



FRENCH EMBASSY  
IN CANADA

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HIGHER EDUCATION,  
ARTS, FRENCH LANGUAGE

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**francecanadaculture.org**

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the new platform for  
French culture in Canada

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PRESS KIT

Ottawa, April 14, 2014

In a changing world, cultural has a greater role to play than ever. Culture is a space for dialogue, a resource for discussions, the expression of citizenship and of ideas, of genius and of creation. Culture—situated at the heart of our diplomacy—is an influential factor behind our intellectually fruitful and economically prosperous relationship.

The presence of French culture in Canada has its roots in history. The Francophonie was born in Acadia when Samuel de Champlain arrived on Saint Croix Island in 1604, then in Port-Royal on the Atlantic shores. Three years later, in 1608, the Francophonie took root when Quebec City was founded.

Four centuries later, there are now more than 9 million Francophones. This Francophonie is one that has been in perpetual movement over the generations and one that goes beyond its roots in Acadia and Quebec to extend across Canada to the Pacific coast.

In memory of our shared common history, our task now is to increase the visibility of our culture, which is constantly reinventing itself. From Vancouver to Moncton—with Montreal, Toronto, Calgary, and Winnipeg in between—contact between our two countries is rich and multifaceted: musicians on tour, dance companies, visiting professors at universities, expert exchanges, French-language certification programs, joint PhD programs, campus film festivals, Digital Forums, Sommets de la francophonie, advance screenings, cinematic retrospectives, heritage and contemporary art exhibitions, and student mobility.

Spreading information, sharing ideas and projects, reaching the largest possible audience, creating opportunities for discovery: these are the goals of **francecanadaculture.org**. As the new reference platform for French culture in Canada, this site will provide easy access to up-to-date information about events in our three major areas of focus: the arts, French-language events, and academic cooperation. This bilingual resource is open to all audiences: French, Francophone, and Francophile; individuals and professionals from the cultural, media, and cinema industries; and audiences from the academic world.







**francecanadaculture.org** aims to promote and spread the dynamism of French creativity throughout Canada, this country that places so much importance on young people and on the potential that its Francophonies offer for the future.

**Philippe Zeller**

AMBASSADOR OF FRANCE TO CANADA

francecanadaculture.org is a unique portal offering simple, subject-specific, and geo-localized access to all of the news and information available about artistic exchanges, French-language events, and academic cooperation.

This shared bilingual (French and English) display will provide increased visibility and Atlantic-Pacific connections, as well as a greater number of pan-Canadian exchanges.

 <p>FRENCH EMBASSY IN CANADA</p> <p>HIGHER EDUCATION, ARTS, FRENCH LANGUAGE</p> <p>BOOKS &amp; IDEAS</p> <p>VISUAL ARTS, ARCHITECTURE &amp; DESIGN</p> <p>PERFORMING ARTS &amp; MUSIC</p> <p>FILM, TV &amp; NEW MEDIA</p> <p>GRANTS &amp; PROGRAMS</p> <p>    </p>	<p><a href="#">FRENCH CULTURE</a>   <a href="#">FRENCH LANGUAGE</a>   <a href="#">HIGHER EDUCATION</a>   <a href="#">EVENTS CALENDAR</a>   WINDSOR, ON ▼   <a href="#">PRESS</a> <a href="#">FR EN</a></p>			
	<h1>Apocalypse World War I</h1>  <p>April 04, 2014</p> <p>The new television series Apocalypse La 1ère Guerre mondiale [Apocalypse World War I] is a co-production France / Canada. It was directed by Isabelle Clarke and Daniel Costelle, the directors of Apocalypse La 2ème Guerre mondiale [Apocalypse World War II], one of the most watched historical series. In Canada, Apocalypse World War I will premiere on TV5 Québec Canada starting on Mai 5.</p> <p><a href="#">READ MORE</a></p>			
<p>NEWS <b>Apocalypse World War I</b></p>	<p>NEWS <b>FRIMAS</b></p>	<p>EVENTS <b>Panel discussion : Father Desbois</b></p>	<p>NEWS <b>Luxinside, traces of man</b></p>	<p>NEWS <b>Lab Emergence</b></p>
<p>NEWS</p>  <p><b>VANCOUVER CURATOR JONATHAN MIDDLETON TO VISIT PARISIAN</b></p>	<p>NEWS</p>  <p><b>FRENCH FILMS ON CAMPUS</b></p> <p>French Films on Campus is a program presented by the Cultural Services of the Embassy and the</p>	<p>EVENTS</p>  <p><b>MATHIEU ABONNENC AT IMAGES FESTIVAL</b></p> <p>April 10-26</p>	<p><b>AIRFRANCE</b> </p> <p><b>CANAL+ CANADA</b></p> <p></p> <p><b>Subscribe to our Newsletter!</b></p>	

**DEVELOPED BY**  
**UBISOFT MONTREAL,**  
the video game *Assassin's Creed IV* sold more than 10 million copies in 2013.



