



**Supporting and Exhibiting Artists' and Experimental Moving Image**

# **Strategic Plan 2025-2027**



# A message from the Chair

As aemi approaches a significant milestone; ten years in operation in 2026, we now look ahead with a renewed sense of ambition and energy. We recognise the determination of our Co-Directors, who have programmed hundreds of screenings over the past nine years with a view to presenting films which challenge, stimulate and surprise our many varied audiences.

Although we are based in Dublin, we intentionally approach a national and international dissemination plan of moving image works by Irish and Ireland-based artists through our touring programme and many festival partnerships. In doing so we contribute to a more multifaceted network of supports for moving image artists in Ireland that strengthens our connections with similarly framed international organisations.

This new strategic plan, which is actively informed by our ever-evolving EDI Policy & Action Plan and our new Toolkit for Film Artists, represents a clear road map for aemi over the next two years. aemi and more broadly the Irish experimental film community, represents a vital space of innovation, inclusivity, and equality and we know that real inclusion is vital for the necessary growth of artist and experimental film in Ireland, ensuring its relevance for both existing and new audiences.

aemi through its core work both as a resource organisation; nurturing existing and emerging film artists, and as a platform for the public to engage with, is inspired by and is grateful for the opportunity to experience the world through the prism of film artists and together contribute meaningfully to the cultural fabric of the nation. As the Chair of the recently incorporated aemi CLG, I am honoured to support this vital and unique role aemi plays.

We look ahead with great optimism and acknowledge that the artist film landscape across Ireland has never been more vibrant and energetic.

**OISIN MCCLENAGHAN**  
AEMI CHAIR





# A message from the Co-Directors

**Initially formed in 2016, the role of aemi is to strategically support and contribute to the ecology of artist film practice in Ireland. aemi is primarily funded by the Arts Council but also has received, or regularly receives, funding from other bodies including Culture Ireland, Dublin City Council, Screen Ireland, Dublin Port Company.**

aemi is both a resource organisation, offering supports directly to artists, but we also regularly screen work by film artists in a variety of capacities. In order to showcase the full scope of artist film practices aemi has fostered a series of key partnerships. This includes a series of ongoing and growing long term strategic relationships with organisations like IFI, CIFF, LUX, TBG+S, GAZE, Docs Ireland. Through this aemi is able to continuously expand and develop audiences, as well as critical engagement, with artist film. A primary focus for aemi is the cinema event which brings with it opportunities for peer exchange through talks, masterclasses, etc. In addition, aemi also looks to online exhibition as a means to engage a more diverse audience, and to showcase Irish filmmakers to international audiences.

aemi's primary objective then is to maximise opportunity and support for film artists at both a local (all of Ireland) and international level. The artist is at the centre of what aemi does and aemi is highly responsive to the needs of the artist. We regularly meet one-on-one with film artists operating at a variety of different levels through our tiered artist support programme feeding this knowledge back into what we do. aemi is also part of a formalised international network of artist film organisations (DINAMO) and through this monitors and evaluates the changing needs of film artists at both a local and international level. This also allows us to seek new areas of expansion and growth as well as identify emerging opportunities for Irish film.

aemi also carries within its organisational structure a wealth of knowledge and experience. This knowledge is gained through the many conversations we have had with film artists as they have faced and overcome challenges but also decades of shared experience working within the always shifting landscape of artist film practice. aemi continuously looks for ways to open up opportunities for shared learning either for those entering the field for the first time or those looking to scale up their practice. aemi provides a number of key outputs for this exchange including mentorship, peer-to-peer exchange, and an online toolkit for film artists.

aemi sees the twin role as both a resource for film artists and in terms of audience development as being deeply connected and mutually dependent. This is reflected in a strategy rooted in two key pillars- platforms and pathways. The strategies laid out here will inform the next stage of aemi's development, building on recent structural shifts (aemi's changed status as a CLG and the formalisation of its Board).

We look forward to getting started.

