

FOR IMMEDIATE RELEASE:

JOIN THE CONVERSATION! DISCOVER AND EXPERIENCE NEW IDEAS IN INTERACTIVE ART AND ENTERTAINMENT

CFC MEDIA LAB EXHIBITION 2008: and then s/he turned to me and said...

Toronto, September 23, 2008 – For one night only, from sunset until sunrise, Toronto will take to the streets for Nuit Blanche, the incredible celebration of creativity, culture and contemporary art. During this all-night cultural extravaganza, CFC (Canadian Film Centre) will proudly unveil the next generation of ground-breaking interactive art and entertainment concepts at the **CFC Media Lab Exhibition 2008: and then s/he turned to me and said...**; taking place at Lennox Contemporary, 12 Ossington Ave. on Saturday, October 4, 2008, 7 p.m. – 7 a.m. Created by the graduating residents of the TELUS Interactive Art and Entertainment Program (IAEP), the **CFC Media Lab Exhibition 2008: and then s/he turned to me and said...** is a free public exhibit that showcases five new interactive entertainment projects for the Canadian and international marketplace.

CFC Media Lab residents are adept at creating meaningful conversations through interactive technologies. Offering unique experiences, each project in this exhibit creates opportunities for friends, strangers and families to connect to, play with, and expand their understanding of the communities that surround them. By working collaboratively and bringing together a broad range of concepts, this year's residents have pushed the boundaries of learning and imagination, merging multiple platforms to create projects that are at the intersection of art and technology, creating inventive concepts that: foster social interaction, tell compelling stories and promote the creative aspects of new media. Pushing the evolution of art and entertainment, the 2008 CFC Media lab graduates have elevated technological trends to an exciting new level.

The projects on exhibit include: **TRANSPORT: Life Happens In Public Transport** - A series of very short video clips of stories that happened on buses, streetcars and trains. Delivered on interactive screens, TRANSPORT invites us to think of public transport as a "third space", and of commuting as an occasion for insight into our fellow travellers. A bus, a train, or a station, is a place where we witness the life of others; a place of chance encounters; a place where amusing and alarming things can happen; a place of romance and heartbreak. The interactive screens, shaped like a regular city poster, are meant to be installed in public transport nodes: subway platforms, streetcar stations, bus-stops; all places where people find themselves waiting. The initial image the viewer sees on the screen is a black and white still of the first frame of a micro-narrative clip with the tag line: "TRANSPORT: life happens in public transport". A camera and face-tracking software then search for a viewer. If the viewer pauses in front of the screen, colour begins to seep into the "poster" and the narrative clip starts playing. At the end of the clip the screen will display a black and white still of the captured image of the viewer, with the tagline: "TRANSPORT: life happens in public transport". The stories featured in TRANSPORT are "found" stories that creators Isabella Stefanescu and Carlito Ghioni witnessed in public transportation and were filmed on streetcar #506 in Toronto and on a Grand River Transit bus in Kitchener. For further information, visit www.translucence.ca/transport

The interactive audio-visual installation "**shh aah ohh**" encourages participants to step into the crossroads of light and shadow. In this space Trickster – a character based on many cultures' tales of a

spirit (e.g. Eshu) or animal (e.g. Crow) emerges, bending the physical and temporal laws governing participants' digitally-projected shadows. Play, performance and exploration guide participants as they discover whether they themselves can trick the Trickster! The installation, made up of screens, cameras, lights, computers, video projectors and recordings of sound poets, invites participants to see themselves in a new 'light,' for their own movements trigger the 'tricks' they experience. Created by Rea McNamara and Nicholas A. Longstaff, future applications may include use in galleries, public spaces (such as night clubs), and to facilitate play amongst children for learning purposes.

Collect. Connect. Create. **My Time** is a set of designer collectables that integrate with your computer via USB to express time in creative ways. Each object has programmable characteristics specific to their function including the ability to:

- Glow ambient light
- Play your favourite music
- Record your own sounds
- Display custom text messages or the time graphically

Each module expresses time by behaving when and how you want it to. Combine them together to schedule events that alert you with elegance and pizzazz, or that simply enhance the passage of time. Whether you collect one or all, each object comes with a special function for you to program, customize and enjoy. **My Time** was created by GUSTA, consisting of: Geneviève Godin, Ulysses Castellanos, Simone Maurice, Tristen Brown, Andrew Mallis. Future applications may include: commercial applications as mass produced collectable designer toys for home and office. For further information, visit www.mytimeworld.com

Challenge yourself, challenge your friends...And make a difference! **greenwave** is a Facebook application for people who care about the environment and are ready to make a change in their lifestyles. Users team up with their friends and commit to taking on environmentally friendly challenges together. Week long challenges range from taking home fewer plastic bags, to leaving excess packaging at the store, to turning off more lights and electricity hogging equipment, and hanging up the keys to the car. **greenwave** users have fun cheering their friends on as they learn how to change their daily habits and build a greener lifestyle. Created by Elliot Woolner, Zan Chandler and Sharon Saporta, future applications may include: online community activism, eco-friendly messaging and partnerships with environmental organizations. Visit: www.greenwavechallenge.com

Any relationship requires consistent and meaningful communication to blossom into a truly loving connection. Nowhere is this more true than in the engagement between a grandparent and a grandchild, especially when distance divides them. **Gaku** is a one-to-one communication tool that provides a meaningful space to share photos, video, and audio with loved ones across distances, specifically between grandparents and their grandchildren. **Gaku** allows for the direct sharing of images, along with an embedded audio message that provides the story behind the picture. Sharing moments big and small, old and new, preserving generations of wisdom and imagination, **Gaku** creates an essential inter-generational archive that will be cherished. Created by: Patrick Dinnen, Deiren Masterson, Jefferson Wright, Angella Mackey.

Harnessing a wide range of creative skills and knowledge, the **CFC Media Lab's TELUS Interactive Art and Entertainment Program (IAEP)** is Canada's first post-graduate program for new media training and production, based on the philosophy that compelling content is created through a collaborative process. This team-based approach encourages residents from a variety of backgrounds, including: design, filmmaking, production, writing, visual art, music and programming. An internationally acclaimed facility, CFC Media Lab has produced award-winning new media prototypes ranging from simulation-based interactive documentaries, to wireless storytelling networks, to interactive short films and narrative-driven media installations.

EVENT DETAILS:

www.cfccreates.com/exhibition

Thursday October 2, 2008: 7:00 – 10:00 p.m.: Media / V.I.P. Private Viewing & Reception.

Saturday, October 4, 2008 – Sunday, October 5, 2008 - Nuit Blanche extravaganza - Open to the public from 7:00 p.m.– 7:00 a.m.

ABOUT CFC

CFC celebrates 20 years of launching Canada's most creative ideas and voices in film, television and new media to the world. As Canada's largest institution for advanced training in film, television and new media, CFC proudly has more than 1000 alumni working in Canada and abroad. A leader in the rapidly changing entertainment landscape, CFC is committed to promoting and investing in Canada's diverse talent and during this anniversary year will launch new programs that will continue to bring inspiring storytellers to the world. CFC Media Lab provides a unique training, research and production think-tank environment for emerging new media artists, content developers and practitioners. CFC Media Lab has been experimenting with the interactive narrative form since 1997 and in the past ten years, have produced over 60 prototypes ranging from web-based interactive documentaries to "shuffle videos"—the creation of randomly generated movies on the i-Pod. For more information please visit cfccreates.com.

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For more information, to arrange an interview, or to book a guided tour of the **CFC Media Lab Exhibition 2008: and then s/he turned to me and said...**, please contact:

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