



Conseil culturel francaskois

Press release

for immediate release

Music-video shoot May 15 & 16 : francophone rap artist Shawn Jobin - by the participants of the arts training program : 'Cellules créatives'

Regina, May12 2010 :

The participants and mentors of the first three 'Creative Cells' within our new arts training program have completed the set-up of the studio and prepared and rehearsed their shooting sequences; these apprentice camera operators, lighting technicians, set designers and dancers are now ready to shoot a music-video with the Saskatchewan francophone rap artist Shawn Jobin, this upcoming weekend. The members of these three cells: 'Video Production', 'Modern Dance' and 'Set Design' have been working tirelessly since January 2010 to prepare the video concept, construct the set, create a dance choreography, and learn a wide range of camera, lighting and editing techniques in order to collaborate on this multi-media project.

This video shoot and the various training activities experienced by these three groups of artists are part of a larger arts training program : « Les Cellules créatives ». A 'Creative Cell' is a nucleus of French speaking visual artists, dancers, videographers, set designers etc. ages 16 and up who wish to create an artistic work collectively. The members of each cell – whether beginner or accomplished – are supported by one or several mentors who work professionally in their respective domains. This innovative program aims to stimulate artistic learning and creation by Saskatchewan francophones in three specific areas of the arts : visual art, performance art and 'technical' arts. The program was launched in January 2010 and will continue until March 2011. The Conseil culturel francaskois will launch three new creative cells in the fall of 2010.

For information concerning the video shoot and media access for interviews or images for news or press contact the Video Cell mentor and shoot Producer, Gaetan Benoit at : **530-8997** or thirdbenoit@hotmail.com.

For more information concerning the program itself, contact :
Andrée Noonan, Arts training coordinator, Conseil culturel francsaskois
565-8010 andree@culturel.sk.ca

The partners and collaborators of this « Cellules créatives » project:

Heritage Canada; SaskCulture; Sask Arts Board; Sask Lotteries;
U of R Faculty of Education (Ann Kipling-Brown, head of Dance Program); Birdsong Communications (Don List, president); Saskatchewan Native Theatre Company.



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Source : Andrée Noonan, Arts training coordinator, Conseil culturel francsaskois
565-8010 andree@culturel.sk.ca