

Interactive Project Lab

November 25 – November 29, 2007

This initiative has been made possible through the support of:



The Banff Centre
inspiring **creativity**

CTVglobemedia



Canadian Film Centre



Visit www.banffcentre.ca/bnmi for more information

The Banff New Media Institute would also like to thank the Creative Electronic Environment at The Banff Centre for their support of this program.

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BNMI DIRECTOR & EXECUTIVE PRODUCER'S WELCOME

Susan Kennard, Director and Executive Producer
Banff New Media Institute
The Banff Centre

Dear IPL Participants,

Welcome to the Banff New Media Institute at The Banff Centre. Congratulations are due to 15 project teams who successfully competed to get into the program. Our program is heavily oversubscribed and as such we had to decline a much larger pool of applications, with regret. Your projects have been selected for a number of reasons which include: your creative vision is compelling; your business case shows potential; you have demonstrated a clear set of mentorship goals; you are articulate about what your needs are and how you see the IPL Cross Platform Mentorship Lab and network helping you meet them; and last but not least, the concept is compelling and we want to find out more!

The Banff New Media Institute (BNMI) is a champion of the Canadian and International new media sector and provides direct support to artists, content developers, producers, technologists, companies and researchers working in the field. We do this by:

- Supporting creative exploration and creating opportunities for different lines of inquiry related to the field of new media
- Providing supportive creations, production and learning environments
- Supporting and developing new media art, science and technology research capacity
- Professional development and training
- Commissioning research
- Acting as a forum for new media dialogues
- Actively engaging in cross sectoral partnerships and projects

At the BNMI we believe it is imperative to recognize the hybrid nature of the new media field. Practitioners are able to access a range of expertise, peers, facilities, and environments - which is exactly what you can expect to experience over the next 4 days of the Cross Platform Mentorship Lab. The concept of "cross platform" still requires further investigation and explanation. There is no one definition or formula for how one becomes truly "cross platform" or why one should be considering such a trend. To that end we have gathered a group of Peer Advisors from across Canada and the United States who represent an array of expertise, strategies, practices and varying approaches to how to be successful with new media. Our Peer Advisors are here to support you and provide you with critical feedback. Of course, it is not a trip to Banff without a good dose of fun....also an area of Peer Advisor expertise!

I look forward to working with you all.

Susan Kennard

BNMI COORDINATOR'S WELCOME

Jean Macpherson, BNMI Coordinator
Banff New Media Institute
The Banff Centre

Dear IPL Participants,

In the spirit of creativity and innovation, I welcome you to The Banff Centre and the Interactive Project Lab 2007. This IPL brings together fifteen teams working on a wide range of new ideas. We encourage you to collectively nurture your project ideas, network within the Banff Centre community, and nourish your minds.

We have assembled a team of highly skilled and knowledgeable Peer Advisors who will assist you in your work. Please see the biographies of your Peer Advisors contained in this document for more information about the individuals you will be working with. Their insight and experience is a key component of this program, and we thank them wholeheartedly for their participation and support.

I also encourage you to take advantage of all the facilities we have here at The Banff Centre. Your artist card gives you full access to our sport and recreation facility located in the Sally Borden Building. The Paul D. Fleck Library and Archives are at your disposal as well. Last but not least, please be sure to enjoy the beautiful Rocky Mountains.

I hope your time in the IPL will be both productive and enjoyable. Please don't hesitate to ask myself, Miriam Manley (IPL Line Producer Workstudy), or Demian Petryshyn (Administration and Technology Workstudy) for any assistance and information you may need. We look forward to working with you over the next few days.

Jean Macpherson



PROGRAM OVERVIEW

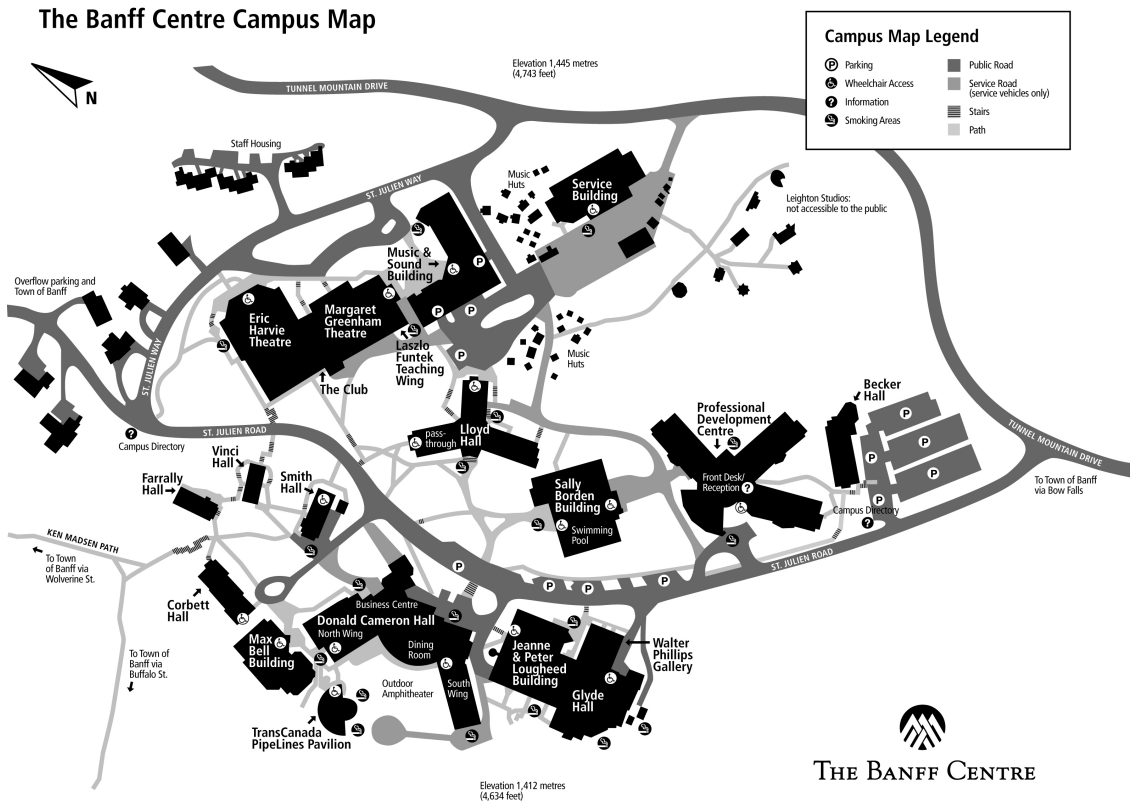
The Interactive Project Lab (IPL) accelerates the creative, business, and strategic skills of Canadian talent, enabling the creation of viable start-up companies that produce innovative cultural and entertainment works.

The IPL is a unique partnership collectively designed and delivered by three highly respected interactive media institutes: **The Banff Centre's Banff New Media Institute, the Canadian Film Centre in Toronto, and L'insitut national de l'image et du son in Montreal.**

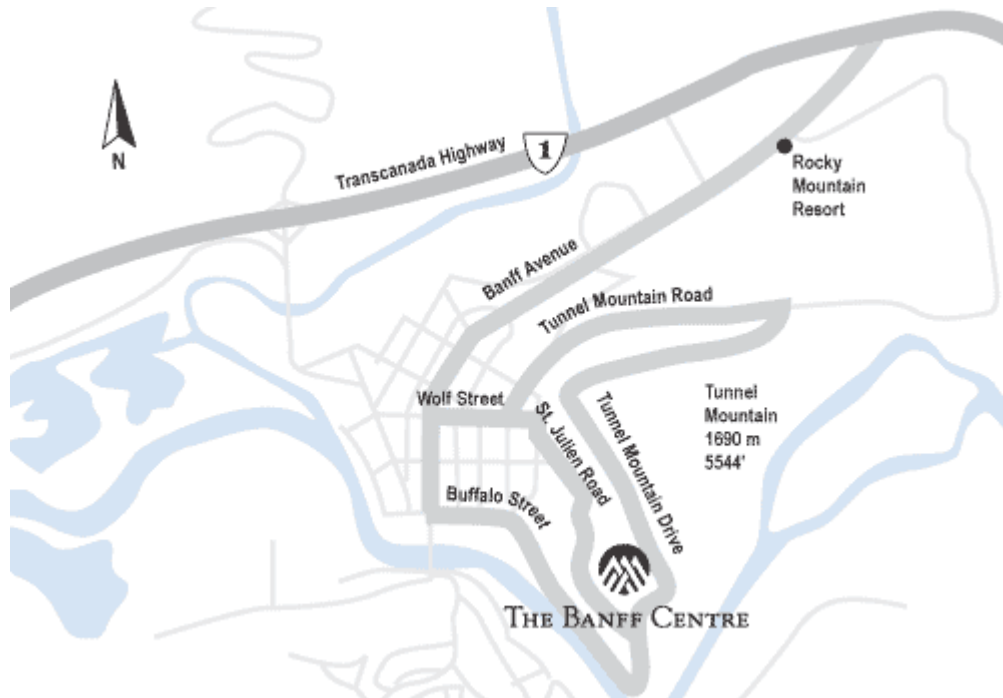
Together they form the CTVglobemedia Content Innovation Network, a national digital education, production, research, and development network linking Canada's best new media training institutions.

This highly collaborative program follows an iterative design process where all three founding institutions design and deliver the IPL, creating one of Canada's most flexible and responsive mentorship programs in interactive media.

CAMPUS MAP



THE TOWN OF BANFF



GENERAL INFORMATION

Registration Packages

Registration packages will be provided upon check in at the Professional Development Centre.

