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Press Release

Five New Media Arts Works Produced under the Cultural Capital of Canada Designation for the City of Charlottetown, Prince Edward Island

(Charlottetown, May 31st, 2011) As part of Charlottetown's 2011 Cultural Capital of Canada designation, the City of Charlottetown, in partnership with the Island Media Arts Coop (IMAC), the Island Film Factory (IFF) and the Interactive Media Alliance (IMA), is pleased to announce the creation of five original short films and interactive media works.

"The City of Charlottetown is proud to support new Media Arts productions through its Cultural Capital of Canada designation for 2011" Mayor Clifford Lee said at a Press Conference earlier today. "We welcome this new, creative way of telling our story, with Charlottetown's history and beauty as a backdrop to the exceptional work of talented Island artists."

"Prince Edward Island is rich in talent and this program is a great opportunity to showcase some of our local artists," said Tourism and Culture Minister Robert Vessey. "Prince Edward Island is a premier cultural destination in Canada. Our unique cultural activities not only enrich Islanders' lives but attract many visitors to our province each year."

"We have a very talented cultural arts community on the Island," added Allan Campbell, Minister of Innovation and Advanced Learning. "The Province is happy to support initiatives that foster creative thinking and promote innovative ideas."

Local filmmakers and media artists were invited to submit proposals that incorporated in an innovative and challenging way the theme of Charlottetown's Cultural Capital of Canada designation – 'Perspectives 2011, Celebrating Sense of Place.' An independent jury was formed to select the five successful projects from this pool of applicants. Each production will be awarded \$9,000, in addition to in-kind equipment and technical support from IMAC, IFF and IMA.

The following projects were selected by the jury:

- Jason Arsenault's *Exhibition Drive* – a documentary film and interactive web piece following the nine-day countdown to the Gold Cup and Saucer race finale at Old Home Week;
- Mille Clarkes' *In Between Spaces* – an experimental video project engaging several artists in the exploration of the notion of communal gaze;
- Jenna MacMillan's *Fine Tuning* - a story that explores the move from rural to urban, the contrast of old and new and the prospects of new beginnings;

- JoDee Samuelson's *A Brief History of Charlottetown: from the Last Ice Age to the Present* – an animated film, presented in both French and English versions, recounting important milestones in the development of what is now Charlottetown;
- Joseph Weale's *Landscapers* (working title) – a narrative short about a group of landscapers in the downtown area, observing the city as a living organism that adapts and changes year by year.

“We were incredibly pleased with the interest in this program. The scope and quality of applications was exceptional. It’s a real testament to the vibrant media arts and film community here on PEI,” said Lennie MacPherson, Executive Director of IMAC, and a member of the steering committee organizing this program. The committee also includes Mark Sandiford, president of IFF, Chris Sharpley, Chair of IMA, and Ann Carrière, Coordinator of the 2011 Cultural Capital of Canada designation for the City of Charlottetown. “The projects that the jury selected are particularly inspired, from passionate and thoughtful Island creators. These works will become lasting documents of Charlottetown’s cultural identity” MacPherson added.

The pieces will be completed over the summer and shown at a special screening event in late autumn. They will then be hosted on the Charlottetown 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.

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.

For further information on this and other Cultural Capital of Canada initiatives for the City of Charlottetown, please visit www.ourculturalcapital.ca.

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