

# NOMOREPOTLUCKS

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## Past Issues chance no. 13



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## First Person Digital



In October 2009, Studio XX and The National Film Board of Canada, Quebec Center launched First Person Digital (FPD). Made possible by the financial assistance of Canadian Heritage through the Cultural Development Fund, FPD is an innovative training and production

program for women, exploring new approaches to storytelling in multimedia.

Fostering emerging talent and sparking creative collaborations between filmmakers and multimedia artists working in the English language in Québec, FPD aims to inspire tomorrow's award-winning creators by engaging them with some of the most influential individuals in new media and supporting them in the production of original projects.

In the first phase, FPD has offered inspirational case-study presentations and networking sessions for participants. They will continue until March 1, 2010. The Call for Proposals will officially begin on March 1, 2010 leading to the selection of six (6) teams by a jury of industry professionals by March 31, 2010.

As of April 1st, 2010 FPD will offer substantial financial and production support necessary for six working teams to successfully create an interactive work, to be distributed by the NFB and shown live at the HTMLles Festival. For comprehensive information, please visit: [www.firstpersondigital.ca](http://www.firstpersondigital.ca).

Sunday, January 24th 2010 @ 1:30PM

Cinerobothèque

:: Juliette Powell ::

THE POWER OF SOCIAL MEDIA IN CREATION

In the new and evolving online world, the greatest momentum goes not to the candidate with the most detailed plan for conquering the web but to the candidate who surrenders her image to the clicking masses the same way a rock star might fall backwards off the stage onto the hands of an adoring crowd...As creators, how do we build, interact and create with our communities? What is our responsibility as creators in the context of community-engaged media?

Renowned author/speaker Juliette Powell will offer a run-down of the basics of social networks and the Value of Relationships in the modern era.

### SCHEDULE

1:30 PM : DOORS OPEN

2:00 PM : JULIETTE POWELL PRESENTATION, PART 1

3:15 PM: SHORT BREAK

3:30 PM: JULIETTE POWELL PRESENTATION, PART 2 + Q & A SESSION

4:15 PM : SPEED NETWORKING SESSION FOR POTENTIAL FPD TEAMS

6:00 PM : END

Venue : Cinerobothèque

1564 Saint-Denis Street

Métro Berri-UQAM, Montréal

Tel: 514-496-6887 / [www.onf.ca/cinerobothèque](http://www.onf.ca/cinerobothèque)

More information: [www.firstpersondigital.ca](http://www.firstpersondigital.ca)

Please note that an Online RSVP is mandatory

Juliette Powell, is a media entrepreneur, a community catalyst and the author of 33 Million People in the Room: How to create, influence and Run a Successful Business with Social Networking, (January 2009, Financial Times Press). Drawing on first hand experience as a social media expert and co-founder of The Gathering Think Tank, an innovation forum that connects technology, media, entertainment, and business communities, Powell writes about the patterns and practices of successful business leaders who bank on social networking to win. Powell's background includes a decade of experience in broadcast television as well as in interactive/new media content and formats, and a lifelong interest in people and community-building. With her deep knowledge of the people and technologies at the forefront of social media, Powell has gained a solid reputation for discovering the latest developments and distilling their social and business implications. Her consulting services have been employed by corporate, government and new media organizations, including Red Bull, Mozilla, Microsoft, Compaq, Trump International, the United Nations, the Department of Justice, Paltalk, Rocketboom and Nokia.

Powell has also assisted in the production of the world-renowned TED Conference. and began her career as a television producer - interviewer and Founder of Powell International Entertainment, Inc. (PIE, Inc.), an integrated media production and development company that produces cross-platform content with newsmakers such as Nelson Mandela, Prince Charles, Sir Richard Branson, Steven Spielberg, and Tom Cruise.

Clients include The Biography Channel, Women's Entertainment Television, E! Entertainment Television, Cirque du Soleil, and Bravo. Most recently, Powell was commissioned to create Canada's first cross-platform interactive show designed for TV, Internet, radio, and mobile applications. Capitalizing on her expertise in social media, Powell is currently working on the 'whyTV' global initiative with Nokia.

A popular guest speaker, Powell has been featured at MIT's Innovation Forum, NYU's Interactive Technology Program, the National Association of Broadcasters (NAB) and the Producer's Guild of America New Media Council.

Studio XX is the only media art centre in Canada focused on women and technology. Founded in 1996, Studio XX supports women in their appropriation of digital tools, offering both a physical and virtual space for innovative production, training, research and critique. In 2008, Studio XX launched Matricules, one of the world's largest online archives of digital artworks created by women.

The National Film Board of Canada, Canada's public film producer and distributor, creates social-issue documentaries, auteur animation, alternative drama and digital content that provide the world with a unique Canadian perspective. In collaboration with its international partners and co-producers, the NFB is expanding the vocabulary of 21st-century cinema and breaking new ground in form and content, through community filmmaking projects, cross-platform media, interactive cinema, stereoscopic animation - and more. Since the NFB's founding in 1939, it has created over 13,000 productions and won over 5,000 awards, including 12 Oscars and more than 90 Genies. In 2009, the works of NFB animation pioneer Norman McLaren were added to UNESCO's Memory of the World Registry. The NFB's new website features over 1,000 productions online, and its iPhone app has become one of the most popular and talked about downloads. Visit NFB.ca today and start watching!

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ateliers : (514) 845-0289 / <http://www.studioxx.org>

Founded in 1996, Studio XX is Montreal's foremost feminist digital resource centre. Through a variety of creative activities and initiatives, the Studio works with women to demystify digital technologies, critically examining their social aspects, facilitating women's access to technology and creating and exhibiting women's digital art.

Studio XX thanks its members and Partners for their generous support: The Canada Council for the Arts, The Conseil des arts et des lettres du Québec, Canadian Heritage, the Conseil des arts de Montréal, The City of Montréal, Emploi Québec and The Conseil québécois des ressources humaines en culture.

Studio XX is a member of and active in the following associations and organizations : Independent Media Arts Alliance (IMAA), Conseil québécois des arts médiatiques (CQAM), Culture Montréal, English-Language Arts Network (ELAN), Regroupement des centres d'artistes autogérés du Québec (RCAAQ), Koumbit, La table des groupes des femmes.

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