Meals

The Banff Centre dining room services: breakfast (7:00am-9:00pm), lunch (11:30am-1:30pm) and dinner (5:30pm-7:30pm). **Your photo identification card will get you access to the dining room.** For details on getting your photo identification card, please see your welcome package that was supplied to you at check in.

Snack Bars

For quick snacks and light meals there are two facilities available during day time on the campus- Kiln and Gooseberry Juice Bar and Deli. For more details, check:
<http://www.banffcentre.ca/facilities/dining>

Technology

On days you are scheduled to give a presentation, the BNMI will ensure that your technical needs are adequately met prior to your arrival at the presentation venue. You are required to do a technical run through half an hour before the beginning of the event. Please check the schedule for details.

A computer lab is available for your use at JPL 311. Both Mac and Windows operating systems are supported. For access to the lab or technical support, please see Marc Bernier (contact information in the back of this booklet).

Email Services

Complimentary Wireless Internet access is available in most areas around campus. All Banff Centre accommodation rooms have data-ports in the phones for working or checking e-mail on a laptop. Throughout The Banff Centre there are PCs (Macintosh or MS Windows) for guest and artist use. Two are located in the Paul D. Fleck Library (lower level of Lloyd Hall), one in Glyde Hall, and two located in Donald Cameron Hall. In Banff, there are two Internet cafes, located in the Bear Street Mall and in the lower level of Sundance Mall.

Standard long-distance charges apply as well as a 0.75 connection fee for all long distance calls.

Photocopying

Photocopying can be done at the Switchboard/Business Centre in the Professional Development Centre. Hours of operations: 8.30am – 6.00pm on all days of the residency. Xerox - The Document Source is located on-site and may be able to complete larger jobs with advance notice.

Currency Exchange

CIBC bank on Banff Avenue is the closest place that does immediate currency exchanges. The Bank may levy extra charges to non-account holders for all currency exchanges, and it doesn't necessarily make exchanges for all currencies.

Smoking

There are a limited number of bedrooms that can accommodate smoking. For the health, safety and comfort of our guests, The Banff Centre has designated all public areas, classrooms, performance spaces and service areas as non-smoking. Smoking is not permitted in building entrance areas, or on outside patios where food service is available. All rooms in the Professional Development Centre are non-smoking.

For our guests who smoke, smoking room accommodation is available in Lloyd Hall. To provide other comfortable smoking locations the Centre has designated more than twenty outdoor smoking areas, at outlined on the campus map.

Disabled Access

There are paths, roadways and ramps throughout most buildings. Some bedrooms have been adapted for wheelchair access and some phones in Donald Cameron Hall are positioned at a lower level for wheelchairs. The Banff Centre was built on the side of a mountain, however, and presents challenges to people with limited mobility. On the sixth floor of Lloyd Hall there is a phone equipped with an amplifier handset for the hearing impaired.

Transportation

The Banff Centre is located on the east side of Banff, four blocks from Banff Ave. The town can be accessed by foot three ways from the Centre grounds: St-Julien Rd., Buffalo St., and the Ken Madsen Path to town. It is approximately a 10-15 minute walk downhill to town. The return trip is slightly longer as it is uphill. There is no

shuttle bus that runs from The Banff Centre to downtown Banff. Downtown Banff can be reached by taxi for less than \$5.00 each way. Bus service is available from Calgary International Airport to Banff and Lake Louise hotels through the **Banff Airporter** and **Brewster Transportation**. Banff Airporter is the official airport shuttle provider of The Banff Centre. Multiple daily transfers run between the Calgary International Airport and The Banff Centre for approximately \$47 (Cdn) one-way / \$88 (Cdn) return. Reservations are necessary; please call 1-888-HIWAY-01 in North America, or visit the Brewster website at www.brewster.ca/day_trips/airporter_schedules.asp. For Brewster coaches, two departures leave daily from Calgary International Airport to Banff hotels, and three return daily from Banff to the airport. Fare is approximately \$42 (Cdn), one-way. *Please contact directly, to confirm times and prices* - Brewster Transportation (U.S. and Canada 1-800-661-1152, all other 403-762-6700) or visit their website to confirm times and rates.

Parking

There is parking available on site at The Banff Centre. There is a two-level parkade as well as a lot located next to the Professional Development Centre, close to the Front Desk and Reception. Parking is complimentary for Banff Centre guests and we require a pass to be placed on the dash of your car, which you will receive upon check-in. Our parking areas are patrolled on a regular basis by on-site security. As thefts can occur, we suggest that all valuables be removed from view in the car. The Banff Centre is not responsible for theft or damage to vehicles while parked on our site.



Wellness

The Banff Centre experience isn't only about nurturing artistic and intellectual innovation. Creativity requires a healthy body as well as a healthy mind, and The Sally Borden Fitness & Recreation Centre offers a wide range of recreational opportunities and fitness services for people of all abilities and interests.

Check: <http://www.banffcentre.ca/sbb/health>

What is the 6% GST (Goods and Services Tax)?

Canada imposes a 6% tax on all goods and services purchased in Canada. This can be refunded in full to non-Canadian residents upon application. Applications can be obtained at the Front Desk or in the town of Banff at various restaurants, shops and hotels. There are two ways to apply:

F-1 Refund Services Inc.
P.O. Box 219, Suite 9100,
Banff, Alberta, Canada T0L 0C0

Revenue Canada Visitor Rebate Program
Summerside Tax Centre, Summerside,
P.E.I., Canada, C1N 6C6

Phone toll free from anywhere in Canada:
1-800-668-4748
From outside Canada:
902-432-5608



The Banff Centre

WORKSHOP PROGRAM

SUNDAY NOVEMBER 25

PROJECT TEAM SET UP

5:00pm – 6:30pm

DCH Private Function Rooms 4 and 5

All 15 project teams will use this time to familiarize themselves with the location for the following day's "Circuit Breaker – Introduction" session and lay out marketing materials as required.

WELCOME AND OBJECTIVES OF THE LAB

7:00pm – 7:15 pm

JPL 313

Susan Kennard, *Director and Executive Producer, The Banff New Media Institute, The Banff Centre*

KNOW WHO YOU KNOW, KNOW WHO YOU ARE

7:15pm – 8:00pm

JPL 313

Marty Avery, *Chief Catalyst, What-if?*

This introductory session will cover the importance of networks and how to leverage them. In order to activate your networks you need to have a clear understanding of what your project is about and what you need to make it a success. Your ability to talk succinctly and passionately about the team, the project and its objectives is the most powerful tool you have for attracting investment, partnership and support.

UNDERSTANDING INTELLECTUAL PROPERTY RIGHTS AND LICENSING ISSUES

8:00pm – 9:00pm

JPL 313

Ravi Shukla, *Technology Counsel, Lang Michener*

The presentation will include a brief discussion of the principal features of four key categories of intellectual property rights: copyrights, trade-marks, patents, and trade secrets/confidential information, as well as some of the key licensing related considerations which arise from the ownership of such rights. In particular, aspects of the recent Supreme Court of Canada decisions in the Robertson vs. Thomson Corporation case which have important ramifications on cross platform licensing models for works protected by Canadian copyright laws will be addressed.

MEET & GREET IN THE PUB

9:00pm – 10:00pm

PROPS PUB

Sit back, relax, share a glass of wine, grab a snack and get to know the mentors and your peers.

MONDAY NOVEMBER 26

BREAKFAST

7:00am – 9:00am

Vistas (3rd Floor, Sally Borden)

TECH RUN THROUGH

8:30am – 9:00am

JPL 313

* ALL PRESENTERS FOR THE MORNING SESSION MUST ATTEND – see technical run through schedule for times.

IPL BEST PRACTICES!

9:00am – 9:20am

JPL 313

Discussion on lessons learned from the past IPL workshops, best practices for getting the most out of the sessions. Practical approaches – i.e. what can be achieved over the next 3 days.

Yoshio Arima, *Graphic Designer/Poet*

Marty Avery, *Chief Catalyst, What-if?*

Michael Ede, *Principal, REI Inc.*

David Kretz, *Lead Programmer, CEE*

Jennifer Ouano, *President of Elastic Entertainment*

Ravi Shukla, *Technology Counsel, Lang Michener*

GETTING MONEY! GETTING NOTICED! SURVIVING the BRAVE NEW MEDIA WORLD

9:20am – 9:45am

JPL 313

Jennifer Ouano, *President of Elastic Entertainment*

Who is your audience? How do you plan on reaching them? How do you intend on keeping them? What distribution channels should you consider? This presentation will look at how to leverage your creative ideas smartly and strategically so that they can be innovative yet work in the real world. Being successful at this will increase your chance of capturing the attention of industry/funders/partners/audience/broadcasters and the world.

THE ZEN OF BUILDING A BUSINESS

9:45am – 10:00am

JPL 313

Michael Ede, *Principal, REI Inc.*

This presentation reflects on the challenges of building a successful business. How do you define success? Are you looking for fame, money and happiness? Do you want to change the world? How can you use the business planning process to help you translate your thoughts into effective action?

SIMPLICITY**10:00am – 10:25am****JPL 313****Yoshio Arima, *Graphic Designer/Poet***

Simplicity as it applies to design and presentation and how a reduction in information can hold the key to observers focusing on what's important on your product.

BREAK**10:25am – 10:45am**

CURCUIT BREAKER I – The Introduction**10:45am – 12:30pm****DCH Private Function Rooms 4 and 5**

All 15 IPL participant teams will have the opportunity to present their projects for the first time and speak candidly with the Peer Advisors about the meaningfulness of their project and what their priorities are for the next stage of development.

