

THE CRONENBERG PROJECT WINS THE 2014 ONTARIO MUSEUM ASSOCIATION AWARD FOR EXCELLENCE IN SPECIAL PROJECTS

Toronto – TIFF's **The Cronenberg Project** is the recipient of the 2014 Ontario Museum Association (OMA) Award for Excellence in Special Projects, for the combined nominations of the following components: the exhibition **David Cronenberg: Evolution**, **David Cronenberg: Virtual Museum** and the interactive **Body/Mind/Change** initiative. This is the second time TIFF has been recognized by OMA, following 2013's award for the TIFF Kids digiPlaySpace for Excellence in Programming.

"We are thrilled to be the recipient of the 2014 OMA Award for Excellence in Special Projects," said Piers Handling, Director and CEO, TIFF. "The Cronenberg Project was a milestone achievement for TIFF: it included our first large-scale original touring exhibition *David Cronenberg: Evolution* which recently finished exhibiting at Amsterdam's EYE, as well as our Virtual Museum which will continue to be an online resource for further scholarship on Cronenberg's films, and *Body/Mind/Change* which brought together Cronenberg enthusiasts from all corners of the globe for one unique interactive experience."

TIFF's multi-platform celebration of the work of Canadian filmmaker David Cronenberg was centred on the exhibition *David Cronenberg: Evolution* which charts Cronenberg's growth as a filmmaker. With more than 300 original artifacts, visionary designs, as well as rare and unseen footage, the exhibition focuses on his longstanding fascination with the possibilities and perils of human evolution itself.

David Cronenberg: Virtual Museum is an online source that explores Cronenberg's films through new scholarship and artistic explorations, including essays, academic writing, an interactive map and timeline, and a selection of behind-the-scenes footage and interviews with Cronenberg's past and present collaborators. *David Cronenberg: Virtual Museum* can be accessed online at cronenbergmuseum.tiff.net.

Body/Mind/Change, a digital extension of *David Cronenberg: Evolution*, immerses audiences in a "Cronenbergian" world inspired by the film *Videodrome*, re-imagined for the 21st century and brought to life across three platforms — online, mobile, and real-world.

TIFF's highly anticipated upcoming exhibition **Stanley Kubrick** opens on October 31 and runs until January 25, 2015.

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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.

TIFF is generously supported by Lead Sponsor Bell, Major Sponsors RBC, L'Oréal Paris and Visa and Major Supporters the Government of Canada, the Government of Ontario, and the City of Toronto.

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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 for the Arts, 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. *Body/Mind/Change* is supported by the Government of Ontario.

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

TIFF gratefully acknowledges its Presenting Partner, the Department of Canadian Heritage, and Supporter, the Government of Ontario, in the creation of the online exhibition for the Virtual Museum of Canada. Our Academic Partners in this project are OCAD University, Sheridan College, and York University.

Special thanks to The Cronenberg Project Media Partners, SPACE (Broadcast) and the Toronto Star (Print).

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