

PHI

**2020
ACTIVITY
CATALOGUE**

**PHI
* STUDIO**

ABOUT PHI STUDIO

PHI Studio specializes in the production and development of original content, as well as the marketing and distribution of immersive experiences at the crossroads of art and new technologies. PHI Studio develops and presents audacious programming focused on collective experiences, social impact, and interactivity with the public. The organization is dedicated to the distribution of virtual reality and new media content by taking its installations internationally and marketing works created by PHI and their collaborators.



ABOUT PHI

Based in Montreal, and founded and directed by Phoebe Greenberg, PHI is a multidisciplinary arts centre at the intersection of art, film, music, design and technology. Focused on the art and audiences of tomorrow, the organization spans the spectrum of radical ideas by emphasizing collective experience, social responsibility, and audience participation. PHI encompasses the PHI Centre, the PHI Studio, artist-in-residence programs, and the PHI Foundation for Contemporary Art. Through eclectic programming and a commitment to creative content, PHI fosters unexpected encounters between artists and audiences.



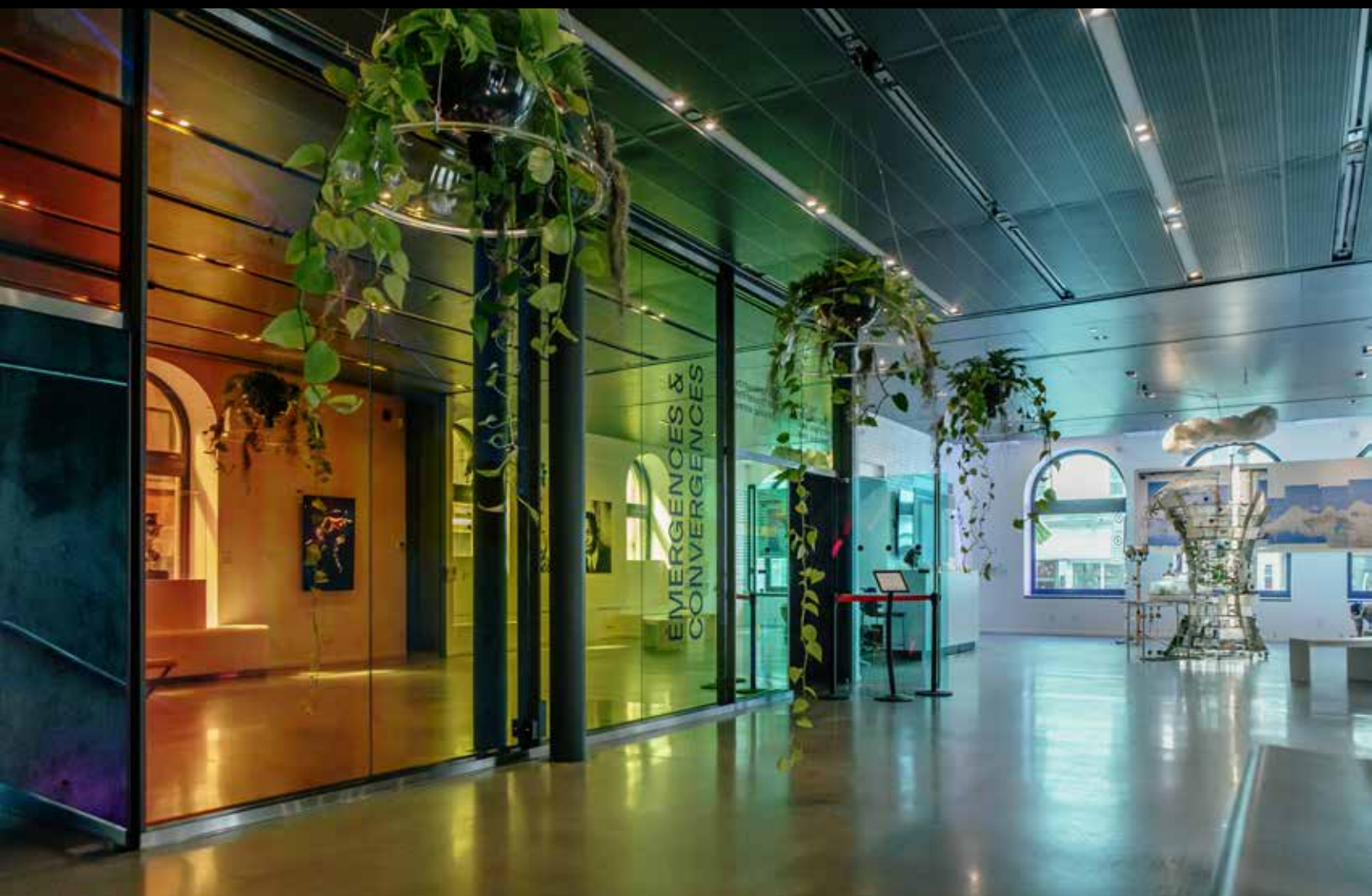
POST- CONFINEMENT CREATIONS

Confinement measures have led to an increase in the use of digital technology. This gave rise to bold and unifying initiatives designed to maintain and deepen an exchange with our audiences and offer innovative cultural activities.

