

# VUCAVU

MARKETING FILM AND VIDEO IN THE DIGITAL AGE  
MAY 2019-2020

#VUCAVU



Conseil des arts  
du Canada Canada Council  
for the Arts

# Zoom presentation rules

- Please keep camera and microphone OFF
- Use the chat window on the right to ask questions and we will address them at the end.
- *Zoom Menu > View > Show chat*
- Email us at [info@vucavu.com](mailto:info@vucavu.com) if you have any additional questions.

Thank you to our partners:



Canadian Filmmakers Distribution Centre

Images  
FESTIVAL

APRIL 16-22,  
2020



EXPANDING MOVING IMAGES SINCE 1988

[IMAGESFESTIVAL.COM](http://IMAGESFESTIVAL.COM)

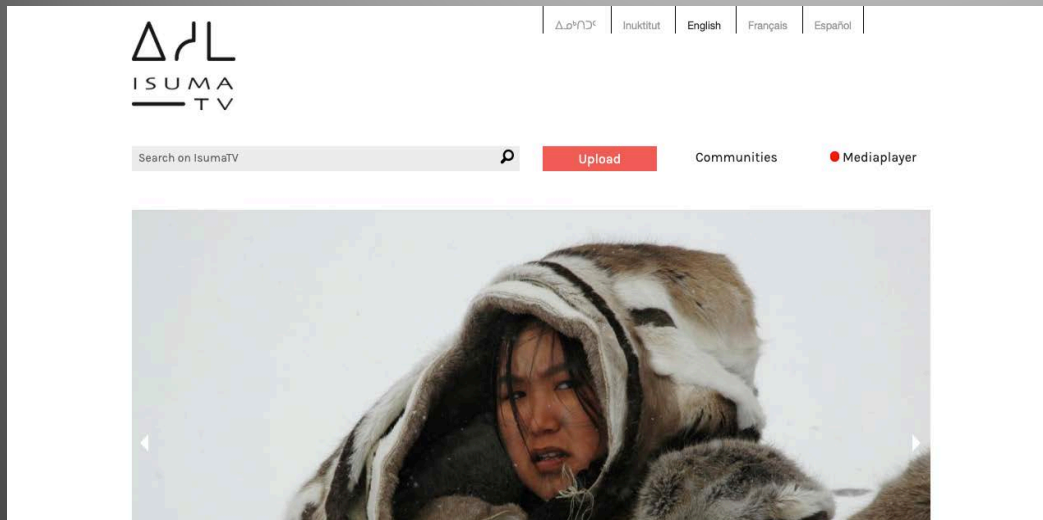
And our funder for the VUCAVU Outreach project



Canada Council  
for the Arts

Conseil des arts  
du Canada

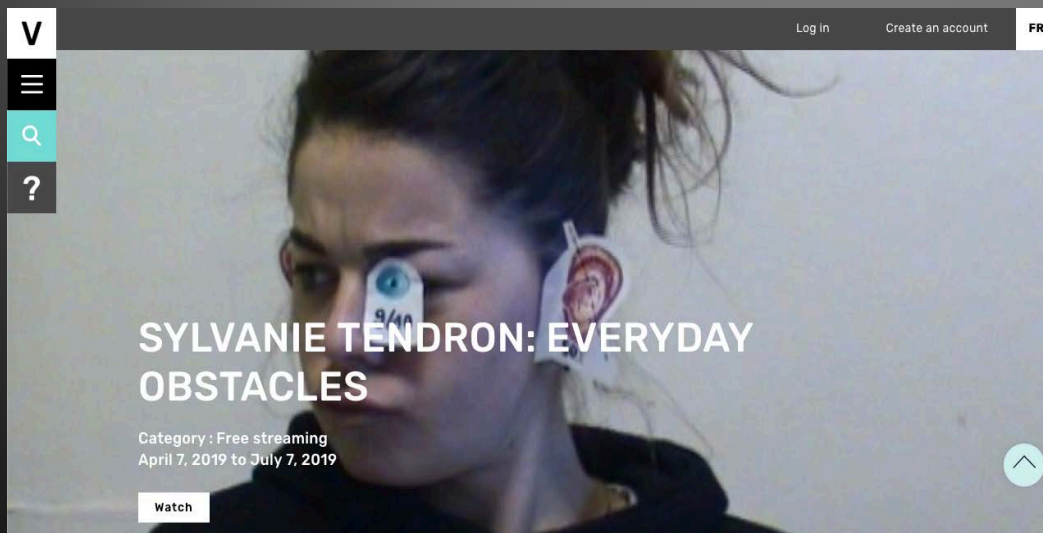
# CANADIAN ONLINE INDEPENDENT DISTRIBUTION PLATFORMS



