



ISLAND
FILM
FACTORY




CHARLOTTETOWN



CULTURAL CAPITALE
CAPITAL CULTURELLE
of CANADA du CANADA

Press Release
For Immediate Release

Cultural Capital of Canada Film and Interactive Digital Media Program Five new works to be produced under this year's designation

(Charlottetown, March 10th 2011) As part of Charlottetown's 2011 Cultural Capital of Canada Designation, the Island Media Arts Coop (IMAC), Island Film Factory (IFF), and Interactive Media Alliance (IMA) are partnering to help in the creation of 5 new short film and interactive digital media works by Island producers. These works will become lasting documents of Charlottetown's cultural identity. The chosen submissions will be announced at the Island Media Arts Festival in May, and the final works will be presented at a special screening event in October.

"Charlottetown's designation as Cultural Capital of Canada presents some interesting opportunities for artists, designers and developers working in PEI's interactive media sector," says Chris Sharpley, President of the Interactive Media Alliance. "The 'Through My Eyes' initiative will offer Charlottetown's creative community a chance to extend the reach of their professional network and present their work to a new audience."

The contribution awarded to each production is \$9,000, completed by in-kind equipment and technical support from IMAC, IFF and IMA. The deadline to present a project is April 15th.

The initiative is made possible through funding by the Department of Canadian Heritage, the City of Charlottetown and the Province of Prince Edward Island through the Department of Tourism and Culture and Innovation PEI.

CALL FOR PROPOSALS – FILM and INTERACTIVE DIGITAL MEDIA WORKS

Charlottetown 2011: Cultural Capital of Canada | Capitale culturelle du Canada

"Through my eyes – De mes yeux vu" Legacy Series

Extended Deadline: projects must be received by April 15th, 2011

Residents of Prince Edward Island are invited to submit proposals. The successful applicants will each be given a \$9,000 budget to work with, while the IMAC, IFF, and IMA will be pooling resources, providing in-kind equipment and technical support for the creators.

To be eligible, the productions must follow the theme of Charlottetown's Cultural Capital of Canada designation - *Perspectives 2011, Celebrating Sense of Place* – and feature the artist's perspective on Charlottetown.

The proposals will be reviewed by an independent jury based on artistic merit, relevance to the theme, the applicant producer's past work and the legacy potential of the piece. Producers are encouraged to create works that are challenging and innovative.

The works will be licensed non-exclusively by the City of Charlottetown for a fixed period to be hosted on the Cultural Capital of Canada website, and presented by the City of Charlottetown in galleries and on other forums as a legacy of the Cultural Capital of Canada year.

Proposals should include:

1. Brief synopsis of the project (250 words)
2. Project development schedule
3. Technical overview (250 words)
4. Description of the user experience (250 words)
5. Resume(s) of the producer(s)
6. Short bios of individuals involved
7. Visual support material of past work
8. A detailed proposed budget (Equitable wages for producer(s) and team should be included)

Ce document est disponible en français

Send submissions and direct any questions to:

Cultural Capital of Canada, Film and Digital Media Initiative
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