EMERGENCE AND CONVERGENCE

GEORGE FOK, DANIEL CORBEIL, KATHERINE MELANÇON, SABRINA RATTÉ, MORITZ WEHRMANN, OLAFUR ELIASSON, ARMANDO KIRWIN, AND ASUMA MAKOTO.

Emergence & Convergence brings together works that contemplate the space between the self, digital technology, built environments, and the natural world. The exhibition focuses on the effects that confinement has on our collective consciousness. How has this struggle forced us to re-evaluate our priorities and values as a global community? Has it contributed to a renewed connection with nature? The works in this exhibition propose complex explorations of a future in which the fusion of nature and technology could become a new ecology.



SOUNDBITES

THE ACACIA BROTHERS, DANNY ST PIERRE,
AND MARIA JOSÉ DE FRIAS

To celebrate the human dimension of the culinary experience, and to honour local gastronomy, the series *Soundbites* brings the art of storytelling and our sense of wonder to the centre of the dining table. As our fifth initiative designed in response to confinement, PHI hopes to bring this experience to your home. Behind every chef, there's a story. By blending flavours, chefs share with guests their knowledge and experience. Throughout a three-course take-out meal, they add a new ingredient to their cooking: an audio recording that shares the personal stories that shape the passion that guides their hand, to be listened to while you eat. A multi-sensory journey where every second and bite is a wellspring of emotion, enhanced by musical pieces by Canadian artists—Moridja, Rara Soley, Kelly Krown (with Jet Blvck), Benny Adam, Tābī Yōsha, Alaclair Ensemble, Dominique Fils Aimé, and the Jérôme Beaulieu Trio—selected by PHI.

• CENTRE
PHI

Une expérience culinaire
multisensorielle empreinte
d'authenticité et d'émotion

centre-phi.com

LA
FOURCHETTE
ET LE MICRO

PHI

PHI

SOUNDBITES

A multi-sensorial culinary
experience imbued with
authenticity and emotion

centre-phi.com

PHI
• CENTRE

PHI VR TO GO

PHI VR TO GO is a unique way to escape (right at home) by exploring multiple universes. PHI provides an easy-to-use VR headset featuring award-winning virtual reality films that have been shown at major international film festivals. For approximately 48h, explore PHI's best narrative content, selected by our curation team.



VR CHAT A SERIES OF CONVERSATIONS IN THE VIRTUAL WORLD

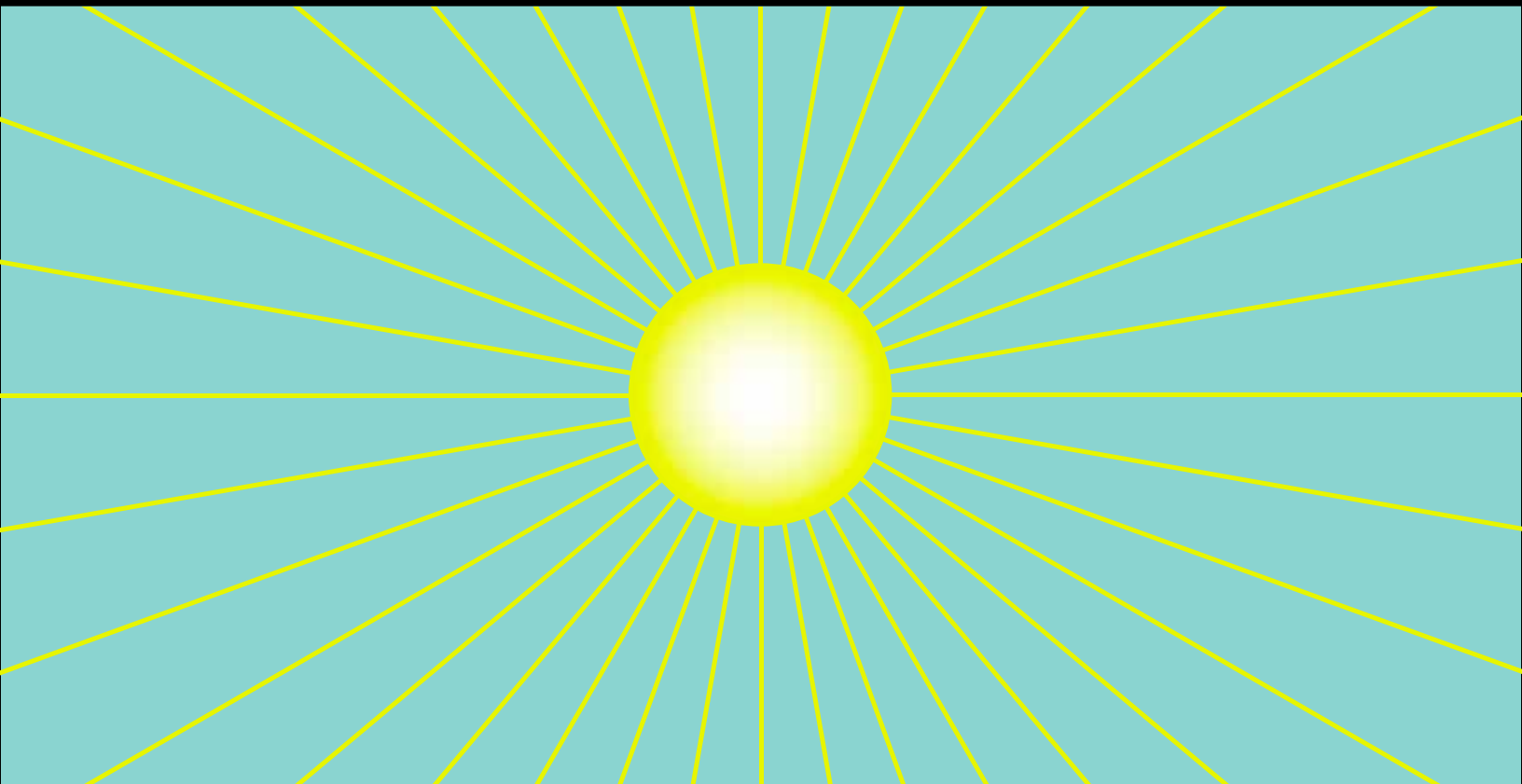
In a constant search for new modes of artistic exploration and human connection, PHI expands beyond the boundaries of its physical environment by adding a virtual space, akin to a new dimension. PHI Virtual transforms the interior space of the PHI Centre into a dreamlike, alternate version of itself, where nature reigns and the codes of reality fall apart. The visitor is invited to participate in the conversation within the intangible environments of the interface. The opening of this new VR ecosystem is an opportunity for PHI to offer the public surreal experiences and cultural events, as well as discussions and artistic collaborations, via a series of exclusive free events.