**ALICE BUTLER & DANIEL FITZPATRICK**  
AEMI CO-DIRECTORS





# **PATHWAYS & PLATFORMS**

**Through its tiered programme of artist supports aemi establishes clear pathways for developing artists to help build their careers while also working with established and mid-career artists to help them scale their practices.**

**With their continued forging of local and international partnerships and connections aemi also continue to create highly valuable pathways for the development of the sector.**



**Since its formation in 2016 aemi's key objective has been to provide support for artists working with the moving image in order to contribute to a developing infrastructure around these practices in Ireland.**



# Strategic Objective 1 - 2025-2027

## Support & Develop: serving the needs of film artists

Since 2016 aemi has operated as a resource, programming and platforming organisation dedicated to the development of artist film culture across Ireland. We support film artists based in or from Ireland through screenings, workshops, masterclasses, information sessions and our three-tiered artist development programme, a principle objective being to build broader audiences for cultural cinema. aemi works in close partnership with arts organisations and festivals to increase exhibition opportunities for and raise the profile of the work of film artists. We work to establish wider professional networks for film artists by curating events that place them in conversation with film festival programmers, writers, critics, the general public and with each other.

1. We will carefully scale and enhance each of the three tiers within aemi's artist support programme to meet the changing needs of film artists working at a variety of levels and stages of development.
2. We will make key information about navigating the artist film landscape available in a free and evolving Toolkit for Film Artists.
3. We will ensure that our programme of activities reflects our ambitions for wider inclusivity and accessibility as outlined in our EDI Policy & Action Plan.
4. Our goal is to promote artistic excellence by creating visibility, advocating for and increasing opportunities for film artists. We aim to establish wider professional networks for film artists with arts professionals programmers, writers, critics, researchers and other film artists.
5. We will continue to foster and cultivate strong partnerships with arts organisations and film festivals to carve out more space for artist film in their public programmes.
6. We will continue to champion artist and experimental film across Ireland and Europe through our annual touring programme of work by Irish and international film artists.
7. We will continue to act as an advisor for partner organisations, recommending artists and experimental filmmakers who are from or are based in Ireland with a focus on bringing their work to wider European audiences when possible.
8. We plan to develop infrastructure around experimental film practices in Ireland and in turn work to complement the work of existing partner organisations.
9. We will continue to pursue opportunities to secure an accessible and permanent physical working space for aemi where film artists will be able to meet with our team.





# **Strategic Objective 2 - 2025-2027**

## **Promote & Engage: developing broader public interest in artist film**

**aemi engages with the public as a programmer, event promoter, and resource organisation, offering a significant contribution to Ireland's cultural life and reflecting the diversity of our artists, audiences, and partner networks. We work diligently to actively cultivate aemi's reputation as an "open door" organisation, working with, supporting and welcoming a broad range of artists, partners, collaborators and audiences.**

1. We will continue to increase access, foster inclusivity, and boost engagement among a broader and more diverse public with a particular focus on platforming new and underrepresented voices in artists' film.
2. We will work to implement rigorous communications and marketing strategies with a focus on engaging the attention of both existing and new audiences.
3. We will continue to develop our community strengthening strategies by making in person filmmaker presentations an integral part of our public programme. We will also create more opportunities for direct exchange with artists/filmmakers through workshops, masterclasses, talks and Q&As.
4. We will continue to work with a diverse set of partner organisations and film artists at different levels with the aim of reaching audiences of a broad age range. Key activities will be designed with specific age groups in mind with the DISSOLUTIONS film festival continuing to target students, youth groups and the 18 to 25 age group for example. Similarly aemi will liaise thoughtfully with partners, artists and community groups to ensure we are also catering for older audiences.
5. We will increase access to artist film through online presentations of work alongside artist interviews, critical writing and other contextual information. This reflects our ambitions for wider inclusivity as outlined in our EDI Policy & Action Plan.
6. We will continue to actively engage with audience groups for whom artists' moving image and experimental film may be a secondary interest. This will be achieved by identifying hooks and shared points of interest within our combined programme of live events, featured films, and workshops.





