"Never retreat. Retweet."

Ai Weiwei: Never Sorry

Public Awareness

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AI WEIWEI NEVER SORRY

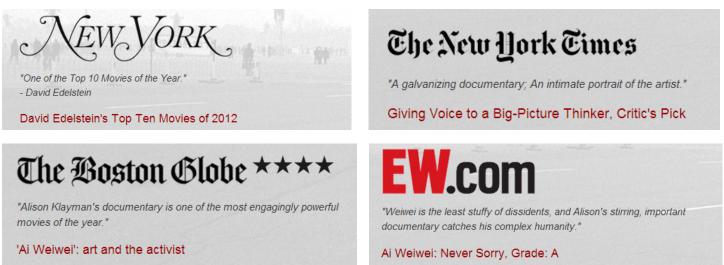
A Film by Alison Klayman

Summary of Release

Wide International Release

Ai Weiwei: Never Sorry has been translated into 25 languages and screened on every continent (except Antarctica), with theatrical releases and television broadcasts in every major territory. In the US, Never Sorry aired on PBS' Independent Lens to an audience of over one million viewers. IFC Films distributed Never Sorry in 150 cities on over 200 screens, with the longest run in New York City where it was in theaters from July to November 2012. The film continues to be censored in China, but the Mandarin-subtitled version is widely shared online through underground channels.

Critical Acclaim and Awards



- 2013 DuPont Columbia University Award for Excellence in Broadcasting
- National Board of Review, Top Five Documentaries of 2012
- Sundance Film Festival Special Jury Prize for Spirit of Defiance
- Academy Awards Best Documentary (Shortlisted)
- Golden Satellite Best Documentary (Nominated)
- 2 Cinema Eye Best Debut Feature and Producing (Nominated)
- DGA Award for Outstanding Achievement in Direction of a Documentary Feature (Nominated)
- Telluride Mountainfilm Festival Director's Choice Award
- Nantucket Film Festival Best Storytelling in a Documentary Award
- Hague Movies That Matter Festival Students' Choice Award
- Sarajevo Human Rights Film Festival- Zoom Rights Youth Prize
- Taiwan International Documentary Festival Special Jury Mention

Festivals (Partial List)

- 2012 Sundance Film Festival Special Jury Prize for Spirit of Defiance
- 2012 Berlin Film Festival Berlinale Special
- 2012 True/False Film Festival
- 2012 Miami International Film Festival
- 2012 MoviesThat Matter Festival Youth Jury Award
- 2012 Full Frame, North Carolina
- 2012 Human Rights Watch Film Festival, Chicago
- 2012 San Francisco International Film Festival
- 2012 Hot Docs (Toronto) Opening Night Film
- 2012 Independent Film Festival Boston
- 2012 Docaviv International Documentary Film Festival
- 2012 DOXA Documentary Film Festival Closing Night Film
- 2012 Seattle International Film Festival
- 2012 Mountainfilm in Telluride Festival Director's Choice Award
- 2012 Berkshire International Film Festival
- 2012 deadCENTER Film Festival
- 2012 Sydney Film Festival
- 2012 Provincetown International Film Festival
- 2012 Sheffield Doc/Fest
- 2012 NY Human Rights Watch Film Festival -**Opening Night Film**
- 2012 Northside Film Festival
- 2012 Silverdocs Film Festival
- 2012 Maine International Film Festival

- 2012 Traverse City Film Festival
- 2012 New Zealand Film Festival
- 2012 Nantucket Film Festival Best Storytelling in a Documentary Award
- 2012 Rio de Janeiro International Film Festival
- 2012 Milano Film Festival
- 2012 Melbourne International Film Festival
- 2012 Tri-Continental Film Festival, South Africa
- 2012 Milwaukee Film Festival
- 2012 Jihlava International Documentary Film Festival, Czech Republic
- 2012 Hong Kong Asian Film Festival
- 2012 Taiwan Int. Documentary Festival, Taiwan
- 2012 Mumbai International Film Festival, India •
- 2012 Zagreb Film Festival, Croatia
- 2012 Abu Dhabi Film Festival, UAE
- 2012 Reykjavik International Film Festival •
- 2012 1st Brattleboro Film Festival
- 2012 Virginia Film Festival
- 2012 Hague Movies that Matter Festival
- 2012 Sarajevo Human Rights Film Festival-Zoom Rights Youth Prize
- 2013 Ambulante Festival, Mexico (multiple cities)
- 2013 Downtown Cairo Arts Festival
- 2013 One World Romania Film Festival

