

tiff. **THE CRONENBERG PROJECT**

as of August 12, 2013

Project Overview

In Fall 2013, TIFF will be presenting the most ambitious exhibition yet to be mounted in North America on the subject of iconic Canadian filmmaker David Cronenberg. Together, in collaboration with many local and international partners, [The Cronenberg Project](#), will feature the following multi-platform programming:



On the set of *Cosmopolis* (2012)

- A comprehensive **Film Exhibition**
- An **Art Exhibition** featuring original commissioned artworks
- A retrospective of Cronenberg's filmography through a **Film Programme with Guests**
- An experiential **Virtual Exhibition** including works from leading scholars
- An immersive digital experience, **Body/Mind/Change (BMC)**, inspired by Cronenberg realities
- Two **Publications** examining both the Film and Art exhibitions

Overview

“After collaborating with some of the most prestigious cultural institutions in the world to bring highly anticipated film exhibitions to Canada, we are excited to reach this **major milestone at TIFF Bell Lightbox by originating a show of our own** to share with the international community,” said Piers Handling. “This exhibition underscores our commitment as an organization to Canadian film and its legacy, and presenting and celebrating David Cronenberg is a natural choice.”

“David Cronenberg is among the world’s great filmmakers and we feel fortunate to have worked with him on multiple projects over the last 30 years, including the creation of a Special Collection archive in TIFF’s Film Reference Library, which has yielded the most spectacular elements of this show,” added Noah Cowan. **“The Cronenberg Project is the culmination of this relationship and we are thankful to David** and the many participating institutions and individuals who are collaborating on this enterprise to create a significant global impact on behalf of this extraordinary artist.”

David Cronenberg: Evolution

November 1, 2013 – January 19, 2014



On the set of *Naked Lunch* (1991)

The lead component of *The Cronenberg Project* is a comprehensive film exhibition curated by Piers Handling and Noah Cowan. The exhibition, which will be presented in the HSBC Gallery, **explores the worlds of David Cronenberg through a range of materials** including key artifacts and objects from film sets, images from pre-production design, interviews, film clips, unseen footage, and didactic texts that provide context for Cronenberg's unique vision. *David Cronenberg: Evolution* will highlight the physical and psychological transformations that have made his unique cinema famous. This also marks the first major original exhibition curated and launched by TIFF that will tour internationally.

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David Cronenberg: Evolution

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These objects will also be supplemented by 2D materials including drawings, photographs and other ephemera related to the craftsmanship and production of David Cronenberg's films. Examples include:



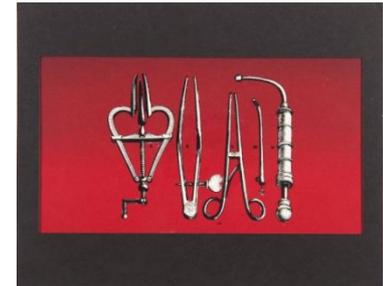
Photograph of Cronenberg on the set of *Crimes of the Future*, 1970



Italian Poster for *Rabid*, 1976



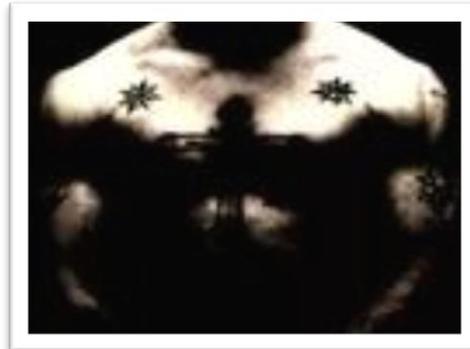
Drawings of the make-up and prosthetics used in *The Fly*, 1986



Storyboard drawings for the title sequence of *Dead Ringers*, 1988



Set design drawings for *Naked Lunch*, 1991



Drawings for tattoo designs from *Eastern Promises*, 2002



Computer generated drawings of the car set interior from *Cosmopolis*, 2012

David Cronenberg: Evolution

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The Film Exhibition will consist of approximately 60+ original 3D key objects from productions of David Cronenberg films. Examples include:



Helmet from *Videodrome*, 1983



Surgical tools from *Dead Ringers*, 1988



Creature maquette from *The Fly*, 1986



Game consoles from *eXistenZ*, 1999



Typewriters from *Naked Lunch*, 1991

David Cronenberg: Transformation

September 5 – December 29, 2013

In accompaniment will be an Art Exhibition featuring **six new TIFF-commissioned artworks** by leading Canadian and international contemporary artists who share David Cronenberg's inspirations from literature and philosophy—writers such as McLuhan, Burroughs and Ballard—and his fascination with biological horror, the human psyche and the merging of humans and media.

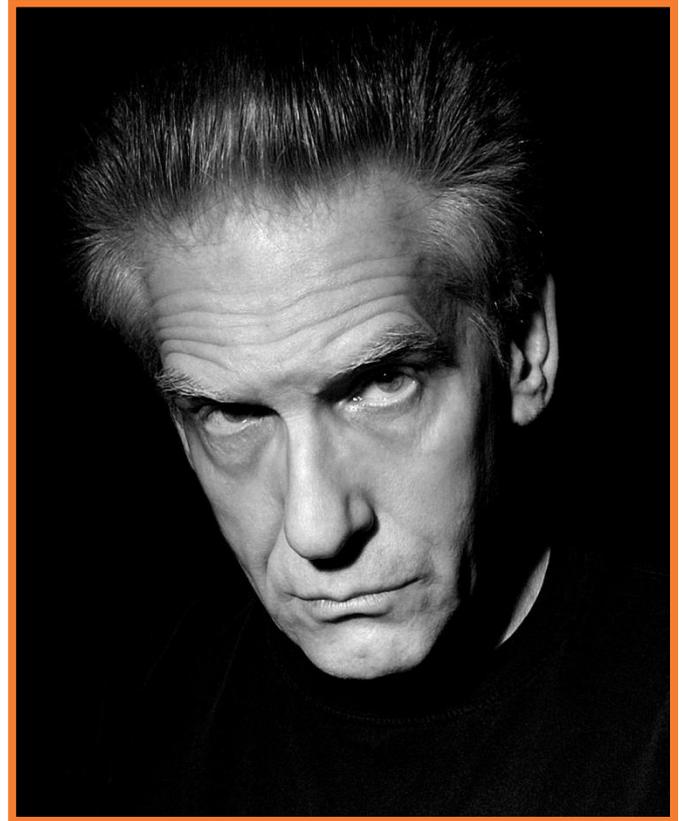


Candice Breitz 's *Treatment* (2013)

Artists featured: Candice Breitz, James Coupe, Marcel Dzama, Jeremy Shaw, Jamie Shovlin and Laurel Woodcock. Curated by Noah Cowan and David Liss, Artistic Director & Curator of the Museum of Contemporary Canadian Art (MOCCA), *David Cronenberg: Transformation* will be presented in partnership with MOCCA launching in September 2013 in conjunction with the 38th Toronto International Film Festival.

Touring

TIFF has confirmed and continues to confirm significant international museums as touring venues for *David Cronenberg: Evolution*. TIFF anticipates the exhibition to tour through 2016 in Europe and Asia.



From Within: The Films of David Cronenberg

TIFF will be showcasing a comprehensive retrospective of Cronenberg's film work, including a substantial number of new 35mm prints and remastered DCP files. Anticipated programming includes In Conversation With... events and on-stage sessions with David Cronenberg, actors and frequent collaborators.



Shivers, 1975



Scanners, 1981



The Fly, 1986



Naked Lunch, 1991



Crash, 1996



A History of Violence, 2005



Eastern Promises, 2007



A Dangerous Method, 2011

David Cronenberg: Virtual Exhibition

Building on the themes in the Film Exhibition, *David Cronenberg: Virtual Exhibition* explores Cronenberg's films through **scholarly and artistic explorations**, including essays, academic writing, an interactive map and timeline, and a selection of rare behind-the-scenes footage and interviews with Cronenberg's past and present collaborators.