**aemi is dedicated to expanding audiences for artist film through regular curated programmes of Irish and international work with the intention of enriching the critical discourse that surrounds the wide range of activity in this area.**



# **Strategic Objective 3 - 2025-2027**

## **Programme & Activate: guiding artists informed by experience**

**aemi operates efficiently as both a resource organisation and a public programmer. We advise film artists, offer support and contextualise Irish artist film work in screening programmes that spark meaningful connections between discrete filmmaking practices. These connections go on to inform and enrich creative practice. In this way and more, aemi's artist support and programming activities are intrinsically interwoven. As programmers we attend and follow the Irish and international film festival circuit. This also enables us to properly advise Irish and Ireland-based artists around film festival strategies. Being active participants on the festival scene also allows us to recommend Irish work to international film programmers, thereby enhancing the career trajectory of the film artists we engage with.**

1. We will continue to programme ambitious and diverse films through our artist film programme, a set of screenings made up of our collaboration with the Irish Film Institute on three programmes per year as well as a series of online screenings showcasing the work of Irish film artists. These screenings enable us to programme outside the pressures of a festival environment, creating a different setting for a general public to engage with a wide variety of artist films.
2. We will continue to assemble a number of artist film shorts for our touring programme, an annual selection made to bring together some of the most exciting new moving image work by Irish and international artists that travels to venues across Ireland and Europe.
3. We will respond to audiences and film artists' desire for an Irish film festival devoted entirely to artist film by developing our annual DISSOLUTIONS festival.
4. aemi is now formally part of DINAMO, a network of international organisations that support, promote and distribute the work of film artists. aemi represents Irish artist film at DINAMO meetings where issues affecting artist film practice are discussed and addressed. aemi's presence brings Irish work to the attention of key artist film distributors like Video Data Bank, Lightcone, LUX, sixpack film and many more.
5. aemi will champion work funded by the Arts Council through Film by developing an online repository designed to draw attention in particular to work funded through the Film Project Award, making these films more accessible to wider audiences and offering artists new opportunities to engage with this work.



6. We will continue to develop greater opportunities for the artists we work with through our tiered programme by actively facilitating introductions to film festival programmers, curators, producers and writers both in Ireland and Europe.

7. Through carefully considered programme choices we will continue to create connections between film artists from around the world and showcase work featuring different cultures, socio economic backgrounds and made by people of all genders, ages and ethnicities as well as people based outside of the overly represented geographic region of Europe and America.; referring always to our EDI Policy & Action Plan as our guide. We will also continue to work with disability organisations and importantly artists with disabilities to also showcase and make visible the important contributions of these artists to the ecologies of artist film.

8. We will use our experience as programmers to advise film artists around devising effective festival submission strategies and identifying the right contexts in which to platform their work.