Building Community on Social Media

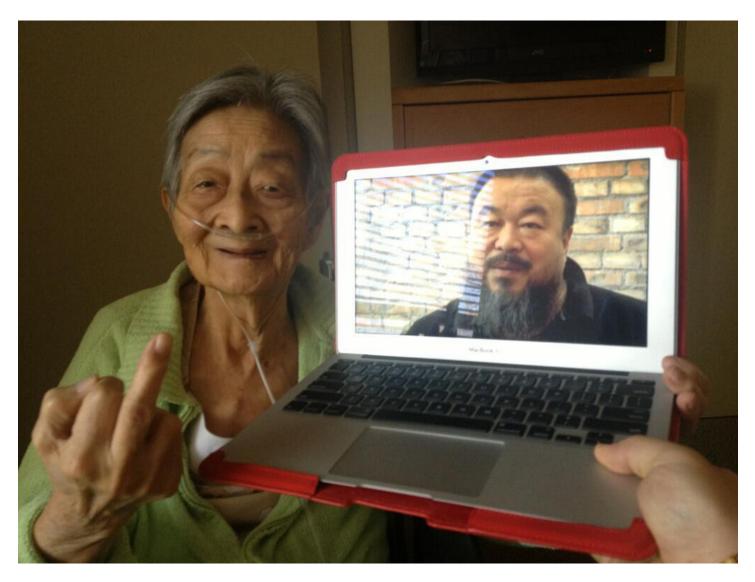
Due to the nature of the film and its themes of dissent and use of social media for change, Ai Weiwei: Never Sorry has a considerable online presence with over 37,250 Facebook followers, 22,200 Twitter followers and over 202,400 unique visitors to the film's website. The official theatrical trailer, trailers in other languages and festival teaser posts have been viewed a combined half a million times.



Likes

Outreach and Awareness

Since the release of *Ai Weiwei: Never Sorry*, fans of the film have engaged at events and online, showing new awareness for the issues and subject of the film. They interact with one another with a sense of unity and passion, creating a community from varying backgrounds advocating free speech and artistic expression.



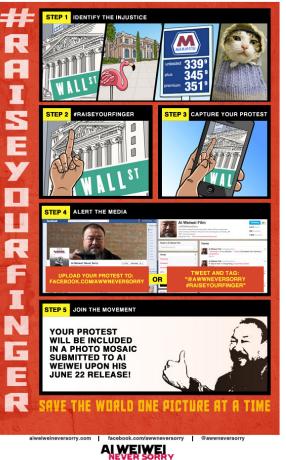
Twitter user @ChrisGrace uploaded a photo of his grandmother watching *Ai Weiwei: Never Sorry*. The image was reposted by Facebook fans 114 times, reaching over 25,000 users. This exemplifies the "meme" created by followers of the film- for them there is no further explanation necessary. The finger symbolizes a questioning of authority and a passion for freedom of speech, as well as solidarity with Ai Weiwei.

For more #RaiseYourFinger images, see the Facebook album: <u>https://www.facebook.com/media/set/?set=a.44</u>4628348894510.104960.166742823349732&type=1&I=548df39e63



AIWEIWEI

aiweiweineversorry.com facebook.com/awwneversorry @awwneversorry





During a campaign for the theatrical release of the film, Facebook fans were invited to upload photos of them giving "the finger" to whatever they like, as homage to Ai Weiwei's photos featuring his hand in the foreground of landmarks and political buildings. This event was called #RaiseYourFinger. The resulting flood of photos led to a digital collage of hundreds of images, making up Ai Weiwei's face. Even after the event has ended, new fan photos are always surfacing. Some choose local buildings (the Eiffel Tower, government offices), politicians or symbols of authority, even images of Ai Weiwei himselfperhaps as a tongue- in- cheek reminder that even he is not sacred.

SUNDANCE FILM FESTIVAL

When *Ai Weiwei: Never Sorry* won the jury prize at Sundance, director Alison Klayman asked for the entire audience to send "the finger" back to Ai Weiwei as a gesture of support.





"Maybe being powerful means to be fragile." - Ai Weiwei AI WEIWEI: NEVER SORRY Tweet Werwei's words using hashtag #NeverSorry. Good fortune will come to a random winner each day. @ AWWNeversorry | Aiwerweitim org Tweet Will Good fond

During Sundance and other early festivals and international premieres, fortune cookies containing Ai Weiwei's quotes were passed out, prompting tweets with the hashtag #NeverSorry.