Isuma TV

[www.isuma.tv](http://www.isuma.tv)

– 7,800+ indigenous  
community videos in  
70 languages



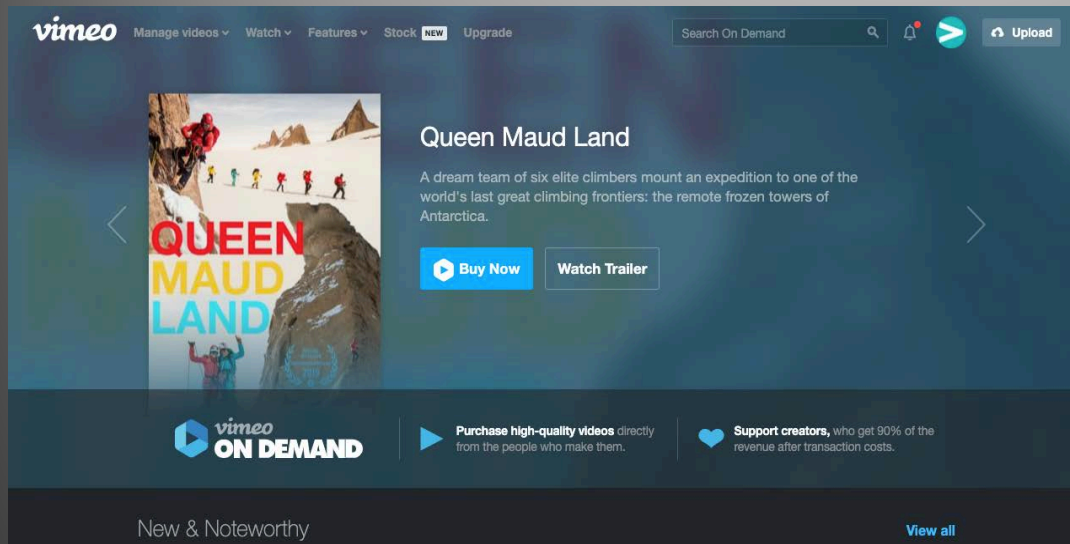
Vithèque

[www.vitheque.com](http://www.vitheque.com)

- 2000+ titles / 800  
artists - dedicated to  
Vidéographes'  
catalogue.

