

## **CANADIAN FILM CENTRE'S MEDIA LAB AND TIFF CO-PRODUCE *BODY/MIND/CHANGE* – THE DIGITAL EXTENSION OF *DAVID CRONENBERG: EVOLUTION***

TORONTO, September 5, 2013 – Enabling participants to experience what it is like to live inside a David Cronenberg film, TIFF and the Canadian Film Centre's Media Lab (CFC Media Lab) have co-produced **Body/Mind/Change**, an elaborate multi-media production with creative direction by Lance Weiler starring David Cronenberg that presents the plausible science fiction found in his work as scientific fact."

Participants can sign up now at [www.bodymindchange.ca](http://www.bodymindchange.ca) where they can register to be one of the first to receive the next generation bio-tech recommendation engine, called Personal-On-Demand (POD). For a sneak peek of the video trailer [CLICK HERE](#).

"Working with TIFF on Body/Mind/Change offered an unparalleled opportunity for CFC Media Lab to work with the amazing David Cronenberg; Lance Weiler, an incomparable storyteller reinventing entertainment; and a passionate group of digital designers and companies," said CFC's Chief Digital Officer Ana Serrano, who is also the producer for Body/Mind/Change. "It has been an exciting creative journey resulting in North America's first interactive storytelling experience that generates a physical object for the user that has narrative meaning."

"The Cronenberg Project is TIFF's first fully-curated exhibition and we're proud to offer visitors a truly unique experience, both within our building and beyond with Body/Mind/Change," added Noah Cowan, Artistic Director, TIFF Bell Lightbox. "In addition to Lance Weiler's artistic direction and the CFC team, David Cronenberg's involvement in this project has made it one of the coolest multimedia projects in the world."

To execute the complex multi-media production, CFC Media Lab is working with Lance Weiler who is serving as the creative director and experience designer of Body/Mind/Change. They have pulled together a team of collaborators representing some of the most innovative North American companies and artists in the digital space. One of the pioneers in merging storytelling and technology, Weiler has a long history with CFC Media Lab who presented his seminal work *The Last Broadcast* in 1998 at their Interactive Arena Series. Also part of the team are 1188 Films, Aesthetec, Northern Army, composer Brendan Canning from *Broken Social Scene*, and more. Long-time Cronenberg collaborator Art Hindle as well as Joey Klein and alumni from the CFC Actors Conservatory program, Diana Bentley and Natalie Krill are involved in the production.

"Working with David Cronenberg on Body/Mind/Change was an amazing experience. With his participation we were able to create a layered story world that will immerse participants in his fiction as if it were reality," says Lance Weiler, creative director and experience designer of Body/Mind/Change."

In *Body/Mind/Change*, Cronenberg partners with BMC Labs, a fictional biotech firm, to develop biotech enhancement implants inspired by the intellectual property found in his films, such as *Scanners*, *Videodrome* and *eXistenZ*. Cronenberg is the first participant in the project. At launch on October 25, registered participants will be guided through an episodic interactive narrative that functions as a simulator for training their PODs. Completing this three-part experience will guarantee them a unique

POD generated from their behaviour during the simulations. Their POD will be available for pick-up at the close of the David Cronenberg: Evolution exhibition in January 2014 at the BMC Labs installation, located in the CIBC Canadian Film Gallery on the 4<sup>th</sup> floor of the TIFF Bell Lightbox.

#### About Body/Mind/Change

Body/Mind/Change is a co-production between TIFF and CFC Media Lab, with creative direction and experience design by Lance Weiler. Presenting Partner for Body/Mind/Change is the department of Canadian Heritage's Canada Interactive Fund with support provided by the Government of Ontario. Executive producers are Noah Cowan, Ana Serrano and Shane Smith. Ana Serrano is the producer.

#### About CFC Media Lab

Created in 1997, the Canadian Film Centre's Media Lab (CFC Media Lab) provides a unique training, research and production think-tank environment for new media content developers, practitioners and companies. An internationally acclaimed and award-winning facility, graduates of the CFC Media Lab emerge as leaders in the world of interactive media, produce innovative projects and start up 21<sup>st</sup> century companies.

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