Excerpts of the Virtual Exhibition : (left) 360 Synthescape scan of the head from *The Fly* (1986) and (right) visual concept for the Toronto Interactive Map

David Cronenberg: Virtual Exhibition

The exhibition is natural extension of TIFF's Higher Learning programming and Higher Learning Digital Resource Hub, which looks to **enhance educational opportunities within the academic community and the public at large** to stimulate ongoing research in Cronenberg's films. This website is being developed in conjunction with three academic partners, Sheridan College, York University and OCAD University, and has received financial support from the Canadian Heritage Information Network.



Example of the Virtual Exhibition's interactive timeline

Body/Mind/Change

Body/Mind/Change (BMC), 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—through an “artificial intelligence recommendation engine” called POD (Personal On-Demand). Featuring plot lines and game mechanics involving biotechnology start-ups, body enhancements, and emotional learning systems, *Body/Mind/Change* presents the plausible science fiction found in Cronenberg’s work as scientific fact.



TIFF presents in co-production with CFC Media Lab a Lance Weiler Project. The Presenting Partner for BMC is the Department of Canadian Heritage's Canada Interactive Fund.

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Body/Mind/Change

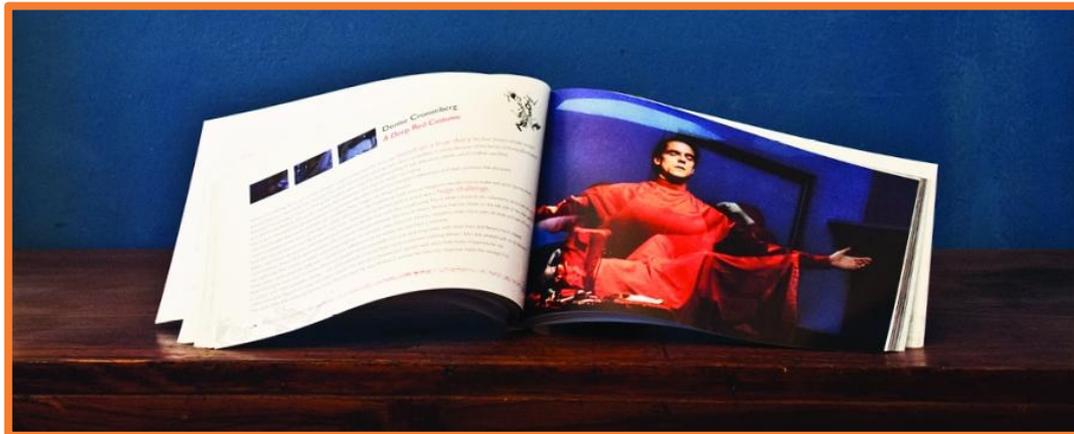
The narrative begins with the activities of BMC Labs, a fictional biotech firm that has partnered with David Cronenberg to develop biotech accessories inspired by the intellectual property found in his films such as *Scanners*, *Videodrome*, and *eXistenZ*. Journeying through this multi-platform, immersive narrative ride, players will experience first-hand the emotional steps involved in merging with technology to transform and evolve oneself, one of the key themes Cronenberg explores in his works.

Users can sign up now at www.bodymindchange.ca to register for a POD and enter into this story-world experience, which will launch in October and culminate with a physical hub inside the CIBC Canadian Film Gallery. *Body/Mind/Change* provides the opportunity for you to become a part of the exhibition and to explore the dark landscape where David Cronenberg's stories live.

Publications

To accompany the Film and Art exhibitions, TIFF proposes the release of **two publications**: an image-based publication with lead essays by curators Noah Cowan and Piers Handling as well as an art commissions catalogue in collaboration with MOCCA.

These publications will be sold separately as well as in a box set starting November 1st, 2013, to coincide with the opening of the *David Cronenberg: Evolution*.



Sample from Volumina's *Chromosomes* publication