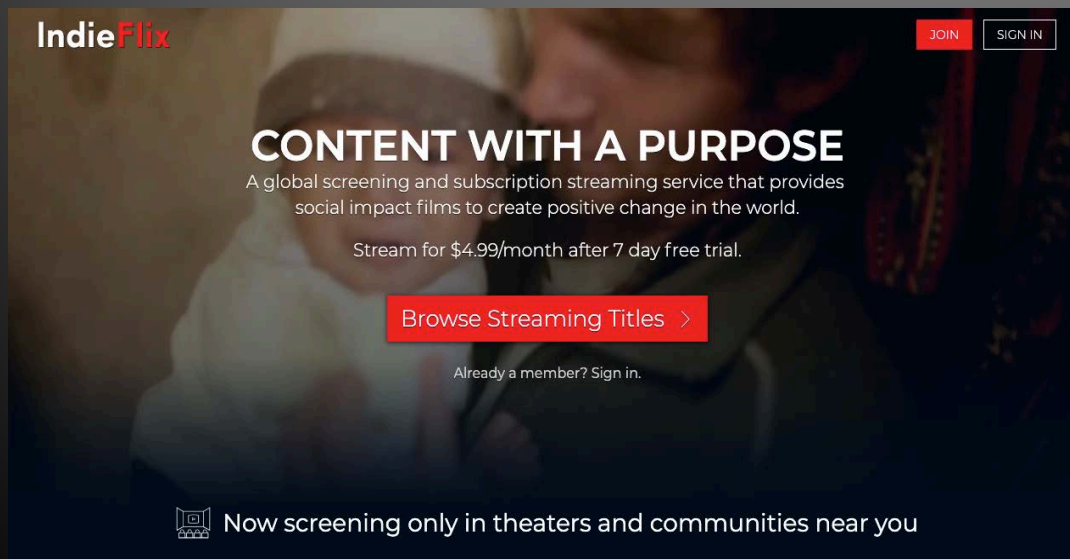


# INTERNATIONAL ONLINE DISTRIBUTION PLATFORMS



## VIMEO On Demand

[Vimeo.com/ondemand](https://vimeo.com/ondemand)  
-open streaming platform, direct-to-fan distribution



## INDIEFLIX

[indieflix.com](https://indieflix.com)

- promotes and supports social impact films to create positive change in the world

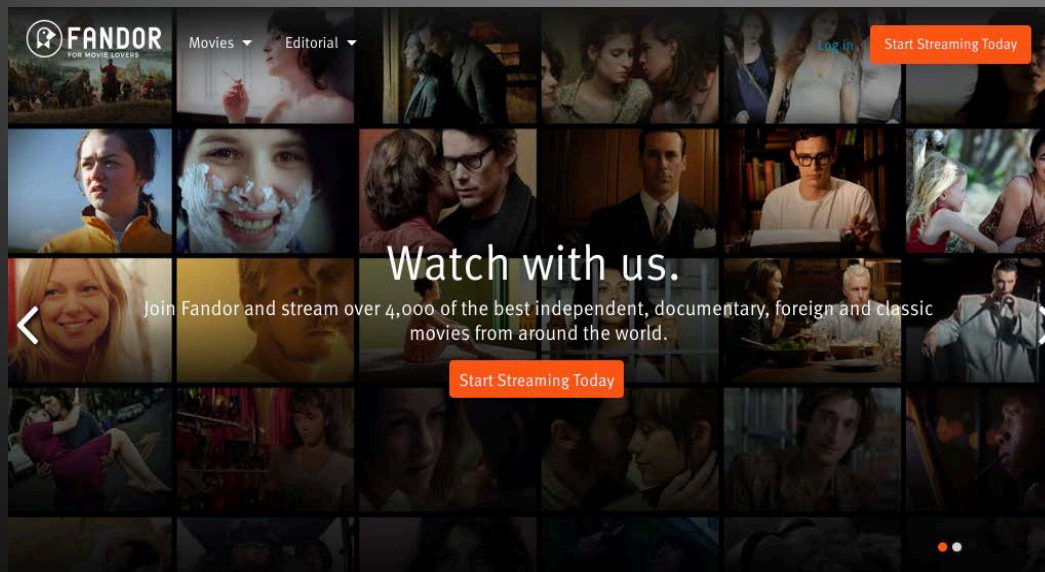
# INTERNATIONAL ONLINE DISTRIBUTION PLATFORMS



IFFR Unleashed

<https://www.iffrunleashed.com/>

Films from previous editions of Rotterdam International Film Festival



Fandor

<https://www.fandor.com/>

4, 000+ independent, documentary, foreign and classic movies from around the world -

> D C A < C

SIGN IN

CREATE ACCOUNT

Français

# CANADIAN + FILM + VIDEO

With VUCAVU you can watch and research 45 years of Canadian film and video art

START WATCHING >

Still from "All That Is Solid" by Eva Kolcze

Search for Films, Videos, Artists, Genres...



EXPLORE CATEGORIES



# VUCAVU's TWO MAIN OBJECTIVES

- 1) Greater awareness + access to the work of Canadian film and video artists.
- 2) Assist artist careers and help generate revenue for artists by using online tools.



# VUCAVU's 8 current Distribution Partners (aka Content Providers)

## Distribution Partners



CFMDC



Groupe Intervention Vidéo



Les Films du 3 Mars



Moving Images Distribution



Spira



Video Out



Video Pool Media Arts  
Centre



Winnipeg Film Group  
(WFG)

What does an independent film and video distributor do ?

