

## My Winnipeg

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### Positioning

Latest release from Canadian director Guy Maddin A Docu-fantasia on his hometown of Winnipeg. Release accompanied by full retrospective of his work at the BFI.

### Target Audience

Primary- Solid art house audience: ABC1  
Secondary- Documentary, art, Canadian

### Synopsis

My Winnipeg winds its way through the birthplace of personal mythologies, attempting to understand the nature of memory. Equal parts mystical rumination and personal history, city chronicle and deranged post-Freudian proletarian fantasy, My Winnipeg blends local myth with childhood trauma. All narrated by Maddin's usual entertaining and inspired energy. Commissioned by Michael Burns whose command was 'enchant me with your treatment' this was Maddin's cue to set about exploring the spell of his home town. By mixing animation, archive and re-enactments he has created an extraordinary visual homage in true individual Guy Maddin style

### Like Films

- The Saddest Music in the World
- Drawing Restraint 9
- La Antena
- Syndromes and a Century
- Still Life

### Artwork

Possible adaptation of international poster from portrait to landscape. Horse head still stand out image for design, evoking the film's eccentricity and style. Highlight director 'Guy Maddin'. Inclusion of festival laurel wreaths. Would like to see colour brought to the image, possibly through a wash/ text. Design can be quite experimental/ lucid as again this echoes the style of the film.

### Accolades

- WINNER - Best Canadian Feature at Toronto International Film Festival 2007
- Official Selection | 2008 Berlin International Film Festival
- Official Selection | 2008 Tribeca Film Festival

### Uses

Theatrical Quad, DVD, Press Ads, Online, Further marketing materials

### Other Content to be included:

Billing Block (included on quad, if available on print ads)

Logos

Guy Maddin's Docu-fantasia/ A Docu-fantasia from director Guy Maddin

[www.yourwinnipeg.co.uk](http://www.yourwinnipeg.co.uk)