At the Human Rights Watch screening at Lincoln Center, the outreach team cut out the image of Ai Weiwei's finger inside the "lens" of paper glasses. The glasses were designed by an online fan.



For the opening of Ai Weiwei's retrospective at the Hirshhorn "According to What?", fans on Facebook posted photos from their visit. This was a chance for fans to interact with Ai Weiwei's art in person, and create new art to connect to others via social media.

International Outreach

Ai Weiwei: Never Sorry has been released all over the world, and is translated into more than 25 languages.





Berlin's Tegel Airport displayed film posters for several weeks to publicize the release.



Ai Weiwei: Never Sorry, playing alongside The Dark Knight Rises, Los Angeles. The commercial release was wide in several key markets- the U.S., Germany, U.K.- and reached most key art house theaters.





Select film posters, clockwise: Russia, Sweden, Taiwan, France, Costa Rica



In London, distributor Artificial Eye wallpapered areas like Chinatown.







For the Hungarian theatrical release, a sculpture of Ai Weiwei's hand traveled the streets, attracting attention. A number of settings and odd situations made this a very interesting social encounter for many Hungarians. The photos were all shared on a Facebook album.

In Cuba, the majority of citizens to not have access to the Internet. A group called Roots of Hope is disseminating the film on USB flash drives. In the artistic, musical and theater communities, the film is an underground "must-see".



Alison with Cuban hip- hop artist Edgar Gonzalez, a fan who learned of the film via underground USB flash drives.



Cuban artist Geandy Pavon's artwork, inspired by Ai Weiwei. The piece, part of an installation called "Project Nemesis", was projected onto the wall of the Chinese consulate in New York City.

Select International Press Coverage

Commensurate with its wide international release, Ai Weiwei: Never Sorry has received press coverage all over the world.



filmcontact

AI WEIWEI: NEVER SORRY



ABOVE: Article in German Rolling Stone

LEFT: Egyptian press

مهدت منطقة وسط المدينة طوال ابريل الماضى ليات مهرجان وسط البلد للفنون البصرية . دى ت . في دورته الثانية. التي قدمت العديد من للام السينمائية، مصرية، وأفريقية، وأجنبية.. ل الأولى فيلم «الطموح الأعمي» للمخرج حسن ان، وايضا المخرجة سلمى الطرزى بفيلمها ى يحب ربنا يرفع أيده» والأفريقية ثلاثة أفلام مراقها ياجاسا» . و«طريق المقاومة» و «رحلة مل» .. أما الأجنبية فكان أهمها الفيلم التسجيلي لا اعتذار: أي وي وي» إخراج أليسون كليمان، ناولها حياة الفنان، والناشط السياسي أي وي ى الفنية، والاجتماعية وتأثيرهما على تكوينة سياسي... ليظهر في الفيلم كيف تكون العلاقة ين الفنآن ذي الصبغة السياسية الجماهيرية، الحكومة المتمثلة في الأجهزة الأمنية... حيث صور فيلم تعسف الشرطة معه ومع جموع الشعب في ماملها، والقبضة الأمنية القوية التي تحكم بها لصين ... من خلال قمع الشرطة للرأى ، وحرية لتعبير كما ظهر في الفيلم حين اعتقل أي وي وي نرابة ٩٠ يوما دون أن يعلم أحد مكانه ، ثم وضعه حت الإقامة الجبرية، والمنع من التحدث للإعلام، و استخدام مواقع التواصل الاجتماعي... لكن إيمانه بمبادئة جعله يخترق الحظر ويتوأصل مع مريديه

عتذار: أى وى وى

وكان لابد من الحديث مع المخرجة للوقوف على دوافعها لعمل هذا الفيلم، خاصة وأن الصين تظهر للعالم ، ليست كقوة اقتصادية عالية، بل بلد اتسعت لديها مساحة الحريات نتيجة الانفتاح الذي تعيشة... فأوضحت كليمان قائلة... لم يكن يخطر في ذهني عمل فيلم عن أي وي وي.. غير أن القدر جعلنا نتقابل في معرض فني فتعرفت على معه لدة طويلة، وهو ماساعدني في إنجاز العمل... وأضافت اليسون أن مايميز الفيلم أنه لم يمر بمرحلة الإعداد فظهر كأنه تسجيل طبيعي لحياة شخص عادي... بجانب اعتمادي على نفسى فى التصوير وهذا أفادني في الونتاج