15 tables will be set up in Private Function Rooms 4 and 5 in Donald Cameron Hall (DCH). The Peer Advisors will circulate from table to table touching base with each group. Teams are encouraged to focus on the project they submitted to the IPL program, while making background material about their professional and creative work to date available as well.

**Tip: You should aim for 5 -7 minutes to communicate the essential information about your project and the kind of strategic development support you would like to receive during the bootcamp.*

48th Parallel**The Amazing Travelling Fair****C-Cards****Cupid's Café****Dreamers****Foulplay****inVUze****Kaimera****Next Station****Sharing Backyards****The Realm of Obscura****The Red Diva Project****Women's Film Festival****Your Green News****Zeros to Heroes**

Anette Clarke, Rosemary House

Julie Biggar, Wendy Jane Errington, Renee Laprise

Sarah Lazarovic, Bob Mackowycz Jr.

Nina Beveridge, Susan Nation

George P Georgeadis

Online Ken Bautista, Peter Gammell

Jacqueline Nuwame

Daryl Holliday, O'Neil A. McLean

Genevieve Godin, Carlo Ghioni

Jeff Bolingbroke, Patick Hayes

Lucie Couillard, Richard Vallerand

Atef Abdelkefi, Marie Alexander

Kelly Davis, Lynn Kristmanson

John Bessai, Joan Prowse

Ryan Frederick Eves, Jessica Leigh Clark

LUNCH**12:30pm – 1:30pm****Vistas (3rd Floor, Sally Borden)****DID THE INTERNET CHANGE EVERYTHING? POST BUBBLE BUSINESS ON THE WEB****1:30pm – 2:00pm****JPL 313**

Wm Leler, *Entrepreneur in Residence at OTBC (a government funded business incubator that mentors technology startups); Founder, ZAT; Banff Centre Fleck Fellow*

The Internet provides unique opportunities and challenges for small businesses and content creators. How can you use the internet to your advantage, while avoiding the pitfalls? Emphasis will be on Marketing and Business issues and how they are changing.

ONE-ON-ONE MENTORSHIP SESSIONS

2:00pm – 4:10pm

DCH Private Function Rooms 4 and 5

Each project team will receive 40 minutes with the mentors to discuss the various aspects of their projects, namely:

- Business Plan/Model/Positioning Statement, **(Michael & Marty)**
- Design and Technical Platforms, **(Dave and Yoshio)**
- All things Legal, **(Ravi)**
- Funding/Creative Strategy/Audience/Distribution, **(Jennifer)**
- The Challenge of Building On-Line Community, **(Wm)**

*SEE MENTORSHIP SCHEDULE ON PAGE 18

*TEAMS WITH OPEN SESSIONS ARE ENCOURAGED TO BASE THEMSELVES OUT OF JPL 313. PLEASE USE THIS TIME TO TALK WITH THE OTHER PROJECT GROUPS, COMPARE NOTES AND BUILD YOUR NETWORK

BREAK

4:10pm – 4:25pm

ONE-ON-ONE MENTORSHIP SESSIONS

4:25pm – 6:35pm

DCH Private Function Rooms 4 and 5

* SEE MENTORSHIP SCHEDULE ON PAGE 18

PEER ADVISOR DEBRIEF

6:35pm – 6:50pm

DCH Private Function Rooms 4 and 5

Susan, Jean, Cindy and Mentors only

DINNER

6:35pm – 7:30pm

Vistas (3rd Floor, Sally Borden)

TUESDAY NOVEMBER 27

HIGHLIGHTS OF THE PREVIOUS DAY

9:00am – 9:20am

JPL 313

Peer Advisors and Group

ONE-ON-ONE MENTORSHIP SESSIONS CONTINUED

9:30am – 10:55am

DCH Private Function Rooms 4 and 5

- SEE MENTORSHIP SCHEDULE ON PAGE 18

*TEAMS WITH OPEN SESSIONS ARE ENCOURAGED TO BASE THEMSELVES OUT OF JPL 313. PLEASE USE THIS TIME TO TALK WITH THE OTHER PROJECT GROUPS, COMPARE NOTES AND BUILD YOUR NETWORK

BREAK

10:55am – 11:15am

DCH Private Function Rooms 4 and 5

ONE-ON-ONE MENTORSHIP CONTINUED

11:15am – 11:55pm

DCH Private Function Rooms 4 and 5

* SEE MENTORSHIP SCHEDULE ON PAGE 18

LUNCH

11:55pm – 1:00pm

Vistas (3rd Floor, Sally Borden)

GETTING PREPARED FOR PITCH DAY (Including Q&A)

1:00pm – 1:45pm

JPL 313

Marty Avery, *Chief Catalyst, What-if?*

Susan Kennard, *Director and Executive Producer, Banff New Media Institute*

Jennifer Ouano, *President, Elastic Entertainment*

ONE-ON-ONE MENTORSHIP CONTINUED

1:50pm – 3:15pm

DCH Private Function Rooms 4 and 5

* SEE MENTORSHIP SCHEDULE ON PAGE 18

BREAK

3:15pm – 3:30pm

DCH Private Function Rooms 4 and 5

ONE-ON-ONE MENTORSHIP CONTINUED

3:30pm – 6:25pm

DCH Private Function Rooms 4 and 5

* SEE MENTORSHIP SCHEDULE ON PAGE 18

PEER ADVISOR DEBRIEF

6:25pm – 6:45pm

DCH Private Function Rooms 4 and 5

Susan, Jean, Cindy and Peer Advisors only

DINNER

6:45pm – 7:30pm

Vistas (3rd Floor, Sally Borden)

PROJECT REFINEMENT

7:30pm – 9:30pm

**DCH Private Function Rooms 4 and 5
/JPL 313/COMPUTER LAB**

Participants have an opportunity to refine their final pitch and revise their documents (maximum of 5 pages). Final revisions must be emailed to Jean Macpherson* no later than **9:30pm**.

Participants who do not have laptops are welcome to use the Computer Studio on the third floor of the Jeanne & Peter Lougheed Building. Please arrange for access to the studio through Marc Bernier.

* See contact page for e-mail address.

WEDNESDAY NOVEMBER 28

PEER ADVISORS REVIEW PROJECT REVISIONS

9:00am – 10:30am

JPL 313

Yoshio Arima, *Graphic Designer/Poet*

Marty Avery, *Chief Catalyst, What-if?*

Michael Ede, *Principal, REI Inc.*

Susan Kennard, *Director & Executive Producer, BNMI*

David Kretz, *Lead Programmer, CEE*

Jennifer Ouano, *President, Elastic Entertainment*

Ravi Shukla, *Technology Counsel, Lang Michener*

CIRCUIT BREAKER II – THE PITCH!

10:30am – 12:25pm

JPL 313

Project teams pitch their projects to the Peer Advisors and group and receive feedback on their pitch and revised project plan. Each team receives 7 minutes for their pitch with 13 minutes for feedback.

Project Teams:

48th Parallel	10:30-10:50
The Amazing Travelling Fair	10:55-11:15
C-Cards	11:15-11:35
Cupid's Café	11:40-12:00
Dreamers	12:05-12:25

LUNCH

12:25pm – 1:25pm

Vistas (3rd Floor, Sally Borden)

CIRCUIT BREAKER II – THE PITCH!

1:25pm – 3:45pm

JPL 313

Project Teams:

Foulplay Online	1:25-1:45
InVUze	1:50-2:10
Kaimera	2:15-2:35
Next Station	2:40-3:00
Sharing Backyards	3:05-3:20
The Realm of Obscura	3:25-3:45

BREAK

3:45pm – 4:00pm

JPL 313

CIRCUIT BREAKER II – THE PITCH!

4:00pm – 5:35pm

JPL 313

Project Teams:

The Red Diva Project	4:00-4:20
Women's Film Festival	4:25-4:45
Your Green News	4:50-5:10
Zeros to Heroes	5:15-5:35

BREAK AND PEER ADVISOR DEBRIEF

5:35pm – 6:00pm

FEED BACK AND WRAP-UP

6:05pm – 6:30pm

JPL 313

Yoshio Arima, *Graphic Designer/Poet*

Marty Avery, *Chief Catalyst, What-if?*

Michael Ede, *Principal, REI Inc.*

Susan Kennard, *Director and Executive Producer, Banff New Media Institute*

David Kretz, *Lead Programmer, CEE*

Jennifer Ouano, *President, Elastic Entertainment*
Ravi Shukla, *Technology Counsel, Lang Michener*

RECEPTION AND LIGHT CATERED DINNER

7:00pm – 9:00pm

Max Bell Lounge

It's over! Thank you all for a job well done. Join us in the 'Fishbowl' for dinner and drinks.
'IPL 2007 - Everybody Survives!'

