

McLaren Wall-to-Wall: NFB and Quartier des Spectacles Partnership issue call for projects to mark centenary of celebrated Canadian filmmaker Norman McLaren



Montreal, December 5, 2013 – Norman McLaren, one of the most famous animation filmmakers in the world, would have been 100 years old in 2014. McLaren brought an energy and vision to animation filmmaking that live on to this day. To celebrate his centenary, the [National Film Board of Canada \(NFB\)](#) and the [Quartier des Spectacles Partnership](#) are inviting artists from around the world to respond to a call for projects entitled **McLaren Wall-to-Wall**. The selected artists will create four out of a total of eight video works that will be projected onto building façades in Montreal's cultural district, the Quartier des Spectacles, from April 11 (McLaren's birthday) to June 1, 2014, as a tribute to this animation filmmaker who holds an incomparable place in the history of world cinema.

CALL FOR PROJECTS

Creative artists from all disciplines—film, digital art, music, and architecture—are invited to engage in a fruitful dialogue with McLaren's work by proposing ideas for linear films three to eight minutes in length, each of which must be inspired by one of the four McLaren films below and designed to be projected onto one of the four building façades listed below. Each proposed film must also be aimed at a general audience, work aesthetically with the selected building façade, and include a synchronized sound track.

All projects that meet the criteria for this competition will be evaluated by a jury, and the winners will receive cash prizes: a First Prize of \$25,000 and three additional prizes of \$5,000 each. The deadline to register for this competition is 12:00 noon EST on February 20, 2014, and the deadline for submitting the final proposal is 12:00 noon EST on March 6, 2014. For more information, please visit www.mclarenwalltowall.com

THE CREATIVE CANVASSES

Each of the four original films selected in this competition must be inspired by one of the four famous McLaren films listed below and include a recognizable visual excerpt—of at least five seconds in length—from that film. Next to each McLaren title appears the name of the building onto which the film inspired by that McLaren title will be projected:

Neighbours (1952, 8 min 6 s)	Centre de Design, UQAM
Begone Dull Care (1949, 7 min 48 s)	UQAM Bell Tower
Synchrony (1971, 7 min 27 s)	Place de la Paix
Spheres (1969, 7 min 21 s)	Cégep du Vieux-Montréal

WORKS TO BE INCLUDED

A celebration of the work of this great artist, **McLaren Wall-to-Wall** will comprise a total of eight video works to be projected onto eight different building façades in Montreal's city centre. Four of these works will be the films selected in this competition, three will be commissioned interactive works by renowned artists, and one will be a large-scale adaptation of the iPad app [McLaren's Workshop](#).

THE LEGACY OF NORMAN MCLAREN

The path that Norman McLaren forged in the history of world cinema was illuminated by the many international awards that he received throughout his career: a Palme d'Or in the short film category at Cannes for [Blinkity Blank](#), an Oscar for *Neighbours*, a Berlin Silver Bear for *Rythmetic*, a Berlin Silver Medal for *Begone Dull Care*, BAFTAs for *Blinkity Blank*, [A Chairy Tale](#) and [Pas de deux](#), as well as numerous Canadian awards and the honours that he received in recognition of his lifetime achievements.

McLaren was born in Stirling, Scotland, joined the NFB in 1941, and made his career there for over 40 years. A tremendous innovator, he never stopped experimenting and developing original animation techniques. He pioneered synthesized sound, began drawing and engraving on film in the early 1950s, and experimented with computer-based animation as early as 1967. Even today, McLaren's work influences hundreds of filmmakers and artists who draw inspiration from his thinking and continue to carry the torch he lit for research and exploration.

ABOUT THE QUARTIER DES SPECTACLES

Quartier des Spectacles has been Montreal's cultural heart for more than a century. Today, it boasts North America's most concentrated and diverse group of cultural venues, making Montreal one of the world's great cultural metropolises. As an exceptional creative space, open to diversity and cultural cross-pollination, it is the year-round host to countless festivals and events, many of which are presented outdoors for free. It is also an international showcase for new multimedia technology. Several of its sites are regularly enhanced by innovative urban installations using cutting-edge lighting design, immersive environments or interactive digital spaces. The Quartier is a canvas of choice for architectural lighting designers, and several of its building façades are dedicated year round to artistic video projections, making Montreal a global leader in the urban exhibition of digital content.

ABOUT THE NFB

The National Film Board of Canada is one of the world's leading digital content hubs, creating groundbreaking [interactive](#) documentaries and animation, mobile content, installations and participatory experiences. The NFB has produced over 13,000 productions and won over 5,000 awards, including 7 Webbys and 12 Oscars. To access acclaimed NFB content, visit [NFB.ca](#) or download its [apps](#) for smartphones, tablets and connected TV.

-30-

INFORMATION

QUARTIER DES SPECTACLES PARTNERSHIP

Marie-Joëlle Corneau
Media and Public Relations Advisor
Tel: 514-879-0009 Ext. 260 | Cell: 514 348-9676
marie-joelle.corneau@quartierdesspectacles.com

NATIONAL FILM BOARD OF CANADA

Pat Dillon
Publicist, NFB
Cell: 514-206-1750
p.a.dillon@nfb.ca
Twitter: [@PatDoftheNFB](#)

Lily Robert
Director, Corporate Communications, NFB
Tel.: 514-283-3838 | Cell: 514-296-8261
l.robert@nfb.ca