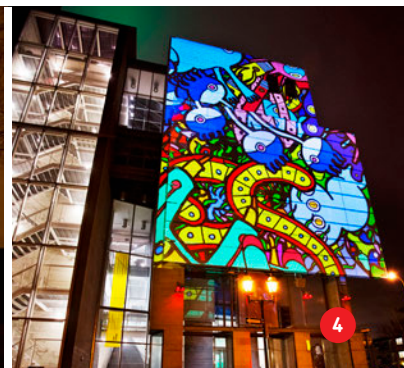
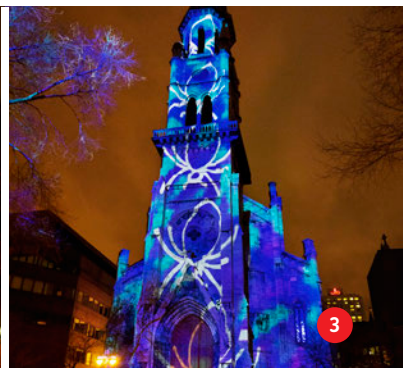
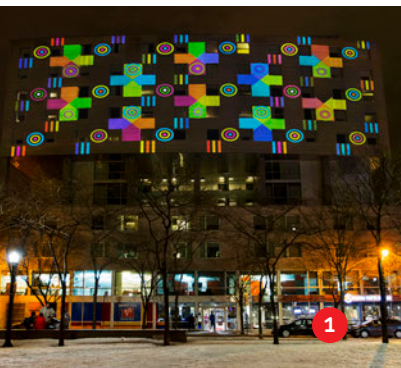




COMPLETE PROGRAM UNVEILED FOR McLAREN WALL-TO-WALL CELEBRATION

NFB and Quartier des Spectacles announce international film competition winners and commissioned interactive video installations to be shown at McLaren Wall-to-Wall

Montreal, April 8, 2014 – The Quartier des Spectacles Partnership and the National Film Board of Canada (NFB) today announced the complete program for **McLaren Wall-to-Wall**, a joint initiative by the two organizations to commemorate the 100th anniversary of the birth of the great Canadian filmmaker Norman McLaren. From **April 11 to June 1**, eight video works paying tribute to McLaren’s artistic heritage will be projected onto the façades of eight buildings in the heart of Montreal. The works will consist of the four winning films from the international competition held especially for this event, three commissioned interactive video installations by renowned Montreal artists, and a retrospective featuring excerpts from nine of Norman McLaren’s landmark films.



Photos: Martine Doyon

FOUR WINNING FILMS FROM THE McLAREN WALL-TO-WALL INTERNATIONAL COMPETITION

In December 2013, the NFB and the Quartier des Spectacles Partnership invited creative artists around the world to submit original video works inspired by any one of three McLaren films—*Begone Dull Care*, *Synchromy* and *Spheres*—to compete for showing in the **McLaren Wall-to-Wall** celebration. The jury for this international competition received 93 submissions—49 from the Americas, 41 from Europe and three from Asia—from which it selected the following four winners, whose names were announced today:

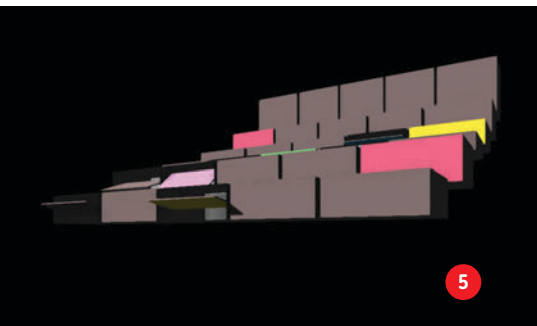
1 **COLOR.RYTHMETIC**
Christo Guelov (Spain)
Place de la Paix

* **Grand Prize Winner**

2 **CO EXISTENCE**
Léna Babadjian (France)
Cégep du Vieux Montréal

3 **DIX ANAGRAMMES
AUTOUR DE NORMAN
McLAREN**
Delphine Burrus (France)
UQAM Bell Tower

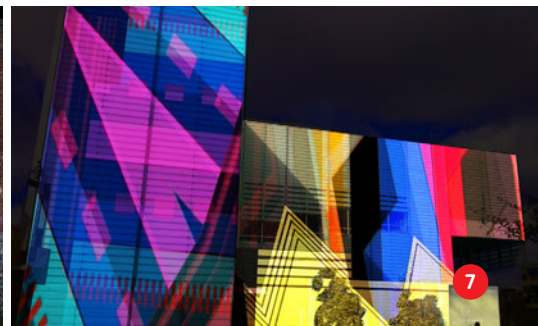
4 **THE BABY BIRDS
OF NORMAN McLAREN**
Mirai Mizue (Japan)
Centre de design de l’UQAM



5



6



7

THREE COMMISSIONED INTERACTIVE VIDEO INSTALLATIONS BY RENOWNED MONTREAL ARTISTS

5 PHONOPHOTOPIA

Kid Koala and Hololabs
Théâtre Maisonneuve, Place des Arts
McLaren film: *Dots* (1940)

In their installation *Phonophotopia*, Kid Koala and Hololabs invite passers-by to create their own film and musical soundtrack by placing blocks of various shapes and colours on a moving conveyor belt, thus celebrating the unusual methods that McLaren used to create his film *Dots*.