MENTORSHIP SCHEDULE

	PEER ADVISORS:	MARTY & MICHAEL:	RAVI:	JENNIFER:	YOSHIO & DAVE:	WM:	PEER NETWORKING	
		BUSINESS PLAN / MODEL / POSITIONING	ALL THINGS LEGAL	FUNDING/ CREATIVE/ STRATEGY/ AUDIENCE/ DISTRIBUTION	DESIGN & DISTRIBUTION	SOCIAL NETWORKING / WEB	*** ALL ***	
Mon, Nov. 26	Location	PFR 4 & 5	PFR 4 & 5	PFR 4 & 5	PFR 4 & 5	PFR 4 & 5	JPL 313	
	2:00-2:40	Cupid's Cafe	Next Station	The Realm of Obscura	Zeros to Heroes			
	2:45-3:25	Dreamers	Foulplay Online	The Red Diva Project	Next Station	Women's Film Festival		
	3:30-4:10	Foulplay Online	Kaimera	Zeros to Heroes	Women's Film Festival	48th Parallel		
	Break							
	4:25-5:05	Kaimera	The Amazing Travelling Fair	inVUze	48th Parallel	Sharing Backyards		
	5:10-5:50	The Amazing Travelling Fair	The Realm of Obscura	Women's Film Festival	Sharing Backyards			
	5:55-6:35	The Realm of Obscura	The Red Diva Project	Next Station	Your Green News			
	Dinner							
	Tue, Nov. 27	9:30-10:10	The Red Diva Project	Zeros to Heroes	Sharing Backyards	C-Cards		
10:15-10:55		Zeros to Heroes	inVUze	Your Green News	Cupid's Cafe			
Break								
11:15-11:55		inVUze	Women's Film Festival	C-Cards	Dreamers			
Lunch (11:55-1:00)								
Getting Prepared for Pitch Day (1:00-1:45)								
1:50-2:30		Women's Film Festival	48th Parallel	Cupid's Cafe	Foulplay Online			
2:35-3:15		48th Parallel	Sharing Backyards	Dreamers	Kaimera			
Break								
3:30-4:10		Sharing Backyards	Your Green News	Foulplay Online	The Amazing Travelling Fair			
4:15-4:55	Your Green News	C-Cards	Kaimera	The Realm of Obscura				
5:00-5:40	C-Cards	Cupid's Cafe	The Amazing Travelling Fair	The Red Diva Project				
5:45-6:25	Next Station	Dreamers	48th Parallel	inVUze				
Dinner								

INTERACTIVE PROJECT LAB PROJECT DESCRIPTIONS

THE 48TH PARALLEL PROJECT; *a video web platform and social network* Annette Clarke and Rosemary House

This project was inspired by a recent UN survey of women in elected governments which placed Canada in the disappointing position of #48. The 48th Parallel Project is a video web platform and social network for women who dare to call themselves feminists.

It offers women an opportunity to express themselves on culture and current affairs through film, art and text. It features original video content, but supports and encourages women uploading original stories and commentaries on film and video. A publisher server maintains editorial control. Most material is available for download to ipods, cells and laptops.

The platform offers a social network where like-minded women can interact on their own webpages. Discussion boards, chat rooms and eventually webcam seminars sustain the interactive experience.

The 48th's editorial stance is focused on social and political issues at home and on injustice towards women globally. The emphasis on artistic expression and film and video making includes an underlying sense of humour and a satiric bent.

C-CARDS; *digital sentiment cards* Sarah Lazarovic and Robert Mackowycz

C-Cards are uploadable, illustrated messages that can be sent from person to person via cellphone and other devices. Each card will be artfully and colourfully illustrated, with a small, original poem attached. A number of cards available are specifically designed to mark special events, such as birthdays, holidays and other life benchmarks. Some are designed simply to express an emotion – happiness, affection, love, and passion. Each card is like a little gem that communicates warmth and sincerity. These cards are available to cell phone users much like ring tones. They are personal and easy to use.

CUPID'S CAFÉ; *a multi-platform episodic dramedy* Susan Nation and Nina Beveridge

"Cupid's Café", is an innovative interactive multi-platform project for adults 18-55, particularly young women. The project offers the opportunity for a new type of more personalized, participatory media experience. It consists of the "Cupid's Café" TV series, the "Cupid's Corner" hosted TV "after-show" and the "Cupids Café" website with excellent new state-of-the-art tools, games, information, forums and exciting interactive opportunities to enhance and extend the TV series and allow dialogue with audiences.

The series reflects a modern diverse Canada. It is contemporary, episodic, and character driven with universal relevant themes. There is passion, humour and suspense. It should appeal to a wide audience across Canada and Internationally.

**DREAMERS; an action/adventure computer game (Xbox 360, PS3, Wii, PC, MAC)
George P. Georgeadis**

Dreamers is a game about a young man in his 20s who suffers from a bizarre form of *narcolepsy*. He experiences *sudden and uncontrollable attacks of deep sleep*, sometimes accompanied by paralysis and hallucinations, which can occur at anytime and anywhere. More importantly, they cause him to *dream...*

- Original, rich storyline and characters based on an immense screenplay
- Stunning high-detailed environments using the latest in graphic techniques
- Next Gen Graphics Engine based on the "*Reality Engine*" by Artificial Studios
- Personalized subliminal game experience based on player's own real-life fears
- Exciting gameplay spanning from first person adventure to third person action
- Featuring dream levels based on real-life dreams dreamt by real-life people
- Insane Physics with optional AGEIA Physics Accelerator Card support
- Featuring Music Soundtrack by the world renowned composer *Mike Oldfield*

**FOULPLAY™ ONLINE; a multi-user version of an educational board game designed to deliver science curriculum
Ken Bautista and Peter Gammell**

Foulplay™, the board game, was invented and developed by Peter Gammell of Watershed Creations Ltd. Peter Gammell is partnering with Ken Bautista, and the Hotrocket team, to flush out the online role-playing version of Foulplay™ that works with the board game version.

Foulplay™ Online will provide kids access to an exciting new role-playing strategy challenge that relies on their ability to innovate and apply science in the futuristic world. Both Foulplay™ board game and Foulplay™ Online can be used independently. The exciting potential of Foulplay™ is its ability fit into a classroom environment where teachers can use the board game onsite, while assigning online experiences that prompt students to apply knowledge introduced in class. Foulplay™ can be adapted to fit specific science subjects, as well as Social Studies, Career and Technology Studies and Environmental Studies curriculum.

**INVUZE™; an out-of-home digital entertainment broadband media network
Jacqueline Nuwame**

inVUze™ is an interactive out-of-home broadband media network which provides digital music and other forms of entertainment/information to bars, lounges, restaurants, cinema and other out-of-home venues where screens are available.

At its core, inVUze™ is a software application that enables [mobile] phones to remotely control digital music and video libraries using the phone's keypad. inVUze™ and most of the media is stored on an encrypted computer within the confines of the venue. The computer has a broadband connection that enables information to pass from mobile phones to the computer where inVUze™ receives and interprets the key presses and relays them on-screen. Our interface can be customized and used with any TV system, CCTV (Closed Circuit TV), computer screen or projection system. We can turn nearly any surface into an interactive virtual display.

KAIMERA; a video capture station
Daryl Holliday and O'Neil A. McLean

Our Kaimera Instant Video Capture station captures video and audio nearly instantly and stores the media in a rich interactive CD ROM platform and discharges the media to customers allowing them to relive experiences, benefit from advertisers offerings, read articles and play games. (Turnkey applications: think captured video karaoke machines, mall video booths, roller coaster rides displayed in video and more.) Walk away with a copy of your experiences.

Our goal has been to automate this process and a turnkey kiosk was the obvious solution. IBM Canada has agreed to work with us on this project with the goal of bringing it to market in 2008. Kaimera Media Inc. has developed an initial software prototype which will be integrated into IBM kiosk with Kaimera upgraded parts and systems.

NEXT STATION; an immersive mobile project
Carlo Ghioni and Geneviève Godin

NEXT STATION: MONTREAL is the prototype of an immersive mobile project that showcases the beauty, diversity and multi-layers of a city's culture. The interactive project connects with people as they move around the city pursuing their ordinary life routines exploiting technology to enhance the perception and comprehension of their environment.

Three enigmatic and visually intriguing steps draw the user into the experience: graphics strategically released in various locations through a poetic lyrical phrasing call for a message to be sent. As a response, a text message features a word that completes and provides significance to the text; browsing on the related website, a log-in would be allowed by using the above-mentioned graphic's location as user-name and the reply-text as password; the operation would prompt a Webisode, whose content and story relates to the former location within the city stage. At the prototype stage, 12 short films would be produced featuring various communities and their language within the city of Montreal.

THE SHARING BACKYARDS PROJECT; an urban gardening, community building web-portal
Jeff Bolingbroke and Patrick Hayes

The Sharing Backyards project is an innovative, non-profit community-building exercise in online user-generated content and networking. Imagine a world where everyone has plentiful access to healthy, local, organic food. The goal of the Sharing Backyards project is to further that goal by ensuring access and ability to anyone who wants to garden and grow food for themselves.

Sharing Backyards encourages urban gardening by connecting those who have space to garden and are willing to share with those who would like to use a gardening space. The project aims to make maximum use of city space by ensuring that even those who dwell in apartments, condos, and shared housing have can access a place to garden. It connects neighbours of different socio-economic conditions together in an atmosphere of trust, doing something that beautifies the homeowner's yard and provides food for everyone.

THE AMAZING TRAVELLING FRIENDSHIP FAIR; *an interactive new media project for children*

Julie Biggar, Wendy Jane Errington and Renee Laprise

Renee Laprise of Mugisha Enterprises Inc. (MEI) has created an interactive New Media project for children called (ATFF!). The brand exists initially on the Internet and its prototype is available at www.friendshipfair.com. ATFF! is a story-based property revolving around six kids and their animal sidekicks travelling around the world on a magical circus train called The Amazing Travelling Friendship Fair!. These friends explore new cultures and environments all the while trying to learn how to get along with each other and the new friends they meet along the way. Two of the major strengths that the ATFF! possess are: its ability to engage children with its kid friendly designs and characters and the brand's strong educational component that appeals to both educators and parents.

THE REALM OF OBSCURA; *an online comic book community*

Lucie Couillard and Richard Vallerand

The Realm of Obscura will be an online comic book Community, providing creation tools as well as leader boards for a wide range of audience, with a strong appeal for teens. Produced on a manga style base, the serial episodes, offering text base as well as visual content, will be submitted to a constant up to date evolution pattern: a mix of random probabilities and a voting system countdown, indirectly related to the user's decisions and submitted creations.

