

NFB Participation in the Celebration of Quebec City's 400th Anniversary

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Monday, February 18, 2008 at 11 AM Press Conference Musée de la civilisation Salon des visiteurs 85, rue Dalhousie, Québec

1. Greetings and Introductory Remarks

Dear Guests, good morning.

I am delighted to be with you today, to unveil the NFB's contributions to the 400th anniversary of the founding of Quebec City, and I am pleased to be able to make this announcement in the presence of (Josée Verner), Minister of Canadian Heritage, Status of Women and Official Languages; (Claire Simard), Director of the Musée de Civilisation de Québec; and (Jean Leclerc), Chair of the Board of Directors of the Société du 400e anniversaire de Québec; as well as representatives of the National Battlefields Commission.

2. Reasons for the NFB's Participation in Quebec City's 400th Anniversary Celebrations, and Mention of the NFB's Cultural Legacy

This is my first visit to Quebec City in the role of NFB Commissioner, and I am honoured to be here with respect to the 400th anniversary of this unique city.

This anniversary is, without question, the most significant Canadian historical and cultural celebration of the last few years. We are here because one of the NFB's essential roles is to be a part of our country's significant events, and to help preserve their memory.

Think about some of the great events of our past, and the NFB projects that have accompanied them. Like the film on the **1976 Montreal Olympics**, co-directed by Jean-Claude Labrecque - who is here with us today; the first 3-D IMAX film, **Transitions**, made for the Vancouver World Fair in 1986; and the NFB's participation at Expo in Osaka, in 1970. All these are projects in which the NFB gave creators the freedom to explore and to innovate - to be true witnesses to our era and our stories, and to participate in them.

The NFB is continuing this tradition by offering Quebec City a vibrant and permanent cultural legacy in honour of its 400th anniversary. These are works that, for the most part, go above and beyond this year's anniversary celebrations.

Here is an overview of these exciting projects. I believe they will greatly enrich the audiovisual component of the 400th anniversary

celebrations.

First, let me introduce a project that has come into being with the participation of the Musée de la civilisation. It's called ***Facing Champlain***, a Work in 3 Dimensions, and is directed by Jean-François Pouliot, who is here with us today. This bold, stereoscopic work artfully blends fiction and animation in spectacular 3-D - revealing the true Champlain.

Madame Simard, please join me to offer an introduction to the Samuel de Champlain exhibit, as part of which this film will be presented.

[Remarks by Mme Claire Simard.]

Thank you Madame Simard!

Next, in honour of the centenary of the National Battlefields Commission and of the Battlefields Park, the Commission entrusted to the NFB the production of the film ***My Park, My Plains***. It is directed by Carole Laganière - who is also with us here today. The film offers a unique and sensitive perspective on the micro- and- macro history of the Plains of Abraham. Its world premiere will take place on March 15 and 16, at the Discovery Pavilion of the Plains of Abraham, as part of a general celebration.

3. Pan-Canadian Promotion of Quebec City's 400th Anniversary (francophone communities)

Quebec City is also the cradle of North America's francophone communities. The NFB has always promoted francophone culture across the country. As part of the 400th anniversary celebrations, we are offering partners a fascinating selection of recent and archival films - making this history accessible, not only to the people of Quebec, but to viewers throughout the country. Through all of these activities, the NFB is proud to bring together francophone communities across Canada in celebration of Quebec City.

4. NFB Contribution to 400th Anniversary Celebrations: Aboriginal Component

The NFB has always played a significant role in promoting Aboriginal culture. Given our expertise in this area, and the role of the Huron-Wendat as host Nation for the 400th anniversary, the NFB suggested to the Wendake Tourism Bureau that we put together a program of films on Aboriginal themes, drawn from our rich collection. Discussions are currently underway for a series of screenings to be held at the new Hotel-Museum and the Wendake outdoor amphitheatre.

The Wapikoni Mobile was launched by Manon Barbeau of the company Productions des beaux jours, in association with the NFB. It is a rolling audiovisual and music studio for Aboriginal youth - and it will also be a part of the celebrations, with a number of activities and screenings.

5. NFB Contribution to 400th Anniversary Celebrations: World Premieres of Feature-Length Films

We've got some world premieres for you as well!

Infiniment Québec directed by Jean-Claude Labrecque - hello Jean-Claude - shows Quebec City as you've never seen it before. The film is a co-production between the NFB and les Productions Thalie, of Quebec City, and it is distributed by both Christal Films and the NFB. It will be launched during the summer.

Folle de Dieu, directed by Jean-Daniel Lafond (hello Jean-Daniel), is a real mystical thriller - bringing together the great actor Marie Tifo and Marie Guyart, also known as Marie de l'Incarnation. It's coming in September!

6. NFB Contribution to 400th Anniversary Celebrations: Screenings of Archival and Recent Films

Finally, over the course of the whole summer, members of the general public will be able to discover - or rediscover - some of the gems of our collection. They will be presented at Espace 400e and will also be seen as part of the Moulin à images created by Robert Lepage and Ex Machina. This is a multimedia show that will make the Old Port buzz this summer. (My greetings to Caroline Pineau of Ex Machina, who is here.)

7. Announcement of the Trailer Screening at the End of the Press Conference

Full programming details will soon be available at nfb.ca/quebec400. In the meantime, I invite you - once the press conference is over - to enjoy a sneak preview of some of the images from these remarkable projects, and to meet the directors who have joined us today.

8. In Conclusion

Through its participation, the NFB is providing the City of Quebec with a permanent cultural bequest, and contributing to the celebration of Quebec City's 400th anniversary, and its promotion across Canada - bringing together francophones throughout the land in celebration. The NFB's contributions to the 400th anniversary festivities is made possible by the fruitful cooperation of our many partners in the region. I would like to thank them all - especially our hosts today, the Musée de la civilisation.

It is an honour for the NFB to highlight this anniversary. Quebec City is an inspiring setting for creative people. We are pleased to be able - in our own way - to contribute to some of that inspiring beauty.

Thank you, and happy 400th!