

## UNCOVER THE MAGIC BEHIND THE MOVIES AT TIFF PICTURE PALACE

**Brand new film exhibition unpacks the behind-the-scenes fundamentals of moviemaking**



**TORONTO** – TIFF® is opening the doors to a brand new exhibition, running at TIFF Bell Lightbox from **March 2 to July 28**. TIFF Picture Palace is an immersive experience anchored in the magic of moving picture and sound, carrying the charm of a beloved bygone era. Curated by TIFF Artistic Director and Co-Head Cameron Bailey, the exhibition offers a deeper understanding of how that magic is brought to life on the big screen, with nine interactive experiences.

“The picture palaces that thrived in the first half of the 20th century served as opulent theatres where audiences flocked to escape into fantasy,” said Bailey. “We have taken inspiration from that nostalgia, evolved it, and used it as our setting to explore the contemporary ways we make, edit, and share pictures today. Together, we are tearing down the mystery of movie magic and deepening our collective understanding of film.”

The exhibition reveals how camerawork, visual effects, lighting, and sound combine to create powerful stories that can impact us for life.

Highlights include:

- an exploration of how sound creates meaning through narration, Foley, and soundscape design
- a showcase of camera movement and how it can energize a scene and guide viewer attention

TIFF is a charitable organization with a mission to transform the way people see the world through film.



- an opportunity to see first-hand how dance is used on-screen to express emotion, convey character, and illustrate visual culture
- an in-depth look at lighting as film's most powerful tool in creating dramatic changes in character and mood
- a chance for guests to experience their own Oscar-worthy close-up

Complimentary tickets can be reserved by TIFF Members **today**.<sup>\*</sup> Tickets will be available for purchase by the public starting **February 27**. Entry to TIFF Picture Palace is \$18 on weekdays and \$20 on weekends and holidays; TIFF Members get in for free and have access to a preview day on Friday, March 1.

<sup>\*</sup> Number of complimentary tickets to TIFF Picture Palace based on Membership level. Visit [tiff.net/membership](http://tiff.net/membership) to learn more.

TIFF prefers Visa.

#### **Social Media:**

@TIFF\_NET | Facebook.com/TIFF | #TIFFPicturePalace

#### **About TIFF**

TIFF is a charitable cultural organization whose mission is to transform the way people see the world through film. An international leader in film culture, TIFF projects include the annual Toronto International Film Festival in September; TIFF Bell Lightbox, which features five cinemas, major exhibitions, and learning and entertainment facilities; and innovative national distribution program Film Circuit. The organization generates an annual economic impact of \$189 million CAD. TIFF Bell Lightbox is generously supported by contributors including Founding Sponsor Bell, the Province of Ontario, the Government of Canada, the City of Toronto, the Reitman family (Ivan Reitman, Agi Mandel and Susan Michaels), The Daniels Corporation and RBC. For more information, visit [tiff.net](http://tiff.net).

**TIFF is generously supported by Lead Sponsor Bell, Major Sponsors RBC, L'Oréal Paris, and Visa, and Major Supporters the Government of Canada, the Government of Ontario, and the City of Toronto.**

-30-

For more information, contact Cathleen Finlay at [cfinlay@tiff.net](mailto:cfinlay@tiff.net), or the Communications Department at 416.934.3200, or email [proffice@tiff.net](mailto:proffice@tiff.net).

For images, visit the media site at [tiff.net/press](http://tiff.net/press).

TIFF is a charitable organization with a mission to transform the way people see the world through film.