Part of this expandable fantastic universe, the data base features will include a rich amount of tools such as a Drag and Drop Story Arch Builder, a Character Maker Engine working randomly, as well as a Send-to-a-Friend Application, all of these to optimize the viral effect of the community. The Realm of Obscura will be an opportunity for fans of this world to connect in a powerful Hub built around the destiny of the soul, a fundamental and universal theme.

THE RED DIVA PROJECT; *a multi-platform, accumulating story*

Atef Abdelkefi and Marie Clements

The red diva project has brought together recording artist Half Red, creator/director Marie Clements and a host of multi-disciplinary collaborators in the creation and construction of the first Aboriginal diva. The red diva project will ultimately expand and express itself across multi-platforms that integrate and link together to tell one story. This accumulating story strategy will amalgamate sound and music composition, interactive media, video, and live performance.

Part musical, part mock-doc, the red diva project follows the cinematic brown, down and out story of an incarcerated Aboriginal diva. From her humble six channel six-pack beginnings to the accelerated rhythms of her call to action and her rise to fame. The red diva project tears a red streak across the back roads of Canada's political, social, gender and racial terrain. A synthesis of sound, song and story that turns it's head on the Hollywood rapper story and the pop celebrity television format and looks straight into the eye of contemporary Aboriginal mythology making of celebrity.

WOMEN'S FILM FESTIVAL; *a social networking site for professional and emerging women filmmakers*

Kelly Davis and Lynn Kristmanson

The St. John's International Women's Film Festival (www.womensfilmfestival.com) is undertaking a new online initiative called Moovy.ca: An Online Community For Women In Film (working title and URL). Using social networking tools, the site will provide the following key services:

- Access to production information on crews, casting, equipment, locations, funding
- Opportunities for members to upload, receive and provide feedback on their projects
- Marketing and promotion platform for members
- Access to training and mentorship opportunities
- Social and professional networking with site members

The member profiles generate content and form the basis of site interaction. Functionally members can: view other member profiles if accepted as contacts; create or comment on a blog; upload podcasts, blogs, video blogs, photo sharing, videosharing; post to the member-only bulletin board and forum; connect to other online communities; search the member database; and send their password-protected member space to non-members, among other possibilities.

YOUR GREEN NEWS; *an interactive cross-platform website and mini-documentary series*

John Bessai and Joan Prowse

Your Green News is an interactive cross-platform website and mini-documentary series focusing on innovative actions and lifestyle choices that can help green our communities. Initially, Your Green News will consist of four very short documentary films available on-line. Selected stories will be turned into high quality, well-produced shorts. Eventually, Your Green News will rely heavily on user generated content and will become a portal for people to share their struggles, ideas and stories on how to improve the environment.

Your Green News will act as a content aggregator and encourage people to think locally and act globally by adopting the series' environmental practices into their everyday lives. Users will include individuals, organizations and companies with green priorities, students, and eco-artists. These users will be encouraged to respond to the shorts, post their own green ideas and artwork, and document their environmental actions over a period of time through whatever medium is most appropriate – photos, video or audio podcasts and/or written blog entries. To fully harness the creative energy of users and to do so cost effectively, content will be submitted through a variety of forums including Flickr and YouTube.

ZEROS 2 HEROES; *an online social network and media production site*

Jessica Leigh Clark and Ryan Frederick Eves

Zeros 2 Heroes Media is a social media start-up founded on the premise that there are countless storytellers-in-waiting whose ideas rarely come to life. The traditional checks, balances and barriers of entry to the studio systems for film, television, games or print effectively shut out or shout down many divergent voices. Desk drawers are crammed with dusty manuscripts that have never seen the light of day...much less the green light of production.

As the “people’s publisher”, Zeros 2 Heroes intends to up-end this state of affairs. By providing writers, artists and fans a variety of web 2.0 tools to showcase their own work or rate, debate and approve others’ creations, Zeros 2 Heroes hopes to touch off a small-scale media revolution.

INTERACTIVE PROJECT LAB BIOS

Peer Advisors

Yoshio Arima

For the past 17 years, Yoshio Arima has devoted himself as a 2D/3D artist, starting off in visual effects for commercials and television programs in Toronto. He worked on computer animated shows at Mainframe Entertainment and now works on videogames at Electronic Arts in Vancouver, BC. His experience includes projects such as "RoboCop the Series", "Reboot" the TV Series, "Reboot the Ride", and the following videogames: "SledStorm", "Fifa", "SSX on Tour", "NBAStrict Homecourt" and "Skate" to name a few.

With his own company, Bent Perspectives on Design, he has completed numerous projects for clients including: logo design, CD covers, corporate booklets, unique large cardboard sculptures, as well as design and animation for the podcast "CommandN" and G4TechTV's "Torrent".

The voice from within speaks louder each day about the importance of inspiring others to express their gifts to create a peaceful flow in the world. He accomplishes this mission through his own art which includes paintings, a line of inspirational greeting cards, poetry and cartoons.

Marty Avery

Marty is Chief Catalyst and founder of What If?, a business development strategy company based in Calgary. [What If?](#) connects bleeding-edge and hard-to-understand organizations with the people and approaches they need to know to build profitable, flourishing enterprises.

Leveraging 20 years experience in sales and marketing and 6 years building a successful start-up [Pylon](#), Marty has created and implemented healthy, growth strategies for a diverse group of businesses leveraging social webs—including 2 currently in [PROFIT's Top W100 Fastest Growing Companies](#).

She participated in the Prime Minister's Task Force on Women Entrepreneurs; presented at the [Women Presidents Organization North American Conference](#), the [Banff New Media Institute's Interactive Projects Lab](#) and the [Canadian Women in Communications/Corus Career Accelerator](#), and is faculty at the [Canadian Film Centre's Media Lab](#). She is an advisor to the [Creating Tomorrow Foundation](#), sits on [NextMEDIA's](#) advisory board and is a Director on the board of [Future Possibilities](#). Marty was recently a panelist on Digital Delivery at [The Corporate State of Canada](#) CEO summit and on the [United Nations' World Summit Awards'](#) Canadian jury. She was also featured in [Fortune Small Business](#).

Recreationally, Marty is an accomplished downhill skier, likes to paddle white water, and practices Qi Gong and Aiki Jujitsu – in which she holds a first degree black belt. Local children have written and sing for her own theme song, "Marty Marty Moo Moo".

Michael Ede

Over the past two decades, Michael has worked in business development and marketing roles in early-stage and multinational technology companies. He has experience in building strategic

plans for market entry and growth, positioning businesses for acquisition and investment, negotiating technology partnerships and developing reference account relationships.

His current consulting practice provides business development services to early-stage international technology companies that are entering the American market and value a presence in Silicon Valley. In addition, he represents the Government of Alberta in the Northern California market. Prior to his move to the US, Michael worked as the director of corporate development for Apple Canada.

Dave Kretz

David Kretz started coding at the age of twelve. Although interested in the arts, he travelled the scientific path through university dabbling in a wide range of interdisciplinary skills. Upon arriving in Banff he was hired as a workstudy to produce education games based on Alberta physics curriculum. As a budding flash programmer he also helped with the monthly digital creations of Horizon Zero. David then went on to help build and develop the BNMI A.R.T. Collaboration Lab. Using video conferencing, the Lab now acts as a research station to artists and institutions around the world.

Currently the Lead Programmer for the Creative Electronic Environment (CEE), David finds himself delving into many different areas of art and technology. The position itself perpetuates many roles; Programmer, Administrator, Engineer and Artist to name a few. As a mentor and peer advisor for artists and scientists he has prototyped and developed numerous projects ranging from Artificial Intelligence to Dynamic Systems. With the field of Interactive Design constantly evolving, David continues innovating new ways to use technology. His current focus is in adaptive technologies and information aggregation.

Wm Leler

Wm built his first computer when he was still in elementary school, then went on to earn degrees in Electrical Engineering, Art (Design), and a Ph.D. in Computer Science. In his first job out of school he assembled and managed the team that built the world's first 3D graphics workstation for seismic interpretation. This pioneering product set the standard that is now the dominant technology used for oil exploration, a multi-billion dollar market.

After that, Wm began his love affair with start-up companies, holding management, product development, and marketing positions. At Ithaca Software, which was acquired by Autodesk, Wm was responsible for new product development — building new tools for distributed programming and graphics. As one of the first five employees at Cogent Research, Wm successfully built and managed the graphics group, and designed the underlying technology used in their groundbreaking operating system — a distributed version of UNIX.

Wm was the founder, president, and CTO of Zat, Inc., whose component-based application assembly tool won Programming Tool of the Year at the Web '99 conference. Wm sold Zat to WebGain in a deal valued in the mid eight figures. After that, Wm became an angel investor and consultant, as well as taking on management positions at a variety of local companies, including DigiSlice, and eMarket Group. Wm is now founding a new company, also called ZAT (for Z to A Travel), which is building a web application for travelers.

Wm is a recognized expert in networked and distributed computing, computer graphics, and advanced computer languages. Wm has written two successful books, on computer graphics

and computer languages, and has published numerous articles on networked and distributed computing, computer graphics, virtual reality, and advanced computer languages. In his spare time, Wm has taught courses on parallel computing, computer graphics, and object-oriented programming at the graduate level.

Jennifer Ouano

Jennifer Ouano is founder and head of Elastic Entertainment, a digital media company that harnesses the power of creativity to develop, produce, strategize and collaborate on original and entertaining multimedia properties across the digital universe. Elastic Entertainment has developed web and mobile social networking applications, produced cross-platform experiences for major media companies, and consulted with individuals and organizations about their interactive strategies.

