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NEWS RELEASE

LONG LIVE THE NEW FLESH: THE CRONENBERG PROJECT

Additional details announced for The Cronenberg Project, including major exhibition *David Cronenberg: Evolution*, art exhibition, two film programmes, special guests, eBook, digital extension and virtual museum

Toronto – Piers Handling, CEO and Director, TIFF and Noah Cowan, Artistic Director, TIFF Bell Lightbox along with David Cronenberg came together this morning at a press conference held at TIFF Bell Lightbox to unveil exciting new details of **The Cronenberg Project**. Included in the announcements were the full film retrospective and sidebar film programme, eBook and a selection of special guests and events. **The Cronenberg Project**, TIFF's multi-platform celebration of Cronenberg's work, will have its world premiere at TIFF Bell Lightbox from **November 1, 2013 to January 19, 2014**. Additional details for the original film exhibition ***David Cronenberg: Evolution***, digital-experience extension ***Body/Mind/Change***, visual art exhibition ***David Cronenberg: Transformation***, the ***David Cronenberg: Virtual Exhibition*** and original publications that comprise **The Cronenberg Project** were also announced.

TIFF's first original major touring exhibition—and the core component of The Cronenberg Project—***David Cronenberg: Evolution*** parallels David Cronenberg's evolution as a filmmaker with his ongoing examination of human evolution. The exhibition will be divided into three major sections that, through props, costumes, audio-visual elements and behind-the-scenes footage, trace thematic developments across Cronenberg's cinema while exploring sub-themes of sexual control, personal identity and Cronenberg's relationship to science and science fiction. The first section, titled **Who Is My Creator?**, comprises Cronenberg's earliest works, from *Stereo* (1969) to his breakthrough film *Videodrome* (1983), and examines his protagonists' search for father figures within the worlds of science and technology. **Who Am I?** looks at Cronenberg's "middle period" from *The Dead Zone* (1983) to *eXistenZ* (1999), as characters seek control of their own identities and divided selves, and experiments with their own bodies. **Who Are We?** takes these protagonists out into the world, examining both their psychological and physical relationship to family, friends and society, from *Spider* (2002) up to Cronenberg's most recent film with *Cosmopolis* (2012).

Other newly announced highlights include two subsections of ***David Cronenberg: Evolution***, offering audiences the chance to step inside the world and mind of David Cronenberg. At the exit of the exhibition will be a special viewing area where short films by David Cronenberg will be screened; and inside the exhibition, there will be a special space devoted to *Naked Lunch*—including a recreation of the film's famous bar, complete with Mugwump—in part as a tribute to William S. Burroughs and other 20th century artists and thinkers that have informed and inspired Cronenberg's work.

"As the international community turns its attention to Toronto for the Festival, we are thrilled to share a piece of our legacy with David Cronenberg, one of the world's greatest living filmmakers and someone who represents Canadian cinema at its very best," said Piers Handling, CEO and Director, TIFF. "TIFF has grown and evolved alongside David for over three decades, and with **The Cronenberg Project** we celebrate David's history while also moving forward into a new era for TIFF Bell Lightbox with our first large-scale, original touring exhibition."

"David Cronenberg has made an immeasurable contribution to Canadian and global cinema. TIFF has been fortunate enough to have worked with him throughout his career to amass a significant collection of artifacts and documents that have made this celebration possible," added Noah Cowan, Artistic Director, TIFF Bell Lightbox. "We are approaching Cronenberg's work across multiple platforms, with a number of creative partners, to create an immersive and experiential project that has been our dream since TIFF Bell Lightbox was conceived. This is what TIFF Bell Lightbox was built for."

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"My personal and professional roots are in Toronto, so to have an exhibition of my work created and displayed here by an organization that has had such an indelible impact on my career is an especially unique and humbling experience," said David Cronenberg.

The full film retrospective, **From Within: The Films of David Cronenberg** (October 31, 2013 to January 19, 2014), showcases Cronenberg's oeuvre from his first short feature **Stereo** (1969) to his most recent film **Cosmopolis** (2012), and features a substantial number of newly struck and restored 35mm prints and new digital presentations, including a new digital restoration of his controversial debut feature **Shivers** (1975) created by TIFF especially for this series, which will first have its World Premiere this afternoon as part of the TIFF Cinematheque programme at the Festival, introduced by David Cronenberg himself. **From Within: The Films of David Cronenberg** also includes: *Crimes of the Future* (1970); a new 35 mm print of *Rabid* (1977); a new digital presentation of *Fast Company* (1979); archival prints of *The Brood* (1979) and *Scanners* (1981); a new 35mm director's cut of *Videodrome* (1983); a new digital presentation of *The Dead Zone* (1983); new 35mm prints of *The Fly* (1986) and *Dead Ringers* (1988); *Naked Lunch* (1991); *M. Butterfly* (1993); *Crash* (1996); *eXistenZ* (1999); *Spider* (2002); *A History of Violence* (2005); *Eastern Promises* (2007); *A Dangerous Method* (2011); and Cronenberg's short films *Transfer* (1966) and *From the Drain* (1967), both in new digital restorations, as well as *Camera* (2000) and *At the Suicide of the Last Jew in the World in the Last Cinema in the World* (2007).