- NON-EXCLUSIVE
- ADVOCATE
- ACCESSIBILITY
- ARCHIVE + CAPTIONING
- DISSEMINATION
- PROMOTION



# GENERAL INFO TO PROVIDE TO DISTRIBUTORS

- High resolution video files
- Video Stills, preview clips or a trailer
- Synopsis and/or artist statement about the work
- List of crew members and contributor information
- Artist biography, photo, CV
- Website URL and other professional external web links
- PDF or links to articles about your work
- List of festivals and exhibitions where the work has screened
- Other supplementary materials : documentation, press kits, study guide etc...
- Example : <https://www.cfmdc.org/submit/submitnow>

## Getting your work into distribution + artist responsibilities.

- Research a distributors' curatorial focus and see their websites for specific info. Can often submit work(s) for consideration online.
- Meet with a distribution coordinator or an established filmmaker to discuss your work and get feedback about strategies to share and promote your work.
- Show your work in professional settings.
- Try not to share it online for free indefinitely.
- Artists retain the legal liability if they are using copyrighted elements without permission. Make sure to have the rights to ALL music, logos, video footage, written materials and images used in your videos.



**How does VUCAVU work?**





### Pepo (2016)

Pepo is an imaginative exploration of the beauty found as zucchini and squash foliage and flowers desiccate on computer scanners.

[DETAILS](#)[+ MY LIST](#)

Search for Films, Videos, Artists, Genres...



EXPLORE CATEGORIES

VUCAVU combines a digital cinema, exhibition gallery and curatorial tool under one roof.

[VUCAVU.com](https://vucavu.com)



# Search

**Search**

**Filter Results** [Clear Filter](#)

Category

Canada (30)

Language

--Select a language--

Available Subtitle

--Select a subtitle--

Year

--Select a decade--

Duration (minutes)

30 Results 

Recently Added

Lesbian National Parks and Services: A Force of Nature

Tundrunning

Death By Popcorn: The Tragedy of the Winnipeg Jets

Colonization: The Second Coming

Living In Harmony

Exilic Trilogy

## A few things to note...

- VUCAVU gives 70% of a rental fee back to artists.
- Cross-promotion of Canadian artists
- Emerging and established artists are presented together
- Research, curatorial and archiving tool specifically focused on Canadian film and video art.
- A unique source of Canadian history and visual storytelling that gives a voice to marginalized communities
- Includes works in French and English among 28 other languages and works without dialogue.
- Ability to geo-block and restrict views only to professional users.
- Created opportunities to activate the works on the site in both digital and real world spaces.

## Roberta

2014 00h 09m 00s Caroline Monnet

RENT

\$3<sup>00</sup>

+ MY LIST

WATCH  
PREVIEW

OVERVIEW

More By Caroline  
Monnet

Caroline Monnet, *Roberta*, 2014, SPIRA

<https://vucavu.com/en/spira/2014/roberta>

## OVERVIEW

## Synopsis

Housewife and grandmother Roberta struggles to fit the conformist society she lives in and turns to amphetamines to cure her boredom.

## CATEGORIES

Fiction, Body, Culture, Identity, Indigenous, Works  
by Women

## SHOOTING FORMAT

HD

## LANGUAGES

French

## ADDITIONAL DETAILS

Dialogue, Music

## AVAILABLE SUBTITLE

English

## REGION

Quebec

## Credits

Director: [Caroline Monnet](#)

## Provided By

SPIRA.∞

## More By Caroline

## Monnet





## Caroline Monnet

**Location**

Quebec

**Website**[carolinemonnet.ca](http://carolinemonnet.ca)

### Bio

Caroline Monnet is a self-taught multidisciplinary artist of Algonquin ancestry from Outaouais, Québec. Using film, video, painting, photography and installation, her work demonstrates a keen interest in communicating complex ideas around Indigenous identity and bicultural living through the examination of cultural histories. Monnet has exhibited in Canada and internationally. Monnet lives in Montréal and is also a founding member of the Aboriginal digital arts collective ITWÉ.

### Works



## Artist Profile

<https://vucavu.com/en/artists/m/caroline-monnet>

> > C A < C Q ≡ SIGN IN CREATE ACCOUNT Français

SHARE ON...

