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■ Interactive Media Exhibit

New digital media and interactive projects will demonstrate how art and technology intersect - but they will take all night to do so.

As part of activities connected with Nuit Blanche, the Canadian Film Centre (CFC) will unveil the next generation of interactive art and entertainment concepts in the CFC Media Lab Exhibition 2008: and then s/he turned to me and said...; - during the all-night cultural extravaganza.

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, taking place at Lennox Contemporary, 12 Ossington Ave. on Saturday, October 4, 2008, 7 p.m. – 7 a.m.

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Among the projects on exhibit, 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.

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, creators say.

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.

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