Over the past 15 years, she's worn many hats in the old and new media worlds as an award-winning producer, director, journalist, consultant and entrepreneur. One of Jennifer's recent accomplishments was ZeD, CBC TV's flagship convergence program and a pioneer in social networking and user-generated content. Jennifer was co-creator, as well as senior producer, head of convergence, creative, interactive and business development. She was awarded the prestigious 2005 Woman of Vision Award and a 2004 Leo Award, in addition to several nominations for Geminis, Leos, Yorktons and a 2004 team Emmy nomination in Advanced Media Technology for her work on the program. She also built and signed business partnerships with major brands including Apple iTunes, Yahoo! Flickr, Logitech, EMI Music, NFB, Channel 4, Corel, American Apparel, AirG, The Drake Hotel and Resfest. She created and produced the William Shatner Music Mash-Up campaign with Sony Music and AcidPlanet, and developed Canada's first-ever mobile video competition for Vidfest.

Ravi Shukla

Ravi Shukla's practice focuses on information technology and Internet law and emphasizes intellectual property law. Although he at one time had a significant involvement in litigation matters he now approaches his practice primarily from the standpoint of a solicitor. He acts in an ongoing capacity for significant suppliers of information technology products and services, as well as significant customers of those products and services, and projects arising from those relationships have encompassed outsourcing projects.

His emphasis encompasses structuring technology enterprises, technology development, licensing, and transfers. Ravi has experience obtaining, licensing, and enforcing patent and trade secret rights, as well as counseling clients concerning the protection of privacy rights, confidential information and other intellectual property assets. He has a strong background in matters involving online marketing and promotions, and has served on the boards of both public and private organizations ranging in size from large multi-billion dollar enterprises to technology focused start-ups.

Ravi is a graduate of the University of Toronto's faculty of engineering (Electrical) and is a frequent writer and speaker on matters within his professional interest.

Participants

Atef Abdelkefi: The Red Diva Project

Atef Abdelkefi has been building web sites for the past six years. He has designed, developed and maintained a host of websites including womeninfish.com for urban ink. His experience in this field also includes project management and software development as well as digital cinematography and sound, visual design and sound sculpting. Atef is currently based on Galiano Island, where this project will mainly be taking place. His previous collaborations with urban ink and his commitment to our artistic vision make him the best possible choice in the development of the web site.

Ken Bautista: Foulplay Online

As one of Hotrocket's founders, Ken's experience combines strategic and creative vision, user experience design, industry knowledge, marketing expertise, and entrepreneurial spirit. With a bachelor's degree in elementary education specializing in instructional technology, Ken brings a unique expertise particularly in the area of interactive design and strategy for youth audiences.

Ken has organized and presented at several industry conferences, was awarded a Chamber of Commerce Young Entrepreneur Award of Distinction and was featured in the Edmonton Journal's "30 Under 30". He was recently invited to present at the Digital Entertainment Leadership Forum in Hong Kong in March 2007. Ken is an active champion of Alberta's digital media industry, currently serving as President of the Digital Media Association of Alberta. Ken was also recently appointed to the Alberta Film Advisory Council to recommend programs and initiatives that will strengthen film, television and digital media industries in the province.

John Bessai: Your Green News

John has been directing, producing, and writing television documentaries and videos for over 15 years. Through CineFocus Canada, the independent Toronto-based documentary production company he co-founded, John has produced a body of work that has garnered public attention and recognition with broadcasts and screenings in festivals and forums across the country.

John's latest project From Field to Studio: The Art of Paul Kane is an interactive DVD based on his award-winning television documentary, Visions from the Wilderness: The Art of Paul Kane. This groundbreaking project fuses the documentary form with interactive technology, enabling the user to gain greater insight into the mind, work and times of one of Canada's most culturally influential and controversial artists. An interactive exhibit created out of the DVD is also slated for long-term display at the Royal Ontario Museum's Daphne Cockwell Gallery of Canada: First Peoples.

John has produced documentaries for Bravo!, Discovery, Knowledge Network, Vision TV, SCN and the CBC. His recent film, Buffy Sainte-Marie: A Multimedia Life, is the first-ever screen biography of the well-known activist, singer-songwriter and digital artist.

Nina Beveridge: Cupid's Café

Nina Beveridge is the CEO of Hop To It Productions and President/Co-owner of Beevision. Nina recently delivered a web/TV branding package to In Sync Video for their 'Breakout!' multiplatform project, currently in pre-production with CBC. As a part of this project, Hop To It also completed another production phase with S4Tek – their online game engine. In June 2007 Nina and Susie won two pitch slots at Banff – the iPitch for 'Cupid's Café' and the CTV Documart for 'Suck It Up Princess' – currently in development with OMNI.

Beevision highlights for Nina include providing the broadcast design, animation and on air promotions for the Toronto Raptors Basketball Club. In 2001, Nina produced and designed, and Paul Hart edited, the large scale multimedia experiences for Harbourfront's prestigious Festival of Creative Genius, an event that honoured fourteen of the greatest living creative geniuses. In 1998 Beevision received a special Gemini Award for Outstanding Technical Achievement for their work on the development of the Puppetworks digital motion-capture system.

Her career began in 1981 when she was hired by Rogers Cablesystems to create a graphics department to service their new pay television system. She was a founding director of Inter/Access in 1982 - a non profit digital artist's organization that is still on the cutting edge of interactive design and experimentation.

Julie Biggar: The Amazing Travelling Fair

Marketing Manager for ATFF! Julie has an honours Business Degree from The University of Prince Edward Island with a specialization in International Business and a minor in Economics. Julie has lived and travelled throughout Europe and the Pacific Region and hopes to draw on these experiences in order to help market ATFF! both regionally and internationally.

Jeff Bolingbroke: Sharing Backyards

Jeff Bolingbroke is a recent graduate of Concordia University's Communications and Cultural Studies program. Past experiences include coordinating a community project and teaching ESL overseas and in Montreal. He is currently a mobile media ethnographer work/study with the ART Mobile Lab, part of the BNMI at The Banff Centre.

Anette Clarke: 48th Parallel

NFB producer Annette Clarke is responsible for commissioning the idea of a feminist interactive space, now known as the 48th Parallel Project. Clarke has a combined marketing and production experience of twenty-five years, at the NFB Montreal and Halifax offices, and as an independent producer with Ruby Line Productions. Her productions often explore complex social issues from the 1994 groundbreaking *When Women Kill*, an examination of the justice system's treatment of three women who killed their abusive partners to the recent multi-award winning *Cottonland*, an expose of the OxyContin epidemic in Cape Breton. She is currently in production and development on seven documentary and animation projects.

Marie Clements: The Red Diva Project

Marie Clements is an award-winning performer, playwright, screenwriter, director, producer, founding artistic director of urban ink productions, and artistic director/producer of fathom labs highway. She is currently working on a commission from The North Vancouver Presentation House titled The Edward Curtis Project as well as the screenplay of her play Tombs of the Vanishing Indian.

Her ten plays including Burning Vision, The Unnatural and Accidental Women, and Urban Tattoo have garnered awards including 2004 Canada-Japan Award, short listed for the 2004 Governor General's Literary Award, Jessie Richardson Awards and a Jack Webster Journalism nomination. Her film Unnatural and Accidental received over thirteen nominations including a Leo Award nomination for Best Screenplay.

As an actor Marie has performed in over fifty productions on stages across Canada and the U.S. including; The Arts Club Theatre, Mark Taper Forum, Rumble Theatre, Factory Theatre, Cahoots Theatre, Belfry Theatre, and The Fire Hall Arts Centre.

Lucie Couillard: The Realm of Obscura

Project manager and Writer, Lucie is an experimental exhibition's museum specialist. She completed her Masters degree at the University of Montreal in the Museum Studies program, winning a scholarship award from FCAR (Fonds des chercheurs et aide à la recherche) for the quality of her academic profile. Lucie has extensive experience in interactive communication as well as use of technologies and media for educational aims. Her work includes a number of publications such as art catalog, interpretations, texts, and specialized articles. Lucie worked as curator for a prestigious corporative art Collection (Fédération des Caisses Desjardins du Québec) and she lent her talents for the coordination of more than 40 different museum exhibitions as manager or curator. She regularly acts as a specialist for exhibition projects for the City of Quebec as well as prestigious institutions such as Domaine Cataraqui (the Official House of the Provincial Government) or Museum of Civilisation (division of international thematic exhibitions.)

Kelly Davis: Women's Film Festival

Kelly has a Graduate Diploma in Communication Studies with a concentration in documentary film, from Concordia University, Montreal, and a Bachelor of Journalism (Honours) from the University of King's College in Halifax. She has been employed as a production manager, film researcher, creative consultant, freelance writer, reporter, photographer, graphic designer and media relations specialist.

In the past four years, in her role as Executive Director of the Women's Film Festival, Kelly has seen the festival grow in terms of audience numbers and diversity; film submissions, which this year reached an all-time high of 515 films from around the world (80 of which were screened from 16 countries); filmmaker participation through the Festival's five-day Film Forum; and outreach initiatives, such as Films On The Go, a provincial screening tour that takes festival highlights to cities and towns across Newfoundland and Labrador and FRAMED, a series of youth workshops and film camps.

Wendy Jane Errington: The Amazing Travelling Fair

Wendy comes to the ATFF! project as Executive Producer and Creative Developer. Wendy began her studies in Fine Arts at Concordia University and later entered Ontario College of Art and Design where she graduated with honours and a scholarship in visual arts. She has spent 10 years as owner and executive producer of a small commercial production house in Toronto and has spent an additional 10 years working as project manager, producer, casting director, voice director, and creative director for broadcast animation.