15 000 people saw French films during the ***Vancouver International Film Festival***



MyFrenchFilmFestival.com, the worldwide online French cinema festival involving 205 partner countries: 4 million people around the world watched French films (short and feature films) in one month on myFrenchFilmFestival.com. Canada is the first paying country taking part in the festival.

**TV5 Monde**  
6.8 million viewers watch **TV5 Québec Canada**

An audience of 5,000 for 1024 Architecture's installation **Work/Live** in Vancouver in September 2013, during the **New Forms Festival**



5 retrospectives dedicated to French talent by the TIFF Bell Lightbox in 2013:  
**Godard, Denis, Carax, Demy**  
and **Riva-Trintignant**

**NUIT BLANCHE IN TORONTO WITH AMI BARAK**  
1 million visitors to Nuit Blanche in Toronto on October 5, 2013, with \$40 million CAD in economic benefits for Ontario





36 000 copies of the graphic novel **Blue is the Warmest Color** by Julie Maroh, published by Arsenal Pulp Press

Quebec is one of the world's leading export market for France's cultural industries



#### ARTISTS ON TOUR

Dozens of artists on tour in 2014 , including **Stromae, Fauve, Gesaffelstein, La Femme**



#### ACADEMIC COOPERATION

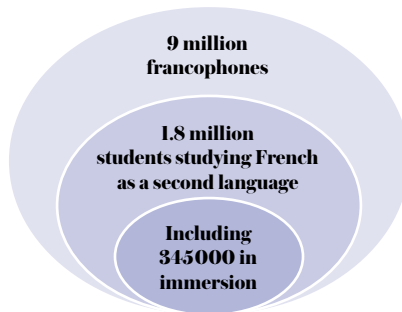
Canadian universities, like the joint diploma programs in Law between UOttawa and Rennes I and in Political Science between Sciences PO and UBC Vancouver.

A 50% increase in the number of **French students** in Canada over five years

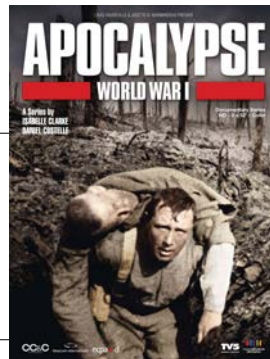
"This has been a great experience for me. It's the first time I've been to Montreal. I liked the contact with the artists that I met. I felt a sense of curiosity and interest in my work."  
**Hubert Colas** - artistic director Source: [lapresse.ca](http://lapresse.ca), 23/01/2014

In 2013, 6200 Canadians earned a **Diplôme d'études en langue française (DELF)** at one of Canada's 26 examination centres

#### Francophonies in motion



Apocalypse, a series co-produced by French and Canadian studios, retraces the entire story of the First World War in 5 episodes. The Embassy of France is organizing a series of advance screenings this spring for institutional, political, and audiovisual industry audiences.



Dague Aéro, inspired by a Christian Louboutin shoe © Luxinside

### Luxinside, les traces de l'homme

An exhibition presenting 11 iconic luxury goods paired with 14 photographs, *Luxinside, les traces de l'homme* combines art and science by exposing the inner qualities of luxury goods with a medical scanner and photography. The exhibition runs in Toronto, Montreal, and Calgary Holt Renfrew Stores from May 2014 to February 2015.



Gustave Doré Le Chat botté © Bibliothèque Nationale de France

### GUSTAVE DORÉ, MASTER OF IMAGINATION

Unveiled at the Musée d'Orsay in Paris in early February, this retrospective will be open to the Canadian public at the National Art Gallery in Ottawa from June 12th to September 14th, 2014.



### ***PAQUITA* BY THE PARIS OPERA BALLET**

For the first time since 1967, the Grands Ballets Canadiens de Montréal will host the Paris Opera Ballet for four exceptional presentations of *Paquita*, choreographed by Pierre Lacotte, from October 16th to 19th, 2014.



### **CONGRÈS MONDIAL ACADIEN 2014 (AUGUST 8-24, 2014)**

This event—a festival dedicated to Acadian culture—is held every five years and brings together more than 250,000 people from the Acadian diaspora and other Francophone cultures. France's representation will include a pavilion and many artists invited to attend.



**FRIMAS**  
2014  
UN SOUFFLE ARTISTIQUE  
VENU DE FRANCE

### **FRIMAS**

All through 2014, French culture will be in full force in Quebec, with the boldest presentation of contemporary creativity to date: live performances, new music, digital and visual arts, and literature in all its forms. More than 30 Montreal-based partners are taking part.

### **WE'LL ALSO BE**

at Hot Docs, Canadian Music Week, Banff World Media Festival, TIFF, CINARS, SIGGRAPH, the Montreal, Vancouver, and Ottawa jazz festivals; TCAF, Montréal Complètement Cirque, FTA, the Carrefour international de theatre, Western Front, FRYE, New Forms Festival, Les Escales Improbables, on university campuses, and in theatres...

## THE CULTURAL SERVICES OF

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Embassy of France in Canada  
Consulate General of France in Vancouver  
Consulate General of France in Toronto  
Consulate General of France in Québec  
Consulate General of France in Montréal  
Consulate General of France in Moncton

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## PARTNERS

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AIRFRANCE 

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