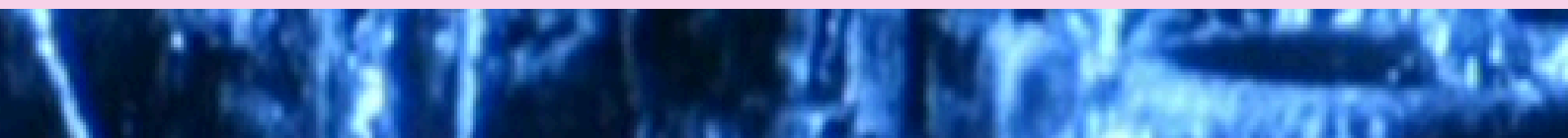


# Strategic Objective 4: 2026-2027

## Expand & Inspire: developing infrastructure and creating new opportunities for growth

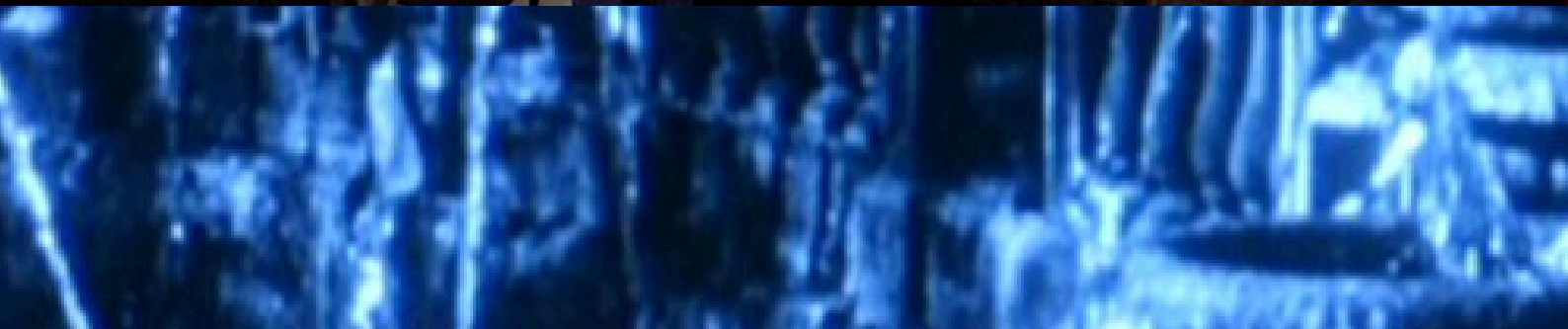
**aemi's priority is to create opportunities, visibility, capacity and credibility within an expanding field. aemi supports the development of artists and the field of artist film generally, while bridging gaps and building alliances to strengthen the sector as a whole. aemi has seen significant gains in recent years in the international visibility and prominence of Irish film artists. This reflects a growing confidence within the sector as a whole in terms of both the quality and diversity of work being produced. These shifts can also be credited to a coordinated strategy by aemi that brings Irish artist film to the attention of international festival programmers and increases opportunities for exchange between Irish and international film artists**

1. In order for aemi to continue to deliver benefits for film artists and audiences we will continue to expand our funding opportunities as we adapt to changing economic circumstances both nationally and within Europe. We know that increased funding will in turn lead to cultural and critical diversity within our programming as well as helping film artists and audiences overcome economic, geographic and social barriers in accessing the work we do as a resource organisation.
2. With audience behaviors changing and a simultaneous exhaustion with streaming platforms globally we will continue to prioritise live cinema events, in order to showcase in the best scenarios possible the quality of artist film work made specifically for a cinema setting.
3. We will continue to advocate for and support accessible and free screenings in inclusive and grassroots spaces which allows access to cultural cinema for those who might otherwise feel excluded.
3. Since its formation aemi has aimed for clarity and transparency in its artist remuneration policy. Created in conjunction with international standards, aemi has established a clear set of screening fees for artists. These standards have helped provide a minimum working base for agreements with artists. In addition all final arrangements are made in conversation with the artist and are agreed upon in advance.
4. As a resource organisation we will support film artists as they in turn navigate distribution and the various financial models within the sector; we will assist them in making informed decisions as they work to reach wider audiences in Ireland and beyond.



5. aemi's Toolkit for Film Artists will be a live and responsive online resource for artists, regularly updated with the most relevant information and guidance. This free support for film artists will be made accessible online for any film artist at any stage of their career.

6. International collaboration remains a key expansion goal; in 2025 for example we hope to showcase our annual touring programme in the USA for the first time. While in 2026 aemi has been invited to screen work by Irish film artists in Japan for the first time.





# SUPPORTING THE PEOPLE WE WORK WITH

1. We will work to ensure the aemi workplace is supportive, inclusive and a space for both personal and professional growth.
2. Guided by the *Safe to Create* programme we aim to foster a working environment which places Dignity at Work as a key incentive.
3. We plan to strengthen our established relationships with film artists and both nurture and welcome film artists, at any stage of their career, to approach us at any time for support.
4. We actively seek to collaborate with various new partners, festivals and venues.
5. We will work to develop broader and accessible communications around the work we do in keeping with our EDI Policy Goals.
6. We will continue to be proactive in our consideration of audience access requirements such as image descriptions and captions.

# EVALUATION

This plan will be reviewed against the strategic objectives outlined and will be analysed by both the aemi team and aemi Board of Directors on an ongoing basis.

Markers of impact will be carefully mapped out alongside the strategic objectives and measured along with costings as well as upholding efficient and realistic timelines across 2025, 2026 and 2027. This strategic plan will also be reviewed continually, based on quantitative and qualitative data as well as direct feedback from all our stakeholders; which will include feedback forms, audience number tracking and engagement with our online activities.

Our Strategic Plan will also be informed by our EDI Policy and Toolkit for Film Artists, two live documents that will evolve continually depending on the needs of film artists, our partners and the audiences we engage.