Creativity is Great Part 1

Britain is a creative nation... Art, music, gaming and film-making – you'll find it all here.

But why is it that Great Britain got more creative people, per head of population, than anywhere else in the world?

Let's find out…

This is the London Film Museum. Here you'll find original costumes and props from some of the world's greatest films.

This museum has it all. Iconic monsters, robots, fantasy and so much more...

Ahhh - one of my boyhood heroes, Batman.

Jonathan Sands founded and created the museum, and over half of the collection is from his own private archive.

Richard: Jonathan, I'm a huge fan of movies so I'm very excited to be here. What's the idea behind the London Film Museum?

Jonathan: The Film Museum primarily promotes the British film industry through a number of mediums, including original artefacts and costumes and sets. A lot of our friends, who we've accumulated over the years, have donated material to the museum and it is the only film museum like it in the UK.

Richard: And how did it come about?

Jonathan: Well, it came about because originally we ourselves are from the film industry. We owned a prop company, a prop being an artefact or an item that is used on the film, many of which you'll see here.

Richard: Why do you think it is that Britain leads the world when it comes to film-making?

Jonathan: I think primarily for two reasons. One, we have fantastic facilities, like the Pinewoods, Sheppertons and soon to be the Leavesdens, and we also have the best and the most creative talent, whether it's in front of camera or behind the camera, really.

From creativity on the small screen to creativity on the big stage… the UK has a thriving theatrical tradition. London's West End is the largest theatrical district in the world.

And it's not only happening in London. Great Britain hosts one of the world's largest cultural events – this is the Edinburgh Festival. The Festival takes place each year in August and attracts acts and visitors from around the world.