Throughout the run of the film programmes and exhibition, we will be joined by several esteemed guests, scholars and Cronenberg collaborators to introduce a number of screenings and explore the themes and cultural relevance of Cronenberg's work. David Cronenberg himself officially kicks the film programmes off on **October 31** with a special Halloween screening of *Dead Ringers* (1988). We're thrilled to welcome David back throughout the run of the programme for *Naked Lunch* (1991) on **November 1** with producer **Jeremy Thomas**; *The Brood* (1979) on **December 1** with religious studies scholar **Elijah Siegler**; and on **November 21** with avid cinephile and acclaimed director **Guillermo del Toro**, who returns to TIFF Bell Lightbox to reprise his popular Master Classes with an extended intro to *Eastern Promises* (2007) followed by a post-screening discussion on stage with David Cronenberg.

Additional screenings with special guests include: *M. Butterfly* (1993) with costume designer **Denise Cronenberg**, and *The Fly* (1986) with Academy Award-winning special effects and prosthetics designer **Stéphan Dupuis** on November 2; *eXistenZ* (1999) with Genie Award-winning production designer **Carol Spier** on November 16; *Dead Ringers* (1988) with an introductory lecture by film scholar **Christine Ramsay** on November 17; *A History of Violence* (2005) with Genie Award-winning cinematographer **Peter Suschitzky** on December 7; and *Naked Lunch* (1991) with Academy Award-winning composer **Howard Shore** on December 8. Also on December 8, we welcome back Denise Cronenberg, Howard Shore, Peter Suschitzky, and Genie Award-winning editor **Ron Sanders** for a panel discussion following a screening of *A Dangerous Method* (2011). On December 7, **Noah Cowan** will share his thoughts on *Crash* (1996), Cronenberg's take on J.G. Ballard's disturbing novel; while **Piers Handling** will discuss a central film in the Cronenberg canon, *Videodrome* (1983), on November 24. More special guests to be announced in the coming weeks.

As a sidebar to the retrospective, the 10-film programme **Psychoplasmic Panic! Cronenberg and the Rise of Body Horror** (November 2 to December 21) has been curated by Colin Geddes, International Programmer for the Toronto International Film Festival. It includes works by Cronenberg's body-horror contemporaries and later filmmakers whom he influenced, including Shinya Tsukamoto's original cyber-punk masterpiece **Tetsuo: The Iron Man** (1989), Andrzej Zulawski's outrageous cult film **Possession** (1981), and Ken Russell's psychedelic journey down the rabbit hole, **Altered States** (1980). **Psychoplasmic Panic! Cronenberg and the Rise of Body Horror** also includes: *Beyond the Black Rainbow* (2010), *In My Skin (Dans ma peau)* (2002), *Body Melt* (1993), *Slither* (2006), *Sisters* (1973), *Society* (1989), and *The Thing* (1982).

Premiering today as part of the Future Projections programme at the Toronto International Film Festival, and running until December 29, is **David Cronenberg: Transformation**, the visual art component of The Cronenberg Project, curated by Noah Cowan and David Liss, presented in partnership with the Museum of Contemporary Canadian Art (MOCCA). Located at MOCCA, the exhibition features six new, TIFF-commissioned artworks from leading Canadian and international contemporary artists who have been inspired by, or are responding to one of Cronenberg's primary themes: the desire to witness the next stage of human evolution. Works include: **Treatment** by **Candice Breitz**, a trio of redubbed key scenes from *The Brood*, examining the film's universal themes of relationship disintegration and parental anxiety, featuring Breitz, her therapist and her parents; **Swarm** by **James Coupe**, a J.G. Ballard-inspired installation that

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allows the gallery visitor to have their image captured and temporarily re-channeled onto monitors, examining themes of social paranoia, technological anxiety and loss of identity; ***Une Danse des Bouffons (or A Jester's Dance)*** by Canadian-born **Marcel Dzama**, which mixes references to Cronenberg's cinema with playful art-historical quotations from Duchamp to Picasso, Beuys to Orsler, and features an original soundtrack by Arcade Fire and an appearance by former Sonic Youth frontwoman Kim Gordon; **Jeremy Shaw's** startling expanded variation on his acclaimed installation ***Introduction to the Memory Personality***, which evokes the idea of brain infiltration by placing the spectator alone in an enclosed room and allowing them only a single, fixed perspective while confronting them with a barrage of hypnotic and mind-manipulating techniques; ***Rough Cut (Hiker Meat)*** by British conceptual artist **Jamie Shovlin**, a fabricated documentary about the imaginary exploitation film *Hiker Meat*, which Shovlin (perhaps) created by splicing together 1,500 separate sequences from a myriad of low-budget slasher films; and **Laurel Woodcock's** newest installment of ***walkthrough***, a site-specific series that continues her exploration of the relationship between cinema and the written word by culling slug lines from screenplays of Cronenberg's films and scattering them throughout the galleries of MOCCA.

