



Address by Claude Joli-Cœur on Saturday, May 5, 2007 at 11 am, at the plenary of the Estates General of Arts and Culture in New Brunswick, in Caraquet, New Brunswick.

Ladies and gentlemen, distinguished guests **[Mr. Prime Minister or other, depending]**, good morning.

First of all, I am delighted to be attending the conclusion of the Arts and Culture Estates General. This is a key moment, when eyes are turned to the future and thoughts are turned to the exciting cultural life in this province and the changes it is preparing to undergo. The National Film Board of Canada is also facing an evolving audiovisual landscape, in which we will continue to mentor our artists, make our collection more accessible and reach out to audiences everywhere. Among all these changes and undertakings, I'm especially proud to present the new project that the NFB is about to finalize in New Brunswick.

It's here that our e-cinema pilot project will be set up. This digital transmission technology uses efficient, ultra-light equipment, allows screening to be very flexible and gives people access to more films. The project will generate more visibility for Canadian productions, including those by the NFB and its Acadia Studio, and it will bring audiences films that reflect or say something about their lives. At present we're working with the film industry here to find the most appropriate venues, and we will announce them soon, I hope.

The NFB is open to the future and anchored in community; our digital transition is a wonderful opportunity to strengthen our dynamic presence. E-cinema is part of this process, as is the plan to put online our impressive catalogue of several thousand films, either via CineRoute, our online film library, or via our heritage sites, which put the films in context.

The NFB has been part of New Brunswick communities since 1974 via the Acadia Studio, which works with local filmmakers and various partners, including Société Radio-Canada, Film Nouveau-Brunswick, Entreprises Nouveau-Brunswick and

Université de Moncton. This concrete presence has recently been boosted with the appointment of Murielle Rioux-Poirier as producer at the Acadia Studio. She works with the executive producer Jacques Turgeon, who is here with us today.

I'd also like to mention the support we've had from Canadian Heritage, whose Interdepartmental Partnership with the Official-Language Communities (IPOLC) has given us the means to offer projects and training for both emerging talent and seasoned filmmakers here in New Brunswick. The e-cinema project is another example of this fruitful collaboration.

The NFB is thus continuing to be the catalyst of community-centred projects in New Brunswick, making films that truly resonate with people. You've probably felt this for yourselves during the film screenings organized over these last few days in partnership with the Estates General. I'd like to invite you to more screenings this afternoon, including the documentary *A Hospital Crucified*, in the company of the director Renée Blanchar.

In conclusion, the Estates General is a very good occasion to pool our forces and face New Brunswick's challenges in a changing world. Here's to working with you and I look forward to meeting you again in a few weeks to report on the progress of e-cinema here.

Thank you!