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FIRST PERSON DIGITAL BEGINS: A First for Studio XX and the NFB

by [RedGirl](#)

Studio XX and The National Film Board of Canada, Quebec Center are pleased to announce the launch of their exciting collaboration, FIRST PERSON DIGITAL.

Made possible by the financial assistance of Canadian Heritage through the Cultural Development Fund, First Person Digital (FPD) is an innovative training and production program for women exploring new approaches to storytelling in multimedia.

FPD will foster emerging talent and spark creative collaborations between filmmakers and multimedia artists working in the English language in Québec. This project aims to inspire tomorrow's award-winning creators by engaging them with some of the most influential individuals in new media and supporting them in the production of original projects.

In the first phase, FPD will offer inspirational case-study presentations and networking sessions for participants, beginning on November 9th, 2009. A subsequent Call for Proposals will occur at the beginning of 2010, leading to the selection of six (6) teams by a jury of industry professionals. As of April 1st, 2010 FPD will offer all the support and tools necessary for six working teams to successfully create an interactive work, to be distributed by the NFB and shown live at Studio XX's HTMLles Festival .

You are cordially invited to the FPD kickoff launch:

5:15 PM, Monday, November 9, 2009 at CinemaSpace at The Segal Centre for the Performing Arts, 5170 Cote St. Catherine Rd. Please note that an RSVP is mandatory

Join us as Guest Speaker Tanya Kelen outlines worldwide trends in multimedia production :

- * A case study of Canada's most compelling animated TV series, licensed worldwide
- * A case study on where to tap into money for the creation of interactive properties and the importance of branding across the web, TV and social media outlets
- * Overview of distribution methods and the importance of new media in self-distribution
- * FPD Project Heads Kat Baulu and Paulina Abarca-Cantin will present the First Person Digital pipeline

5:15 PM — Presentation by Tanya Kelen at The Segal Centre's CinemaSpace

6:30 PM — Networking Cocktail

7:00 PM — Tour of the The Segal Centre in conjunction with The English Language Arts Network (ELAN)

Tanya KelenA native Montrealer, Tanya Kelen is a senior television executive with over 15 years of international industry experience. In 2008, she launched Kelen Content, a boutique consultancy where she specializes in strategic planning and business development across TV and multi platforms with production companies, government agencies and broadcasters. She has secured financing for original productions with



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Studio XX is the only media art centre in Canada focused on women and technology. Founded in 1996, Studio XX supports women in their appropriation of digital tools, offering both a physical and virtual space for innovative production, training, research and critique. In 2008, Studio XX launched Matricules , one of the world's largest online archives of digital artworks created by women.

The National Film Board of Canada , Canada's public film producer and distributor, creates social-issue documentaries, auteur animation, alternative drama and digital content that provide the world with a unique Canadian perspective. In collaboration with its international partners and co-producers, the NFB is expanding the vocabulary of 21st-century cinema and breaking new ground in form and content, through community filmmaking projects, cross-platform media, interactive cinema, stereoscopic animation — and more. Since the NFB's founding in 1939, it has created over 13,000 productions and won over 5,000 awards, including 12 Oscars and more than 90 Genies. In 2009, the works of NFB animation pioneer Norman McLaren were added to UNESCO's Memory of the World Registry. The NFB's new website features over 1,000 productions online, and its iPhone app has become one of the most popular and talked about downloads. Visit NFB.ca today and start watching!

www.FirstPersonDigital.ca

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ateliers : (514) 845-0289 / <http://www.studioxx.org>

Website: <http://www.firstpersondigital.ca/>

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Terms Used: [artist](#), [First Person Digital](#), [media](#), [nfb](#), [studio xx](#), [training](#), [video](#)

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