WATCH PREVIEW

**gains + losses**  
2011 00h 03m 25s Leslie Supnet

RENT \$2.00 + MY LIST

OVERVIEW FESTIVALS & SCREENINGS

**Festivals**

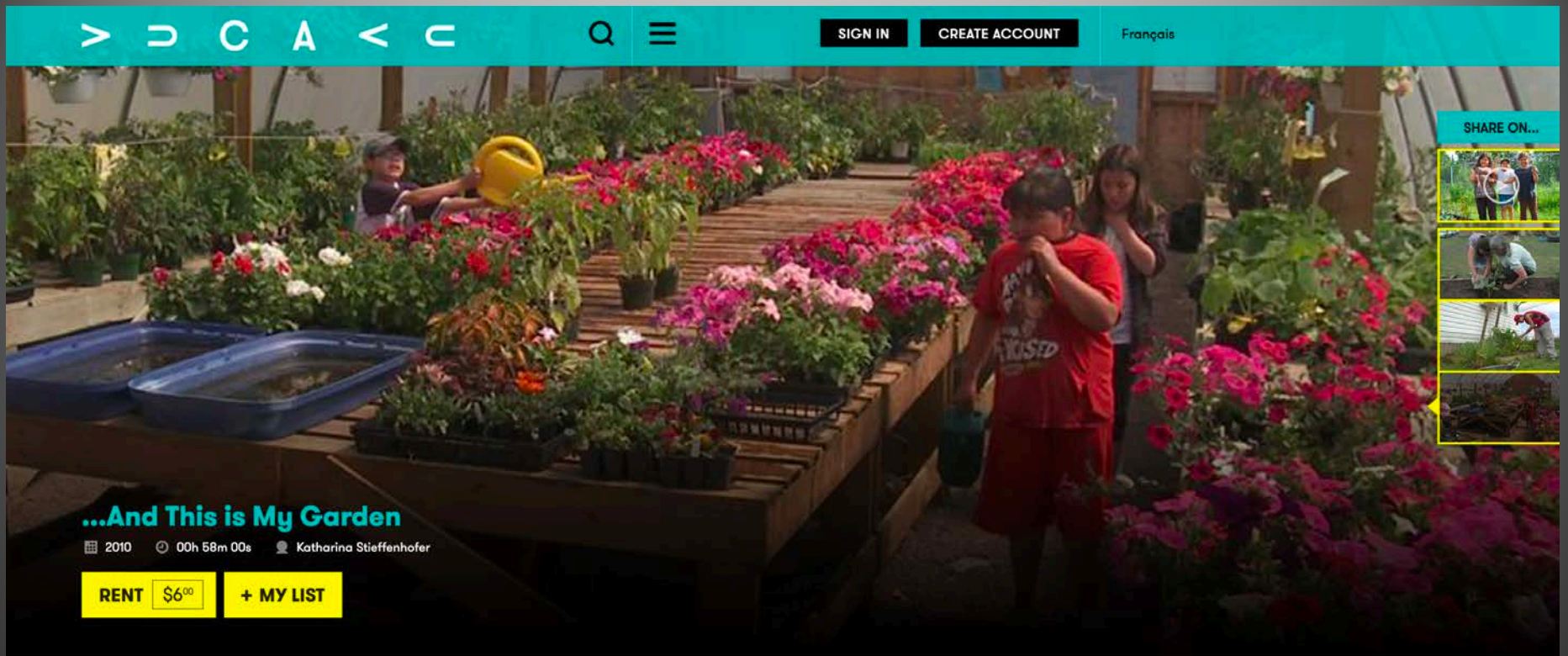
- Gimli Film Festival - Manitoba
- WNDX
- EMAF (European Media Art Festival)
- International Short Film Festival Oberhausen
- Regent Park Film Festival

