrainian children share their stories, environmental documentary **THE RED LIST** which

follows botanist Dr Kevin McGinn of the National Botanic Garden of Wales on a year-long race to save twenty-five of Wales' most endangered plants, music documentary **THE DARK FANTASTIC,** a psychedelic dive into the mind and work of renowned film composer Simon Boswell, and **OUR JOURNEY WITH LOBULAR BREAST CANCER** which portrays a group of remarkable women and their campaign to get the second most common type of breast cancer its own specific treatment. Also shot using Canon equipment was narrative feature **JAMES,** a comedy about a nihilist who finds a new purpose after restoring a race bike salvaged from the trash.

Numerous short films screening at this year's Raindance were also shot using Canon equipment. These included BAFTA-winning documentary **STATE OF RAGE**, Netflix Documentary Talent Fund short **BEYOND THE DIVIDE,** animation short **THE MASQUE OF THE RED DEATH**, and narrative shorts including **ARLO,** the story of a trans teenager who discovers a 'Missing' poster of himself that uses his deadname and a school picture taken years before he transitioned, and **DEAD IN THE WATER**, which sees a woman in a drought-stricken Iranian village hire two undocumented workers to dig a well in a desperate attempt to save her family farm.

RAINDANCE + CANON

As Main Sponsor, Canon's presence was central to many aspects of this year's festival. This included the festival's industry hub (One Ninetyfour, 194 Piccadilly) being re-branded the **Canon Lounge** – a film-focused place intended to inspire a new and upcoming generation of indie filmmakers. A place for networking and for nurturing new ideas and establishing new connections, it's here that festival filmmakers could also discover first-hand the full scope and potential of Canon products. Products showcased here included the EOS C400 Cinema Camera, EOS C80, EOS C70, and a selection of cinema and hybrid lenses.

Raindance's Industry Programme of talks and masterclasses featured a special **Cinematography Day Presented by Canon**, with guest speakers and brand ambassadors exploring Canon's wide-ranging product lines.

The 33rd Raindance festival trailer was shot using the latest Canon equipment, and Canon cameras were utilised by Raindance's production and marketing/social media teams throughout the festival.

Altogether, Canon's presence at the 33rd Raindance ensures that filmmakers at every stage of their professional careers will continue to make films of all lengths, topics and genres using Canon tech.

Jack Adair, Cinema & Broadcast Marketing Lead at Canon Europe, says: "Canon has long championed the next generation of filmmakers, and our partnership with Raindance reflects our shared commitment to empowering independent voices and bold storytelling. From hands-on experiences with our latest tech to thought-provoking industry sessions, it was incredible to see the creativity and passion this inspiring event brought to life."

RAINDANCE 2025 FEATURES SHOT WITH CANON EQUIPMENT INCLUDE:

CHILDREN IN THE FIRE (Evgeny Afineevsky, Ukraine) – Canon XC15
JAMES (Max Train, Canada) – EOS C70
THE DARK FANTASTIC (Lg White, UK) – Canon
THE RED LIST (Ross Pierson, Wales/UK) – EOS C100 Mark II
OUR JOURNEY WITH LOBULAR BREAST CANCER (Tristan Loraine, UK) – EOS C300 Mark II with CN-E prime lenses

RAINDANCE 2025 SHORTS SHOT WITH CANON EQUIPMENT INCLUDE:

ARLO (Logan Thomason, USA) – Canon

BEYOND THE DIVIDE (Imoje Aikhoje, UK) – EOS C500 Mark II
DARU/N (PASSED/MOTHER) (Benjamin Hindrichs, Spain/Germany) – EOS C300 Mark II
DEAD IN THE WATER (Leila Hekmatnia, Iran) – EOS C500
HILDA O Vs THE STATE OF NEW YORK (Alison Cornyn & Heather Greer, USA) – Canon C300
I'M SO SORRY BABY (Friday Anderson & Kylee C. Roberts, USA) – EOS C70
MY DANCE WITH ROSA (Esben Thode Schultz, Denmark) – EOS C300
ORAL TRADITION (Graham Seely, Ireland) – EOS R6, EOS C200
STATE OF RAGE (Marcel Mettelsiefen, Spain) – EOS 300 Mark III
THE LOAN SHARK (Gustav von Fürstenberg, Brazil) – Canon SCOOPIC 16M
THE MASQUE OF THE RED DEATH (Rune Callewaert, Belgium) – Canon

The 33rd Raindance Film Festival ran 18- 26 June 2025.

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EDITORS NOTES:
Raindance Film Festival is the largest independent film festival in the UK and it has been recognised by Variety as "one of the world's top 50 unmissable film festivals". Raindance showcases the boldest, freshest content from British and international filmmakers. Industry and the public attend cutting-edge panels, talks and workshops. Raindance is a qualifying festival for Oscars®, BAFTA and BIFA. www.raindance.org/festival

Raindance is dedicated to fostering and promoting independent film around the world. Founded in 1992, it combines the Raindance Film Festival, film training courses, and Raindance Higher Education. Training courses are at the heart of the Raindance structure, aiming to give individuals the tools to start shooting their film, and covering screenwriting, production, directing, and virtual reality. Moreover, Raindance has developed three fully accredited Higher Education Film Programmes, becoming the only major film festival in the world to offer higher education. www.raindance.org

About Canon Europe
Canon Europe is the EMEA strategic headquarters of Canon Inc., a global provider of imaging technologies and services. Canon Europe has operations in roughly 120 countries, with approximately 12,300 employees and contributes to approximately a quarter of Canon's global revenues annually.

Founded in 1937, the desire to continuously innovate has kept Canon at the forefront of imaging excellence throughout its 85 plus year history and has commitments to invest in the right areas and capture growth opportunities, from cameras to commercial printers, and industrial equipment to healthcare technologies.

Canon's corporate philosophy is Kyosei – 'living and working together for the common good'. In EMEA, Canon Europe pursues sustainable business growth, focusing on reducing its own environmental impact and supporting customers to reduce theirs using Canon's products, solutions and services.