المصوير وسرا الخالق عن الولع ي وعن المعوقات التي من المكن أن نكون صادفتها أكدت المخرجة قائلة... لم أواجه مشكلة لأننى ذهبت إلى الصين كمراسلة صحفية وكان من الطبيعي الحصول على تصريح مزاولة مهنتي... وأضافت... لكنني لا أعلم شيئا عن السلطات هناك ولكن ما أستطيع قوله... إن مثل هذا الفيلم لم يكن لينفذ بأمريكا، لأنه من المستحيل التصوير في قسم شرطة أو أمام محكمة، لكنني فعلت ذلك في الصين.

وعن رأيها فى اعتقال الشرطة لأى وى وى وعن رأيها فى اعتقال الشرطة لأى وى وى أوضحت اليسون قائلة: بعد ثورات الربيع العربى قامت السلطات الصينية بتكثيف الوجود الشرطى فى الشارع بشكل كبير، خوفا من وصول هذه

الحالة إليها، وقامت باعتقال بعض النشطاء السياسيين، والحقوقيين.. وهذا تأكد فى تحجيم عرض الفيلم هناك، لكنه حقق نجاحا، وإقبالا جماهيرا كبيرا فى إنجلترا عند عرضه فى إحدى التظاهرات السينمائية.

» د. مصطفی فهمی



Taiwanese Press

ponto final

Em Macau não sei se será possível, mas quero muito mostrar o filme aí. Sabemos que não poderemos fazê-lo na China [Continental], então quero fazê-lo o mais próximo possível.

A portion of a spread about Ai Weiwei in the Portuguese magazine Parágrafo.

cido, é filho de um poeta proeminer Qing] que toda a gente estudou na « é alguém que tem reconhecimento i e externamente, e é também algué não se deixa assustar facilmente. Eb perto e sabe como viver nessa linha, ser provocativo mas não ser tolo. Ele « ce a China e o sistema muito bem, « tentar perceber aquilo que pode faze todas estas razões, ele não está na n categoria de pessoas como Liu Xiao faz noisas muito semelhantes ao quefaziam, mas fá-las muito à sua mane

paráqi

- Ai Weiwei também parece po so financeiramente? É assim?

A.K. - Mais importante do que roso, eu diria independente. E isso peça chave. Ai Weiwei não está deper de nada na China para sobreviver. E é professor na Academia de Artes, n pende das universidades para publi seus livros, ou de uma participação (verno para construir um edificio. Ai apenas independente no modo como também é independente financeirar porque faz trabalhos de arquitectura: do mundo, faz obras de arte para m coleccionadores e negociantes no estr ro. É em grande parte por causa dis eles não podem colocar mais sobre julgo que eles podem fazer isso com gente: cineastas que trabalham na t jornalistas. O controlo e a auto-censu mantidos assim, com essa capacida autoridades de ameaçar o sustento guém. Ai Weiwei não tem esse probl

 - A dada altura, no filme, Ai dia como um jogador de xadrez". C mudanças políticas que a Chi prepara para enfrentar, acha qu jogo de xadrez também está pr a mudar?

A.K. - Vi o Ai Weiwei poucos mes pois de ter sido libertado, no ano pa Ele usou essa mesma frase mas dis 'não podemos jogar este jogo da n maneira, o jogo mudou e temos de e trar uma nova forma'. Julgo que is que ele tem estado a fazer desde q libertado. As regras do jogo mudara nificativamente para Ai Weiwei ante pois da detenção. Ao mesmo tempo que agora é preciso ver o que vai aco com esta mudança de liderança po Durante o ano passado e antes, Ai V estava a par disso e a pensar que e isso teria para a sua situação. Não sei beremos imediatamente ou se algur saberemos, mas sinto que houve ur de espera até que as condições [da li cão] de Ai Weiwei sob fiança termina um ano depois de sair em liberdad Junho do ano passado]. Agora, ach tem sido outro jogo de espera até à m ça de liderança. Depois disto, verer muito dificil prever.

 O filme tem sido mostrad muitos países. Gostaria de traz Macau?

