

CINEFOCUS CANADA RELEASES NEW GROUNDBREAKING INTERACTIVE DOC

Toronto – CineFocus Canada Interactive Inc. is pleased to announce the launch of *From Field to Studio: The Art of Paul Kane*, a new interactive DVD based on the award-winning television documentary, *Visions from the Wilderness: The Art of Paul Kane*. This cutting-edge DVD fuses the documentary form with interactive technology, allowing the user to gain greater insight into the mind, work and times of one of Canada's most culturally influential and controversial top-selling artists. Morningstar Entertainment, a distributor of premiere Canadian content, has released the DVD in various retail outlets across Canada and the US. To place an order, please visit www.paulkane.ca.

The **two-disc DVD package** tells the story of Paul Kane, an artist whose travels along the Hudson's Bay Company fur trading route in the mid-1800s brought him face to face with First Nations and Métis cultures at a turning point in North American history. Kane documented his years of adventure by sketching, painting and taking notes. He later produced numerous romanticized oil paintings as well as a travelogue. The dichotomy between Kane's authentic fieldwork and his romanticized studio imagery and published book makes him a fascinating character to explore using this interactive platform.

Today, Kane's artwork, written text and artifacts are spread across several North American museum and gallery collections. However, the interactive format of *From Field to Studio* allows users to examine and compare a broad cross-section of Kane's incredible collection from their own TVs or computers. Using the documentary as an interface, viewers engage in the subject matter by pausing the linear storyline and accessing interactive activities that build on the program.

From Field to Studio: The Art of Paul Kane is also suitable for educators in a variety of subject areas. It can be purchased in both French and English with Gemini award-winning actor Tantoo Cardinal narrating the English version. An on-line teaching guide is available in French and English, on the paulkane.ca website.

From Field to Studio: The Art of Paul Kane was also one of just six projects chosen in 2003 for development through the **Interactive Project Lab** at Norman Jewison's **Canadian Film Centre**. An interactive exhibit created out of the DVD is also slated for permanent display at the **Royal Ontario Museum's Daphne Cockwell Gallery of Canada: First Peoples** in the spring. Major support was also provided by the **Canada New Media Fund, Canadian Studies Directorate, Canadian Independent Film and Video Fund, TFO**, and the **Hudson's Bay Company History Foundation**.

Over the past 15 years CineFocus Canada has produced more than 25 hours of insightful and entertaining prime-time TV programs and 30 educational videos focused on social issues, popular culture and biography. In 2003, CineFocus Canada Interactive was created to expand the reach of CineFocus programs to interactive platforms and to bring great Canadian stories to new audiences.