**More By Leslie Supnet**

- How to Care for Introverts
- Allan Gardens

## LESLIE SUPNET, *Gains + Losses*, 2011, WFG

<https://vucavu.com/fr/winnipeg-film-group/2011/gains-losses-fr#festivals>



OVERVIEW

FESTIVALS & SCREENINGS

Festivals



Gimli Film Festival - Manitoba



Asinabka Film and Media Arts Festival



Doc North Documentary Film Festival



DOCUTAH International Documentary Film Festival



Female Eye Film Festival

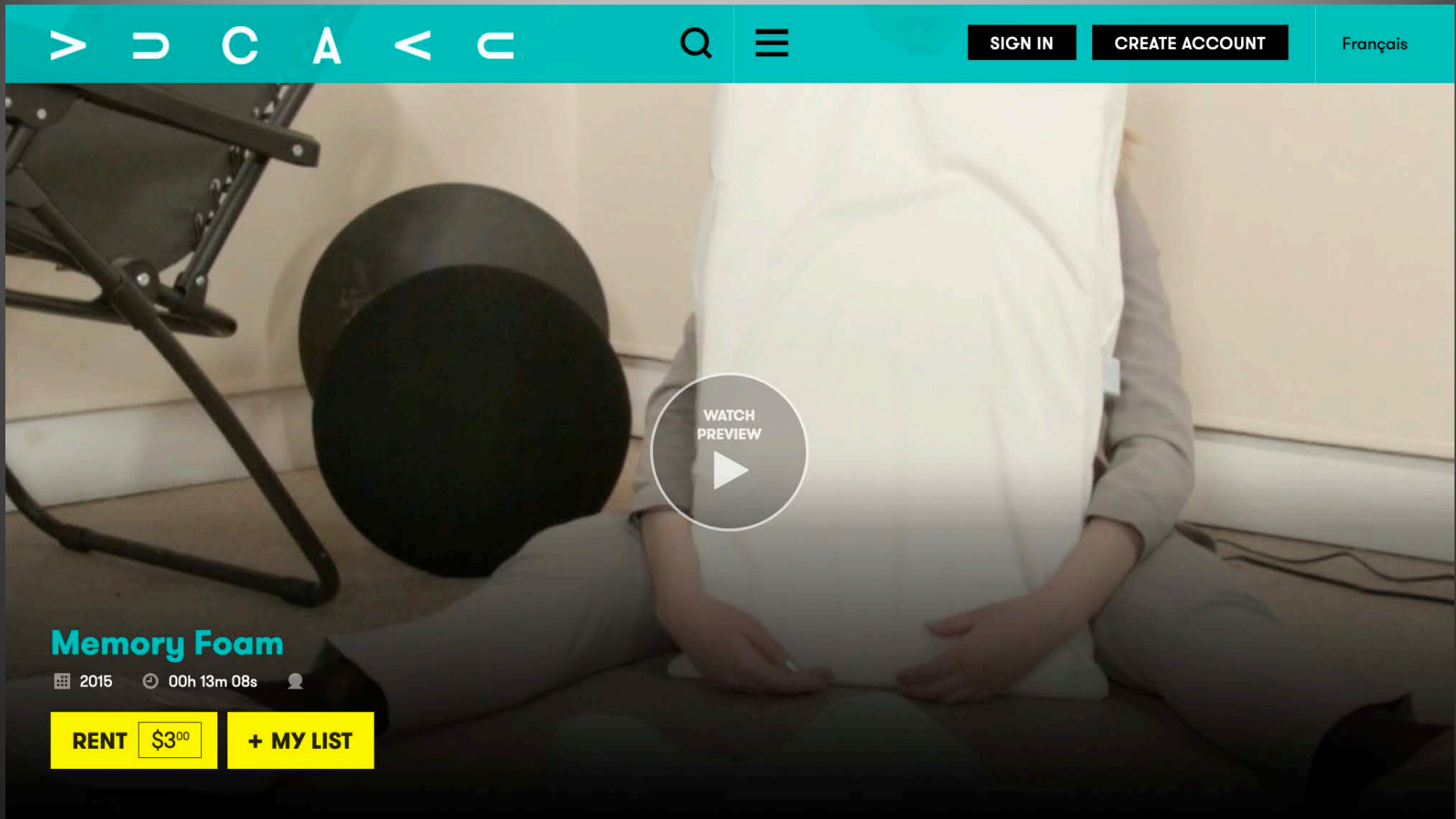


Haida Gwaii Film Festival

Katharina Stieffenhofer, *...And This is My Garden*, 2010, WFG

<https://vucavu.com/en/winnipeg-film-group/2010/-and-this-is-my-garden#festivals>





## Bridget Moser, Memory Foam, 2015, VIVO Media Arts

<https://vucavu.com/en/video-out-distribution/2015/memory-foam-en>



>
D
C
A
<
C

Q
≡

SIGN IN
CREATE ACCOUNT

Français

WATCH  
PREVIEW

**BROUILLARD - passage #14**

2014
00h 10m 00s
Alexandre Larose

RENT
\$1<sup>00</sup>
+ MY LIST

OVERVIEW

Synopsis

*BROUILLARD - passage #14* is the result of in-camera temporal layers shot on the path that extends from the filmmaker's family cottage to a lake.