Ryan Frederick Eves: Zeros to Heroes

"Baptism by fire" has been the defining motto of Ryan Eves' development as an interaction designer. Building on his B.Sc in Interactive Arts (SIAT 06), Ryan began work with the Vancouver Film School's Digital Design program where he quickly distinguished himself as a key member of their internal design group. As project lead for the Reel Ideas Studio, he developed a cutting-edge application that was an integral component of Adobe's presence at the 2007 Cannes Film Festival.

From this springboard, Ryan became a member of the founding team for Zeros 2 Heroes Media and has led the development of its initial suite of online tools for user-generated content. This work has included projects ranging from the fun of an avatar builder to the functionality of a story pitching application.

Peter Gammell: Foulplay Online

With a formal education in Fine Arts (University of Calgary), geology (University of Toronto) and forestry (Selkirk College), Peter's immediate inclination was to launch into something completely different, which led him to a career in environmental consulting. That path led to senior roles in entrepreneurial endeavors that spanned environmental services, knowledge management, simulation design, human resources and, naturally, geomatics engineering. Now his commitment is his lifelong interests in leveraging game theory and technology in the delivery of curriculum. The environmental board game Foulplay™ and an online role-playing gaming designed to augment the delivery of science curriculum to high school students is the product of that commitment.

George P Georgeadis: Dreamers

President and Executive Producer, George Georgeadis is the founder of Dreamgazers Interactive and the creator of Dreamers. George grew up in Greece, where he developed multiple talents in media & design, photography, art, web, print, 3D and game design mostly by self-teaching methods. He returned to his native Canada, in 1998, where he received postsecondary education in Multimedia and Design.

For the past 3+ years, George has been working as the Creative Director for an international media company (Metamedia) while at the same time running Dreamgazers Interactive and producing Dreamers on the side. Combining his creativity, natural artistic vision and multiple talents, George has established himself in the industry of media and design with his unique and professional style of work, but his real dream is to produce video games.

Carlo Ghioni: Next Station

Originally from Italy, Carlo Ghioni left his homeland for Canada in hopes of furthering his professional aspirations and currently holds Canadian Landed Immigrant status. Carlo has 11 years experience as a "Steadicam" and camera operator in drama, documentary, and news. Merging his technical and creative backgrounds, he has directed seven shorts, and 12 documentaries. In developing future projects, he looks forward to producing work in both Canada and Europe.

Familiar with the cultures of both North America and Europe, Carlo Ghioni's artistic perspective occupies the gap between them. He brings to his craft a strong cultural heritage, a soundly developed film language, and a keen appreciation for technical enhancement when such is used as a tool to express meaning and visuals. His approach to filmmaking reflects the tradition of master cinema in his country of origin, particularly the school of Neo-realism, and also influenced by poetry and song writing and is characterized by a certain rhythm. Rather than delivering information along a sequential timeline, as is common in Western grammars, he prefers to create meaning through visual figures of opposition, dissociation, association and oxymoron – like the ideograms of Eastern idioms. His background, both in the technical and the creative domain, has allowed him to write screenplays while envisioning both the design of shots, and the necessary means to accomplish these shots, through traditional and innovative camera work. For Carlo, the camera has become a pen to write stories.

Geneviève Godin: Next Station

In 2000, Geneviève Godin graduated from Vieux Montreal College with a diploma in Graphic Arts, and recently received a degree in education in Visual and Media Arts from the University of Quebec in Montreal. Her artwork revolves around physical, natural, social, and introspective spaces, using a combination of fine arts and multimedia technologies.

Geneviève enjoys teaching visual and video art at various institutional levels. She applies her personal creativity to her work with people that are not always familiar with contemporary art. She has exhibited and lived across Canada while she was teaching French as well as learning English and became very aware and interested in the cultural differences across Canada. After developing a few prototypes of a creative documentary about accents evolving across the landscapes, her video "Dualité" was screened at the 2006 Silver Wave Festival in New Brunswick and her directorial debut; "L'homme qui pêche" won the grand prize at the 2007 Festival des Vidéastes du Manitoba in Winnipeg. She also developed a conceptual radio show called "Dual State" for Radio90.fm in Banff that was dealing with bilingualism and cultures in Canada, which lead her to becoming a cultural reporter for CBC in Saskatchewan in 2007.

Patick Hayes: Sharing Backyards

Patrick Hayes is an economist and programmer in Victoria, BC. In 2006, he started his own web technology and economic analysis company, concentrating on developing free and open source tools for community organizations. He recently joined MapsWest Consulting, a small (2 person) consulting firm pioneering new media experiences of interactive maps on the internet. Patrick remains committed to releasing all code under a free and open-source license so that all organizations can have access to free web mapping publication tools.

Daryl Holliday: Kaimera

Daryl Holliday is Media Director & COO. Daryl Holliday received his Diploma in Media Arts Film & Television from Sheridan College School of Animation & Design. Daryl naturally gravitated to large feature film graphic design jobs such as the main title morph for independent film *Past Present*; screened at the Sundance Film Festival. Daryl has designed the complete slideshows for corporate clients such as FORD Canada's 2001 Dealership Tour and the Canadian Centre of Minority Affairs' interactive CD ROM.

Daryl has also received widespread acclaim for his outstanding direction for the 3D animated sequences in Much Music's video *Dedicated Remix*.

Rosemary House: 48th Parallel

Rosemary is the 48th Parallel's project director and producer/ editor. She is primarily responsible for the editorial content and creative direction of the project. She is a Gemini nominated filmmaker with over 15 dramas, documentaries and features to her credit as producer, writer and/or director. Her company, Rock Island Productions has been incorporated since 1994. Rosemary has been designing her own film websites since 2000 and currently has four sites on-line, including the 48th Parallel and her company site, <http://www.rockisland.tv>.

Lynn Kristmanson: Women's Film Festival

Online Marketing Manager of the St. John's International Women's Film Festival, Lynn has a background in Visual Arts and Art History and has worked in the arts all her life as a designer, educator and administrator. She has received a BA and BFA, both with distinction, and has taught in the Visual Arts departments of The Alberta College of Art and Design in Calgary and the University of Washington in Seattle. She has organized international symposia on handmade textiles and co-curated a museum exhibit on international embroidered textiles. She has an extensive background as a textiles artist for theatre and film, working at prominent festivals including The Banff Centre and Stratford Festival.

Lynn works as a freelance designer and has a portfolio that includes graphic design, exhibit design, costume design and illustration. She has experience as a web designer and has studied editing and motion graphics. Lynn has recently turned to filmmaking and after completing the primary photography on her first film shot on 16 mm, she is already producing her second short to be shot on HD. Her work with the Women's Film Festival is an extension of her love of film and her conviction that the voice of women remains underrepresented in this powerful medium. It also acknowledges the scope of the web and the capacity of social networking tools to further the cause of women in film.

Madeleine Renee Laprise: The Amazing Travelling Fair

The ATFF! project Creative Producer Renee Laprise, Renee has Métis Status and is the primary owner of Mugisha Enterprises Inc. Renee earned a BFA from the University of Toronto and later went on to pursue an education in film at the Ontario College of Art and Design. After her studies Renee moved into editing, working mostly in animation at such Toronto studios as Cuppa Coffee Animation and Calibre Digital Pictures.

Sarah Lazarovic: C-Cards

Sarah Lazarovic is a filmmaker and illustrator. She has also launched numerous websites and cross-platform digital art projects. She founded the Toronto City blog Torontoist.com in 2004, and launched The Hour's website in the role of Senior Web Producer in 2006. She recently completed a commissioned animated digital short for mobile platform for the NFB.

Her short films have been screened at the Worldwide Short Film Festival, Ottawa International Animation Festival and beyond, as well as on CBC's ZED, Rough Cuts, Nerve, and, in a few weeks, Canadian Reflections. Her weekly cartoons appear in The Toronto Star, Ottawa Citizen, Vancouver Sun and National Post. To see her work visit www.longliveirony.com.

Jessica Leigh Clark: Zeros to Heroes

Jessica is a passionate visual communicator who joined Zeros 2 Heroes Media as Creative Director after several years practice as an independent designer. From the outset, Jessica has been responsible for the conception and execution of the brand strategy as it pertains to all corporate assets. This has included the development of creative for the various comics produced by the Zeros 2 Heroes studio. Recognizing this unique combination of flair and technical execution, the Vancouver Film School recently appointed Jessica as their Brand Strategy instructor.

Jessica holds a Bachelor of Communication Design Degree from the Emily Carr Institute of Art and Design that was extended by further studies in Europe. This grounding in design theory and understanding of how aesthetics affect communication, coupled with her technical skills, make her uniquely qualified to tackle a variety of communication design challenges...and have resulted in several notable industry awards.

Bob Mackowycz Jr.: C-Cards

Bob Mackowycz Jr. is a television producer and writer. Bob was most recently Producer and Head Writer of CBC Television's The Hour. He has a number of additional producing credits, ranging from sports programming (TSN's highly successful Off The Record) to live music event programming (CTV's coverage of The Junos and the Live Eight concerts). Bob has hosted different, nationally syndicated radio programs, ranging from news to music radio. He was also the Canadian reporter for XM Radio's USA Today channel. He has also written for publications such as The National Post, Canadian Musician and Eye weekly. Bob started his media career as a host and executive producer on Virtually Canadian, Canada's first 24-hour internet radio station.

O'Neil A. McLean: Kaimera

O'Neil McLean is President & CEO of Kaimera Media Inc. He received his Bachelor of Applied Arts (BAA) at Sheridan College School of Animation & Design. O'Neil has over 10 years of experience in the media industry, management, communications, sales, and marketing (National Film Board & CBC Television Arts & Entertainment).