A.K. – Sem dúvida. Em Hong, trámos o filme três vezes esta sema Festival de Cinema Asiático, e que uma distribuidora lá. Acho que Ai V tem muito mais reconhecimento em Kong. Em Taiwan já temos uma dis dora e o filme vai estrear nos cinemi mês. Espero que alguém seja sufic mente corajoso em Hong Kong pa às necesar meis mestibilidades de ut

Social Media Response

Via Facebook and Twitter, viewers from all walks of life post about a new awareness of their social responsibilities, as well as a desire to join in the conversation online.



Patricia Rose

Ai Weiwei, you inspire me tremendously. I am an artist in Western Australia and after watching 'Never Sorry', I myself understand my own direction and know that all artists need to use their positions wisely.

Like · Comment · March 26 at 4:35am



Beth Marcotte

Every community needs an Ai Wei Wei – especially in the USA.

Unlike · Comment · April 10 at 5:04pm



Katerina Kai @shamakai

30 Apr

@AWWNeverSorry is a great movie. It made me cry. Now I know about Ai Weiwei. Thank you. I believe many Ukrainians will watch it too.



Katy A

I JUST saw this on PBS and WOW!! Keep up the awesome art and powerful movement behind it. I'm thinking about getting twitter JUST to follow this great guy.

Unlike · Comment · March 3 at 4:31am via mobile



Zach Lambert

As an artist I was incredibly inspired by this film. I hope that it continues to influence many and drive change!

Unlike · Comment · March 8 at 2:38am



Alex Valery

You've inspired me. Now how will I turn my inspiration into action?

Authors, actors and other celebrities have weighed in online and in person, adding to awareness in the social sphere:







The year's most intriguing and topical subject in the year's most interesting documentary is "AI WEIWEI: NEVER SORRY" by Alison Klayman...



6:28 PM - 30 Dec 12 from Los Angeles, CA · Embed this Tweet



Fairuza Balk 🕏 @fairuza



@AWWNeverSorry I saw Never Sorry and was so moved and completely Inspired by it. I think everyone should see this film! Xo Fairuza



7:19 PM - 10 Jan 13 · Embed this Tweet





Watching a documentary on Ai Weiwei (@AIWW) Amazing chinese artist. Check it out. PS. Bought it on iTunes. ;)

🛧 Reply 🔁 Retweet 🔺 Favorite







Actress Susan Sarandon at the premiere of the film in New York

Community and Educational Events

With hundreds of educational and community screenings all over the world, over 75 have featured a discussion with Alison, both in person and on Skype, all over the world. This is also a major venue for reaching Chinese students who are studying abroad, since the film cannot be officially screened in China.



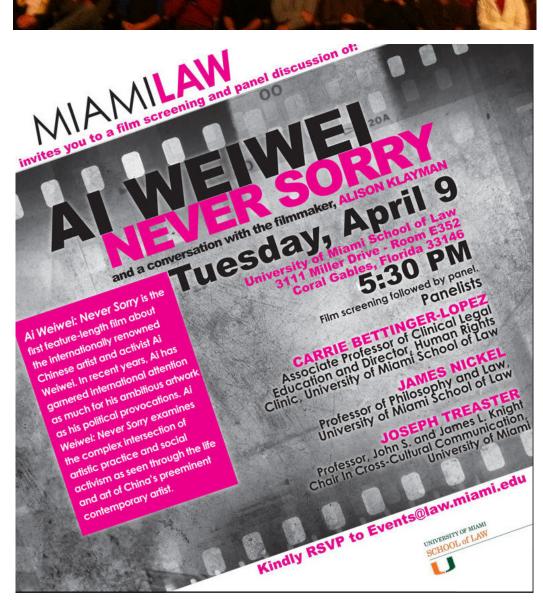
Students ask questions of Alison Klayman via webcam after watching an excerpt of the film at Moses Brown Middle School.



Alison speaks after a screening at Egypt's national film school in Cairo



University of Pennsylvania screening, with over 500 students, many from China.



The School of Law at the University of Miami hosted a screening and panel discussion on April 9th, 2013.



LEFT: Princeton University's Woodrow Wilson School of Public and International Affairs held a screening and discussion with director Alison Klayman on October 1, 2012.

BELOW: The audience at the Columbia School of Journalism





The Ambulante Documentary Film Festival toured Mexico with *Ai Wewei: Never Sorry*. It was one of the festival's most popular selections.



The film was the topic of a New York Times TimesTalks conversation with NYT media correspondent David Carr.



The FIFDH Human Rights Film Festival in Geneva held a Chinese human rights panel after a screening.