"In his ongoing brouillard - passages series, Alexandre Larose creates long-take sequences by superimposing first-person, Hamish Fulton-esque walking trajectories shot along a man-made path leading to a lake. Using a lens wide enough to condense the human eye's field of vision into the frame's 1.33 aspect ratio, Larose creates spectral superimpositions infused with a meteorological mix and the intense lusciousness of the Quebec landscape." – Andréa Picard

More By Alexandre Larose

ARTIFICES#1

Alexandre Larose, Brouillard – passage #14, 2014, CFMDC

<https://vucavu.com/en/canadian-filmmakers-distribution-centre/2014/brouillard-passage-14>



No. 70 | FALL 2019

# BODY MEMORY

ALEXANDRE LAROSE MARIE LOSIER SHANA MOULTON  
NEW RED ORDER TOBY LEE / LANA LIN ARDELE LISTER



> D C A < C

SIGN IN

CREATE ACCOUNT

Français

# Curated Programs on VUCAVU

Discover all the curated programs presented on VUCAVU since 2017.

**WATCH NOW** >

**CURATED PROGRAMS ON VUCAVU**  
*since 2017*

Using VUCAVU as a new kind of online curatorial space and exhibition venue.

# Showing Initiatives II

2020

A touring screening series curated by **Jenny Western**

## Works by:

C.C., C.Stylin, and Hibreed  
Leonard Sumner  
Victoria Redsun  
Winona Bearshield and Jaylene Wood  
Shawn Cuthand

Curtis Kaltenbaugh  
Peatr Thomas  
Michael Captain  
Amber Twoyoungmen

VIDEO POOL  
media arts centre

**FREE STREAMING – April 6-19, 2020**

<https://vucavu.com/en/bundles/showing-initiatives-ii?viewmode=0t>

## MAKE THE MOST OF YOUR CONTENT ON VUCAVU

- Encourage artists to share the URL links to their work and artist profiles and include them on their websites/blogs/social sites
- Keep us (VUCAVU + Distributor) up to date with your information and recent screenings so we can add it to your pages.
- Provide additional support materials (video clips, still images, web links, etc) to make your pages more dynamic
- MORE INFO: <https://vucavu.com/en/artist-toolkit>



# WHY SHOULD ARTISTS HAVE THEIR WORK ON VUCAVU?

- Part of a pan-Canadian online catalogue of media artists and filmmakers and part of an important cultural legacy of creators.
- Have potential to make revenue from streaming their work online
- Have their work seen by a broader and global audience.
- Artists' work can be selected by professional users for inclusion in curatorial programs on and off VUCAVU.
- VUCAVU's promotes artists through an e-newsletter, social media, special programs and the platform itself.
- Take advantage of online spaces being created for an artists' benefit.

# FUTURE of VUCAVU

- Solidify VUCAVU as a hub of independent Canadian films and video art.
- Extend audiences into a digital spaces and beyond major centres.
- Establish new partnerships with organizations who want to access the digital tools we've developed and extend their audiences nationally and internationally – including film festivals and other arts organizations such as the Dance, Theatre, and Inter-Arts.
- Provide Educational and Library access for the financial benefit of artists
- Offer the purchase of educational bundles and online classroom packages for educators and classroom use.

V D C A < C

100%

#VUCAVU100

**NOUS OFFRONS UN SERVICE DE  
VISIONNEMENT SUR DEMANDE  
UNIQUE POUR DÉCOUVRIR LE  
CINÉMA INDÉPENDANT CANADIEN.**

**> D C A < C**

**THE ART OF THE MOVING  
IMAGE. STREAMING UNIQUE  
CANADIAN FILM AND VIDEO.**

**VUCAVU.COM**