Then, beginning on **November 2**, MOCCA, the National Gallery of Canada and TIFF present ***David Cronenberg: Through the Eye***, an exhibition curated by David Cronenberg from the collection of the National Gallery of Canada, including artworks by Louise Bourgeois, Charles Burns, William S. Burroughs, Alex Colville, John Massey, Mark Prent and John Scott. *David Cronenberg: Through the Eye* runs at the Museum of Contemporary Canadian Art until the close of *David Cronenberg: Transformation* on December 29.

Body/Mind/Change, the digital-experience extension of the film exhibition, a co-production with TIFF and the Canadian Film Centre's Media Lab, with creative direction by Lance Weiler, officially launches on **October 25**. Enabling participants to experience what it is like to live inside a David Cronenberg film, *Body/Mind/Change* is an elaborate multi-media production starring David Cronenberg that presents the plausible science fiction found in his work as scientific fact. 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 invites users to help BMC develop their first product, POD (Personal-On-Demand), the ultimate recommendation-engine. 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 4th floor of the TIFF Bell Lightbox. Participants can sign up now at www.bodymindchange.ca to register for POD.

An **eBook** preview of TIFF's original exhibition *David Cronenberg: Evolution* is available today as a free download from the Apple iBookstore. Divided into three sections that mirror the organization of the exhibition, the eBook offers a selection of behind-the-scenes images, props and film stills included in *David Cronenberg: Evolution*. The eBook release precedes that of TIFF's two previously announced original publications, both designed by and co-published with the Torino-based art publisher Volumina: an image-based book to accompany *David Cronenberg: Evolution*, featuring lead essays by Piers Handling and Noah Cowan; and a complementary art-commissions publication devoted to *David Cronenberg: Transformation*, the original visual-art exhibition produced by TIFF in collaboration with the Museum of Contemporary Canadian Art (MOCCA). Both publications will be available, separately or as a limited edition deluxe boxed set, at the TIFF Shop beginning November 1, 2013, to coincide with the opening of *David Cronenberg: Evolution*.

As a next step for TIFF's Higher Learning Digital Resource Hub, which provides satellite educational programming to academic communities and the general public, ***David Cronenberg: Virtual Exhibition*** provides an invaluable in-depth academic resource in conjunction with the exhibition. This virtual museum makes TIFF's collection of David Cronenberg materials available online, including new scholarship, an interactive map of Cronenberg's Toronto, an immersive timeline, and rare behind-the-scenes footage and exclusive interviews with David Cronenberg and his past and present collaborators. *David Cronenberg: Virtual Exhibition* launches in fall 2013.

Evolution, the opening celebration for the exhibition *David Cronenberg: Evolution*, will take over TIFF Bell Lightbox for the evening of Wednesday, October 30, featuring live entertainment, interactive art installations, cocktails and hors d'oeuvres. Tickets are now on

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sale at tiff.net/cronenbergparty, with proceeds supporting annual film programming at TIFF along with education and community initiatives.

TIFF Members get free access to **David Cronenberg: Evolution** and can purchase film programme tickets starting on **September 17**. Tickets for the exhibition and film programme go on sale **September 25** for non-members. Non-member exhibition tickets are \$15 plus tax (child/student/senior discounts available). Combo pack (film and exhibition) is \$20 plus tax, and new for *David Cronenberg: Evolution*, all tickets to the exhibition are \$5 on Tuesdays (Tuesday tickets can only be purchased in person at the box office). Service fees may apply. Timed-entry ticketing will guarantee visitors entrance at their chosen time.

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About TIFF

TIFF is a charitable cultural organization whose mission is to transform the way people see the world through film. An international leader in film culture, TIFF projects include the annual Toronto International Film Festival in September; TIFF Bell Lightbox, which features five cinemas, major exhibitions, and learning and entertainment facilities; and innovative national distribution program Film Circuit. The organization generates an annual economic impact of \$189 million CAD. TIFF Bell Lightbox is generously supported by contributors including Founding Sponsor Bell, the Province of Ontario, the Government of Canada, the City of Toronto, the Reitman family (Ivan Reitman, Agi Mandel and Susan Michaels), The Daniels Corporation and RBC. For more information, visit tiff.net.

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The Cronenberg Project is made possible through the support of Presenting Partners the Government of Canada and the Ontario Cultural Attractions Fund. Additional support is provided by the Canada Council, the Hal Jackman Foundation, the Department of Canadian Heritage, and the Government of Ontario.

TIFF presents Body/Mind/Change in co-production with CFC Media Lab - a Lance Weiler Project – and is made possible through the support of Presenting Partner the Department of Canadian Heritage, through the Canada Interactive Fund.

David Cronenberg: Evolution is supported by Presenting Partner the Ontario Cultural Attractions Fund.

David Cronenberg: Transformation is supported by the Government of Ontario, and the Canada Council for the Arts.

Body/Mind/Change is supported by the Ontario Ministry of Tourism, Culture and Sport.

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In Conversation With... is proudly sponsored by Audi.

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Evolution, the opening celebration for the exhibition *David Cronenberg: Evolution* is generously supported by Richardson GMP (Lead Partner), the Toronto Port Authority (Supporting Partner) and Basman Smith LLP (Event Partner)

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