

APOCALYPSE - 10 LIVES

September 24–October 31, 2014

Vernissage, Tuesday, September 23
-6–8:30 p.m. (last admission: 8 p.m.) in the presence of the artists and producers
-7:30 p.m. Mini-concert by Malvina Meinier, composer of the music for *Apocalypse 10 Lives*

Exceptional opening for the Nuit Blanche, Saturday, October 4, 7 p.m.–1 a.m.
- Projection of the full version (five 52-minute episodes) of *Apocalypse la 1ère Guerre mondiale*



Apocalypse 10 Lives © CC&C - Ideacom International Web – FTV NE - Film Factory (2014)

This exhibition has received the Mission du Centenaire 14-18 label and will open during the Semaine des cultures étrangères à Paris.

The Canadian Cultural Centre is proud to be associated with the official celebrations of the Mission du Centenaire 14-18 with an exhibition that rethinks the very concept of commemoration

and is a contemporary reflection on memory and history. This project was realized in collaboration with Ideacom international (Canada) and CC&C (France), the producers of the documentary series (five episodes) *Apocalypse la 1ère Guerre mondiale*, written and directed by Isabelle Clarke and Daniel Costelle, and broadcast on France 2 in the spring of 2014, attracting an audience of nearly 11 million viewers.

This coproduction also gave rise to a bilingual interactive comic, *Apocalypse 10 Lives*. Combining history and fiction, the exhibition *Apocalypse–10 Lives* allows us to glimpse into the mysteries of the production of the interactive production of the same name now available for iPad and online. Written by Pascale Ysebaert and Vincent Borel, the graphic design is by Leeroy Vanilla, an LA-based French artist whose talent stretches from traditional comics to video games and advertising. The music for *Apocalypse 10 Lives* was composed by the young composer and conductor Malvina Meinier.

An interactive fiction of a new kind, combining comics, animation and documentary archives, *Apocalypse 10 Lives* immerses the user in the First World War, following the stories of the ten characters-heroes. These ten lives experiencing the war, perspectives on those terrible years, intertwine and encounter anonymous or famous real people. They cover the conflict on all fronts and take us into the heart of rebellions and exoduses, to the sea, the countryside, the cities, the factories and the back rooms of the royal, industrial and political powers. The experience features three hours of interactive narrative with sound, two hours of archives, hundreds of photos, over 250 drawings, special effects, historical texts and previously unpublished documents to create a stunning immersion in which the period and lives establish a dialogue. Émilien, the French farmer, finds himself in the trenches



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and is asphyxiated by the gas developed by his own brother. Vera, the young secretary in Room 40 of the British Admiralty, struggles in secret with Vassili, the Bolshevik officer poet. Senegalese Tirailleur Ismaël discovers the industrial revolution in Europe and talks about colonies with Louise, the young Canadian who left Quebec to be a nurse on the front. At Saint-Jans-Cappel, on the Belgian border, Margot, 12, grows up in a drastically changing region and world.

The exhibition presents tables, video and facsimiles to enable the public to discover the production process that uses drawings and documentary archives, and to understand, through the emotions

and sensations inspired by the drawings, the consequences of war and its effect on people's lives.

An exhibition conceived and produced by Ideacom International (Canada) and CC&C (France), in collaboration with the Canadian Cultural Centre.

To discover the interactive comic : download application for iPad or visit the website www.apocalypse-10lives.com

Ideacom International (Canada)

Managed by Josette D. Normandeau and founded in 1973, Ideacom International Inc. has produced over 500 programmes: documentaries of all kinds, one-offs and series, on the great issues – scientific, historical, sociological – of our time. The company's catalogue is broadcast on the channels of the world and has received over 80 national and international prizes, including 22 Gémeaux Awards from the Academy of Canadian Cinema and Television.

CC&C (France)

CC&C is a film production company that specializes in history and social-issue programs. It is recognized internationally for its expertise in producing films using archival footage, and for its unique know-how in image restoration and colourization. Its highly skilled teams of researchers are in charge of uncovering previously-unseen archival documents throughout the world. Under the guidance of producer Louis Vaudeville, writer-directors Isabelle Clarke and Daniel Costelle have mastered the art of deciphering and conveying history to the larger public. *Apocalypse, la 2ème Guerre mondiale* (6 x 52'), one of their productions, is the documentary that had the largest global audience with over 300 million viewers.

Leeroy Vanilla

Leeroy Vanilla (Julien Renoult) is an artistic director and comics illustrator. A graduate of Gobelins-L'École de l'Image, he has been collaborating for fifteen years on the visual design of animated films and video games such as *Team Fortress 2* (Valve Software) and the hotly anticipated *Sunset Overdrive* (Insomniac Games). He is one of the designers of the characters in the advertisement *Nike: The Last Game* that caused a stir during the 2014 World Cup. He has also worked on the films *Renaissance* (a black-and-white animated film directed by Christian Volckman in 2006 that won the Cristal Du Long Métrage at the Festival International du Film d'Animation d'Annecy), *The Prodigies* directed by Antoine Charreyron in 2011 (adaptation of the novel *La nuit des enfants rois* by Bernard Lanteric), *Upside Down* directed by Juan Solanas in 2013 and *Pourquoi j'ai pas mangé mon père* (Jamel Debbouze's adaptation of Roy Lewis's novel *What We Did to Father*, set to be released in 2015).