Ai Weiwei joined the Q&A panel via Skype after a Hammer Museum screening of the film. Screenings were held in major contemporary museums and galleries: MoMA, Walker, Hammer, Guggenheim, Art Institute, Jeu de Paume and dOCUMENTA, among others.



15

4

Ai Weiwei Film @AWWNeverSorry Record turnout at the de la Cruz Collection for tonight's screening in Miami @aiww pic.twitter.com/OtdlKLRC Retweeted by 艾未未 Ai Weiwei

Hide photo Reply Delete Reply Delete Reply Hide photo



LEFT: A free community screening at Miami's de la **Cruz Collection** was the largest event ever held in the space (400+ people). Funded by a PUMA Mobility grant.

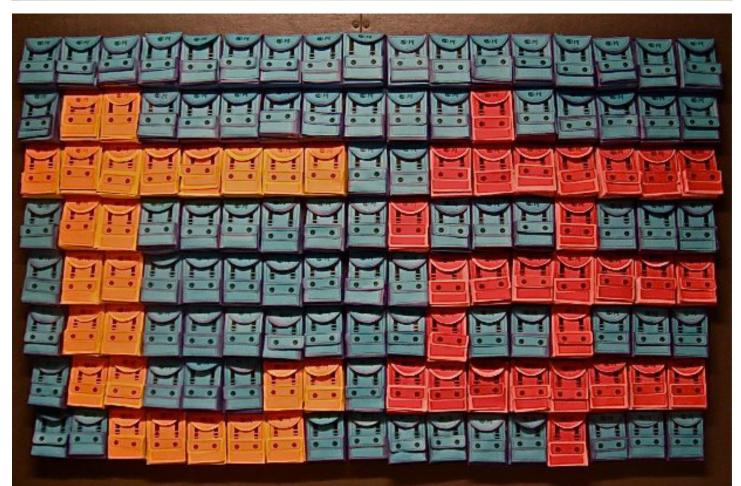
BELOW: The Southeast Asian premiere of Never Sorry was in Bangkok, with a Q&A with Alison on the closing night of the Art in the City Design Festival.



3h



The bulletin board of Katharine Mitchell, an English teacher in Singapore. Many teachers have formed their own curricula based on the film.



Students at Montroyal Elementary School in North Vancouver replicated Ai Weiwei's "Remembering" to commemorate the anniversary of the Sichuan Earthquake on May 12th, 2008.

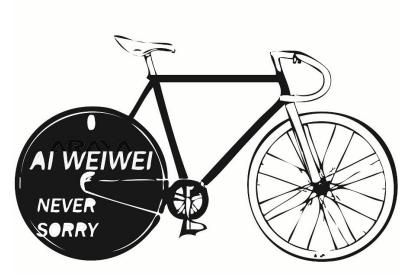
Public Action and Fan Art

Fans of the film display their inspiration in the public sphere and post it online, interacting with one another and spreading awareness.





The Installation by artist Vicki da Silva, called "Jasmine/ Never Sorry (for Ai Weiwei)" won a competition to display her piece on a building in Times Square for several weeks.



A piece inspired by Ai Weiwei's bicycle sculpture by Jibs Kubinec.











TOP LEFT: By Pittsburgh artist Teepop, won local art prize

TOP RIGHT: Fake currency by Singaporean artist Zhao Zhao at Highly Frameable

BOTTOM LEFT: For Toronto's HotDocs Opening Night screening, a stunning cardboard sculpture named "Love the Future" was displayed, created by Toronto artist Sean Martindale.

BOTTOM RIGHT: By Facebook fan Behjat Omer Abdulla

Street art is another sign that viewers have connected with the themes in the film, and are committed to spreading awareness to others- sometimes even willing to do so in areas where street art is illegal.





Top left: A fan posted this image of barefoot visitors in Ai Weiwei's exhibition in Sao Paolo, Brazil.

Top Right: Audience in the aisles at a screening at Hong Kong University's Journalism School where Alison was present for a Q&A

Bottom: Mainland Chinese fans organized a meetup at the Sydney Film Festival screening



Ai Weiwei: Never Sorry was used for research by the production team and performers of a play about his detainment.

"#aiww: The Arrest of Ai Weiwei" was performed at the Hampstead Theater in London, and streamed in a live event online.



Artist Silvia Portella drew this "doodle" after watching the film. The image was shared online, viewed by 23,347 Facebook users.



Thank you for your support! Alison Klayman, Director