

MISSION LETTER



Stones that go further

FAR FEATURES

MISSION & VALUES



Far Features is constructed around one ideal: Go further.

Go Further is an idea that filters into all areas of our business and sister companies to uphold our company values. We are in business to get creative ideas made into projects. We go further to make sure that happens.

Our values form the guiding principles of our business. They inform all our internal and external working relationships and operations.

CREATE TO EXPRESS

Support creative expression and original ideas. Creative ideas become real when they move from the individual out into the community. Get passion-focused projects made. Support our creative network. Work with people, companies and NGOs with the same beliefs.

LESS IS MORE

A multimedia + minimalist approach to media production is the future. Aim for maximum output, minimal footprint. Zero-plastic policy. Be experimental with new storytelling tools to do better, faster, more relevant work. Remote work is the future of creative media production.

WRITE A RENEWABLE FUTURE

Creative work can influence the future for a better environment. A value since our inception, we believe ethical media production matters. We work with media, companies and NGOs working to help, not hinder the current climate crisis and transition to write a renewable energy future.

HUMANISE

Human-interest at heart. Value individuality. Value creative self-expression. Humanise subjects with focus on meaning over magnitude. Counter deindividuation. Highlight universal values through individual stories and narratives. Human stories can transcend borders and break down barriers.

HEALTHY PEOPLE, HEALTHY PLANET

We believe the health of us, and the health of the planet are intrinsically linked. We highlight human and environmental health issues and support NGOs in these areas. We intend to keep our promise we made to explorer Sir Robert Swan to use our creative work to create awareness about the plight of the polar regions and support 2041 Foundation.

*Stories that
go further*



If your company shares our values, we want to hear from you.

REACH OUT HERE

FAR FEATURES

2020 FOCUS: HEALTH OF US, HEALTH OF THE PLANET

All our work hones in on human-interest storytelling no matter the subject. Our origins began with an interest in travel and culture. In 2020, our core focus is producing human health and environmental health projects.

A POLAR PROMISE

In 2018 in Antarctica Far Features' Fraser Morton made a promise to Sir Robert Swan upon return home to use our work to help raise awareness of climate change-related issues affecting the polar regions. As an alumni and supporter of 2041 Foundation, an NGO working to preserve the Antarctic Treaty, we take that commitment seriously. Our polar productions aim to use storytelling as a means of connection to these last great wildernesses. Places of infinite wonder, power, and the fastest-warming places on Earth.



NGOS

We support 2041 Foundation, SUDEP Action UK, International Bureau for Epilepsy (IBE)



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EST 2016

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