O'Neil has developed proven strategies and the project vision for many multimedia components at Kaimera Media Inc. His production knowledge, team leadership and management facilitate the continued growth of Kaimera Media Inc.

Susan Nation: Cupid's Cafe

Susan is a dynamic Independent Producer and President of Hop To It Productions with over 20 years of experience in marketing, advertising, event management and content production.

Susan is also Partners with Helen Lerberg on the exciting "2Can Café" multi-platform project for tweens currently in development. Previously, in her role as Director of Sales, Marketing and Development for Lenz Entertainment from 2002-2004, she worked on a variety of multi-platform projects. From 1999-2001 Susan made successful live appearances, trained hosts and prepared scripts for the US Home Shopping Network/Fantom and the Columbia Tristar television show "Safety in the Home". She successfully established and managed an international sales network in 10 countries with Bariston Inc, as well as working on various television projects part-time from 1997-1998. She spent the first 12 years of her international career developing and managing brands and advertising campaigns with companies like Unilever Australia and Singapore, Gillette do Brazil and McKim/BBDO Advertising Canada.

Jacqueline Nuwame: inVUze

As VP of Marketing, Jacqueline leads ADIGEIST.COM INC.'s marketing strategy and directs all marketing activities including marketing communications, product marketing and product development. Jacqueline has eight years of experience in marketing communications and has held a variety of positions; recently she was the Director of Communications at DECODE Entertainment Inc., in Toronto. With an award-winning portfolio of work ranging in both television and multimedia, she has an array of experience in entertainment marketing, corporate communications and new media. Jacqueline has also produced several electronic press kits, behind the scenes and is also a well-known new media producer. Her project Anansi's World of Folklore was exhibited at Siggraph 2002 in San Antonio, Texas and also the 2004 McLuhan Festival of the Future.

Joan Prowse: Your Green News

Joan is a documentary-maker with more than 15 years of experience as a writer, producer, director and video editor. She co-founded the Toronto-based independent production company, CineFocus Canada in 1991 to make thought-provoking, insightful television shows and documentaries. Since then she has produced and directed more than 20 hours of prime-time arts, biography and social issue programs.

Joan is a graduate of Ryerson's Radio and Television Arts program and is an alumnus of the Interactive Project Lab at the Canadian Film Centre. In 2001 she went to MIPTV in Cannes as part of the National Screen Institute's Global Marketing Program and received a CTV Fellowship in 1993 to attend the Banff Television Festival. Prior to CineFocus, she spent three years with TVOntario's literary series Imprint, hosted by Daniel Richler.

Richard Vallerand: The Realm of Obscura

Creative V.P. and Executive Producer, Richard is the head of Sarbakan's creative power. A graduate of Sheridan College, Richard has extensive experience in traditional as well as in interactive animation. Richard has lent his talents as an animator to Bluth Entertainment (the

award-winning creator of An American Tail and The Land before Time) in Ireland, Dupuis Animation (France), and the Oscar-2000 winning company Pascal Blais (Canada) and IC Axon (Canada). He acquired his first taste of video game creation while working on Jersey Devil, a best-selling Sony PSX title. In 1998, he co-founded Sarbakan for which he is to this day the Creative V.P. and Executive Producer. Since then, he has supervised all of the studio's original interactive projects including ARCANE (1999 - publisher: Warner Bros. Online), GOOD NIGHT MR. SNOOZLEBERG (1999 - publisher: Vivendi-Universal), STEPPENWOLF (2000/2002 - publisher: Warner Bros. Online), FIRECHILD (2003 - publisher: America Online) and OBSCURA (2005 - Publisher: Tyrmedia, Boonty and Yahoo).

BANFF NEW MEDIA INSTITUTE

Susan Kennard: Director/Executive Producer

Susan Kennard is director & executive producer of The Banff New Media Institute (BNMI) where from 1998 to 2005 she acted as executive producer. Prior to this, Susan worked in television and as an associate producer for the "International Hour", "CBC Newsworld", and "Dateline NBC". Her radio career roles were writer/broadcaster for CBC Radio and station manager for CKIZ radio. Susan has extensive experience in policy development, training, and advocacy for the not-for-profit community radio sector across Canada; she is the co-founder of radio90.fm, a hybrid net/fm pirate radio station. In June 2005, Susan concluded a master's degree in communication for development from the University of Malmo, Sweden, on the relationship between contemporary art practice, social change, and civil society in post-war Sarajevo. Presently, Susan is a member of the Culture.ca Editorial Advisory Committee and is the jury chair for the Interactive category of the Banff World Television Festival Awards.

Jean Macpherson: BNMI Coordinator

Jean Macpherson is the Program Coordinator for the Banff New Media Institute, working with public programs and strategic research for BNMI. Born and raised in Ottawa, Ontario, Jean grew up in a very artistic family and has an innate appreciation for the arts. Jean has previously worked with the National Arts Centre, the Ottawa Folklore Centre, Muse Entertainment, and at a variety of festivals and special events in Ontario. Her academic background includes a baccalaureate in Communications from Carleton University as well as an education from the Gaelic College of Celtic Arts and Crafts.

Jean has travelled extensively in Canada and has an ardent interest in Canadian culture, new media, and music industries. Jean is proud to now call the Rocky Mountains home.

Miriam Manley: IPL Line Producer

Miriam Manley has come from England to explore the vastness of Canada and the film and new media opportunities that it has to offer.

Back home Miriam was working in the production of web-based media for the TimesOnline website, prior to that she co-produced and worked on documentaries for the Community Channel, Maya Vision International and for UNICEF television in New York. She has also been involved in the running of key events in the women's cultural and political calendar in the UK, including organizing a series of seminars for women politicians in the UK Parliament and working for a female MP.

She is very excited that her position as line producer of the Interactive Project Lab and Women in the Director's Chair combines many of her interests and allows her to pursue her main passion, making films. She is looking forward to being inspired by the beauty of the mountains, the politics of Alberta and Canada as a whole and, most of all, meeting a whole range of new people.

Demian Petryshyn: Arts Administration and Technology Workstudy

Originally from Edmonton Alberta, Demian moved to Vancouver, British Columbia to study at the Emily Carr Institute of Art and Design. After working in the artist-run centre community as

an artist, volunteer, staff-person, and advocate, he recently graduated from the Masters of Fine Arts program at the University of Western Ontario.

Through his artistic practice, Demian focuses on those devalued aspects of popular culture, which are generally consumed by young men including video games, model kits, junk food, and sci-fi movies. He uses his work to engender various questions about this activity: How is the body functioning in these situations? How is gendered identity being constructed in these contexts? How do the activities manifest social spaces? What are the specificities of the "discourses" associated with these subjects? Rooted in the tradition of interdisciplinary and conceptual-based practices, his current and recent work is characterized both by the sincerity of his involvement in each activity and the humour engendered by their failures.

Cindy Schatkoski: Program Manager

Cindy Schatkoski has been the Program Manager of the Banff New Media Institute since November 2005. In this role, Cindy works on the long term strategic planning and the overall development and delivery of the Banff New Media Institute program. Cindy has worked at The Banff Centre since 1998 in various program support and development capacities as part of the Media & Visual Arts and the Banff New Media Institute/Research Departments, including managing the co-production program, line producing the nationally acclaimed HorizonZero online publication dedicated to the best in Canadian New Media, administrative co-ordination of workshops and special events, and administrative support and communications. She is also the Communications Director of Radio 90 – Cellular Pirate Radio <http://radio90.fm> and specializes in online and FM radio training and development.

Creative Electronic Environment

Marc Bernier: Computer Technician

Marc Bernier has been the creative computer technician for the Interactive Media section of CEE at The Banff Centre since 2005. He comes to The Banff Centre from Québec City, where he worked for a variety of Cultural and Artistic organization such as Spirafilm, Méduse, Conseil de la culture des régions de Québec et de Chaudière-Appalaches and La Chambre Blanche.

Marc has also been freelancing as web integrator, systems administrator, and support technician for visual/media artists and providing training in a variety of software applications. Parts of Marc's personal practice (web art) have been featured in Vidéaste RECherché and Le Mois Multi. Prior to which, Marc studied amongst other things Linguistics, Philosophy, Mass Communication and Computer Science.

Since coming to Banff, Marc has renewed with his first love, photography and has been exploring different trails in and around Banff.

Christopher Quine: Manager of Interactive Media

Christopher Quine studied the fundamentals of design at Humber College in 1994. His education moved to programming logic and design for computers at Sheridan College. While not a programmer, he has an understanding of the intricacies and limitations of general computing and technology as it relates to designing experiences for new media. Christopher has also studied at The Ontario College of Art & Design in Toronto, with a focus on graphic

design. He comes to The Banff Centre from Immersion Studios where he spent five years as a media designer for group interactive immersive experiences.

Christopher has experience in many aspects of the creation process, ranging from user and functional testing, to hardware installation; however his main focus is the design and implementation of such experiences. He has collaborated on various international projects from inception to installation. Recent projects have taken him to The London Science Museum in the UK; W5-whowhatwherewhenwhy in Belfast, Northern Ireland; and La Cite des Sciences et de l'industrie in Paris France, among others. In 2006, he worked with the BNMI's mobile lab on the locative media project: Tracklines.

Christopher has extensive experience working alongside CGI animators/modelers/texture artists, interactive programmers, and digital designers to produce content and post production effects for both interactive devices, and high definition digital cinema productions. He has also been involved in research projects such as the development of the Interactive Content Development Guide; A guide to understanding and producing for Group Interactive Immersive Environments (www.christopherquine.com/ICDG.pdf). Christopher's current focus is in human computer interaction, music and sound, letterforms, and motion graphics. Quine currently manages the Interactive Media department in CEE.

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