

NFB FILMS AND PHOTOS AT MONTRÉAL-TRUDEAU AIRPORT SHINE SPOTLIGHT ON MONTREAL

Montreal, May 11, 2011 – What has brought two such very different Canadian institutions together? The desire to make Canadian art by local artists accessible to Canadians and visitors. Aéroports de Montréal (ADM) and the National Film Board of Canada (NFB) have joined forces to show NFB photographs, films and animated works at Montréal-Trudeau Airport under the Montréal Identity program, better known as L'Aérogalerie. Over the next year or so, three locations at the terminal will be the venue for selected works specially adapted for the occasion. The NFB's French Program is also considering producing original works for Aéroports de Montréal.

"Once again, the NFB is finding innovative ways to make its works accessible to as many people as possible. With this new partnership, the NFB and ADM are offering some 13 million visitors to the air terminal a unique cultural experience and a novel way of viewing Montreal and the work of great Canadian creators, whether expressed through conventional film techniques, animation or multimedia," said Tom Perlmutter, Government Film Commissioner and Chairperson of the National Film Board of Canada.

"The exhibition is part of the Montréal Identity program, also known as L'Aérogalerie, an initiative that we implemented in 2005 with the aim of infusing the airport facilities with a typically 'Montreal' character, as well as helping support the city's artistic and cultural development. Our partnership with the NFB will enhance the program. I know our passengers will love these films and photographs," said Christiane Beaulieu, ADM's Vice President of Public Affairs and Communications.

In the customs hall, travellers arriving in Montreal are greeted by a giant screen displaying a never-before-seen montage of photos and videos from ***Holy Mountain!***, an interactive NFB Web documentary created by photographer Gilbert Duclos, author and journalist Hélène de Billy and designer Philippe Archontakis, and produced by Hugues Sweeney. It's a multimedia exploration of Mount Royal, a sacred place to the city's inhabitants. The original work, at nfb.ca/holymountain, has garnered a number of honours, including Communication Arts' Webpick of the Week, Favourite Website Awards' Site of the Day and the Grand Prix Grafika for cultural website, as well as OCTAS and NUMIX award nominations.

Further along, in the baggage-claim area, montages of NFB film clips on four themes will give arrivals in weeks to come unusual perspectives on architecture, winter, crowds and movement in the city. A montage of clips from ***Roadsworth: Crossing the Line*** (Loaded Pictures/NFB), Alain Kohl's documentary about the urban artist, will also be shown, along with the full version of Sylvie Trouvé's animated short ***Orange*** (NFB).

To celebrate the 70th anniversary of the NFB animation studios, a series of photographs will be exhibited throughout the month of June in the second-floor lounge, which is accessible to all visitors. Some three dozen stills will pay tribute to Oscar-winning NFB animated films, including the classics ***The Sand Castle*** by Co Hoedeman (NFB) and ***Every Child*** by Eugene Fedorenko (NFB), and the more recent ***Ryan*** by Chris Landreth (Copper Heart Entertainment Inc./NFB) and ***The Danish Poet*** by Torill Kove (Mikrofilm As/NFB).

Clips from the ***Science Please!*** collection are already being screened there. The one-minute clips use archival footage, animated illustrations and amusing narration to explain various scientific discoveries and phenomena. Alternating English and French versions are shown.

MONTRÉAL IDENTITY PROGRAM (L' AÉROGALERIE)

The Montréal Identity program offers visitors a variety of cultural, historical and scientific exhibitions. The program includes permanent works, media arts and integrated lighting art.

ADM is the local airport authority that has been responsible for the management, operation and development of Montréal-Pierre Elliott Trudeau and Montréal-Mirabel international airports since 1992. The corporation has 600 employees at the two airports and its head office.

ABOUT THE NFB

Canada's public producer and distributor, the National Film Board of Canada creates interactive works, social-issue documentaries, auteur animation and alternative dramas that provide the world with a unique Canadian perspective. The NFB is breaking new ground in form and content through [interactive](#) and mobile media, community filmmaking projects, programs for emerging filmmakers, stereoscopic film and more. It works in collaboration with creative filmmakers, digital media creators and co-producers in every region of Canada, with Aboriginal and culturally diverse communities, as well as partners around the world. Since the NFB's founding in 1939, it has created over 13,000 productions and won over 5,000 awards, including 4 Webbys, 12 [Oscars](#) and more than 90 Genies. Its [NFB.ca](#) Screening Room features over 2,000 productions online, including high-definition and 3D films. The NFB also puts the experience of cinema into the hands of Canadians everywhere through its acclaimed mobile apps for the [iPhone](#), [iPad](#) and [Android](#) platforms, as well as a pre-loaded app in the new [BlackBerry PlayBook](#).

– 30 –

Media Relations

Aéroports de Montréal
Christiane Beaulieu
Vice President, Public Affairs and Communications

National Film Board of Canada
Pat Dillon, Publicist