6 McLARENA

Daily tous les jours
Outside Saint-Laurent metro station
McLaren film: *Canon* (1964)

In *McLarena*, the Daily tous les jours design studio invites members of the public to perform dance steps that are captured on camera and become part of an endless video paying tribute to McLaren's film *Canon*.

7 DIAGONALES

Theodore Ushev and Iregular
Grande Bibliothèque (Bibliothèque
et Archives nationales du Québec)

McLaren film: *Lines Vertical* (1960) *Lines Horizontal* (1962), *Synchromy* (1971)

Passers-by use an imposing, three-metre-high steel sculpture—a nod to the famous monolith in Stanley Kubrick's *2001: A Space Odyssey*—as an interactive tool to generate visual elements, produce unique images, and engage in a dialogue with the video projections on the library building's façades.

★ PANORAMA Alexis Laurence et Francis Laporte, pavillon Président-Kennedy, UQAM

Panorama is a retrospective montage using sounds and images from nine landmark films by Norman McLaren: *Synchromy*, *Lines Horizontal*, *Dots*, *Blackbird*, *Begone Dull Care*, *Stars and Stripes*, *Opening Speech*, *Canon* and *Spheres*.

“The NFB has explored new forms of creation throughout its history and continues to do so today,” said **NFB Chairperson Claude Joli-Coeur**. “For McLaren Wall-to-Wall, we and our partner, the Quartier des Spectacles, went looking for renowned artists from around the world and asked them not only to reinvent some of Norman McLaren’s most influential films but also to give both locals and visitors an unforgettably rich, immersive experience in the very heart of Montreal.”

“The architectural video projection facilities in the Quartier des Spectacles make it a vast outdoor creative laboratory for avant-garde media artists,” said **Jacques Primeau, Chair of the Board of Directors of the Quartier des Spectacles Partnership**. “So it seemed like the perfect venue to celebrate the heritage of the man who paved the way for digital art. We are thrilled to be partnering with the NFB to pay tribute to Norman McLaren and to provide this opportunity for his work to be reinterpreted by contemporary artists in the public space. An encounter in the heart of Montreal between McLaren’s creative genius and that of artists working today—it’s an experience not to be missed!”

“I invite Montrealers to discover this free tour. You will see and listen to the talent of one of the masters of modern cinema, a man who was ahead of his time,” added **Manon Gauthier, member of the Montréal Executive Committee responsible for Culture, Heritage, Design, Space for Life and the Status of Women**. I would like to thank the NFB and Quartier des Spectacles for their collaboration in creating this tribute to the precursor of digital arts! The city is proud to be part of it”.

McLaren Wall-to-Wall is the second event organized jointly by the NFB and the Quartier des Spectacles Partnership (the first was **Megaphone**, in fall 2013). The McLaren event is part of the programming for **Printemps numérique 2014** (Montreal Digital Spring 2014), an initiative by the Conférence régionale des élus de Montréal (Montreal regional conference of elected officials) in partnership with some 60 arts organizations to showcase the effervescent creativity of Montreal's digital arts scene. **McLaren Wall-to-Wall** is also part of the second International Digital Arts Biennial, which will run from May 1 to June 19, 2014, organized by the team behind the ELEKTRA Festival.



NORMAN McLAREN

Norman McLaren's place in the history of world cinema is marked by the many awards that he received throughout his career, including a Palme d'Or in the short film category at Cannes for **Blinkity Blank**, an Oscar® for **Neighbours**, a Silver Bear at Berlin for **Rythmetic**, a Silver Plaque at Berlin for **Begone Dull Care**, and BAFTAs for **Blinkity Blank**, **A Chairy Tale** and **Pas de deux**, not to mention numerous Canadian awards and honours bestowed in recognition of his lifetime achievements.

McLaren was born in Stirling, Scotland. He joined the NFB in 1941 and made his career there for over 40 years. A tremendous innovator, he never stopped experimenting. He developed original animation techniques, 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 continues to influence hundreds of filmmakers and artists who draw inspiration from his thinking and continue to carry the torch that he lit for research and exploration.

QUARTIER DES SPECTACLES

The Quartier des Spectacles district is the cultural heart of Montreal, boasting North America's most concentrated, diverse collection of cultural venues. It hosts countless festivals and other events all year round, many including free outdoor shows. The district also hosts creative urban installations that employ cutting-edge lighting design, immersive environments and interactive digital spaces. The Quartier des Spectacles is a true international showcase for new multimedia technology, making Montreal a global leader in the urban exhibition of digital content. For more information, visit quartierdesspectacles.com.

ABOUT THE NFB

The National Film Board of Canada (NFB) creates ground-breaking interactive works, social-issue documentaries and auteur animation. The NFB has produced over 13,000 productions and won over 5,000 awards, including 9 Canadian Screen Awards, 7 Webbys, 12 Oscars and more than 90 Genies. To access acclaimed NFB content, visit NFB.ca or download its apps for smartphones, tablets and connected TV.

The NFB's *McLaren's Workshop* iPad app gives users the opportunity to employ Norman McLaren's creative methods to make their own films. It also gives them access to 51 of McLaren's animated films and 11 documentaries about his animation techniques.

-30-

Photos and videos: <https://nfbcommunications.mediashuttle.com/>
User name: communications@nfb.ca | Password: s1qR3r!!
Access restricted to media only. Please do not share this information.

mclarenmuraMur.com/en

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

Nadine Viau
Publicist
Tel. : 514 496-4486
Cell. : 514 458-9745
n.viau@nfb.ca

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