ARTIST RESIDENCY: PARALLEL LINES

ADAM BASANTA, PHILIPPE COLLARD, PHILIPPE DUBOST, CATHERINE D'AMOURS ET NICOLAS S. ROY (GAUCHE/DROITE COLLECTIVE), LEXIS, MARILOU LYONNAIS A., DAYNA MCLEOD, NAGHMEH SHARIFI, CONNOR WILLUMSEN AND JUSTIN WRIGHT

An initiative born out of our determination to make art accessible, *Parallel Lines* continues to provide a showcase for artists and an avenue to highlight their work within a context of a global pandemic. As the first collective, multidisciplinary artist residency to be established in Canada in response to the global crisis of 2020, it facilitates exchanges between artists, their work, and the public in an inclusive and innovative manner. Coinciding with a physical exhibition, *Parallel Lines* is a unique artist residency that bridges the gap between virtual and physical worlds. As a joint production between the PHI Centre and the PHI Foundation, this interactive and multi-sensory exhibition features the works of 10 Montreal artists who participated in the sixty-day residency. A visit where guests can freely explore the space, their journey punctuated by the individual and distinct universes born out of each artists' interpretation of our collective experience. By interacting with their creations, you'll be immersed in spaces created by and for each recipient. Utilizing an array of surprising, unusual, and sometimes playful scenography, *Parallel Lines* is an open invitation to explore and imagine how we've been "alone together."



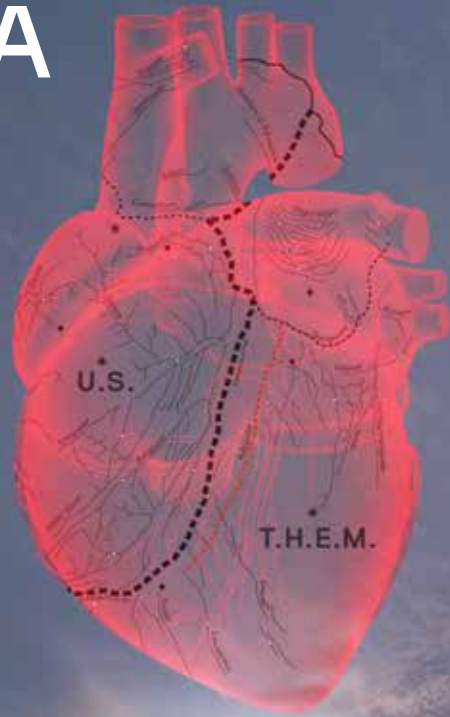
VR CATALOGUE

The PHI is made up of three central bodies: the PHI Centre, an innovative centre dedicated to progressive ideas, cutting-edge technology, and interdisciplinary creativity with a focus on virtual reality and new media; the PHI Studio, a visionary production studio; and the PHI Foundation for Contemporary Art, an iconoclastic exhibition space where works are treated with the utmost respect, redefining the image of what an independent exhibition space can be. PHI collaborates with a growing number of prestigious cultural organizations from around the world. Our hope for the future is that we'll continue to export our knowledge and experience—further solidifying our reputation for exceptional immersive creations on the international scene. It's with great pleasure that we share these works with the world. Acting as a catalyst for the promotion of arts and culture that knows no borders is an honour. Every invitation, every collaboration, and every bond we forge brings us closer to this goal.

CARNE Y ARENA (Virtually Present, Physically Invisible)

Emerson Collective, Legendary
Entertainment and Studio PHI

From Oscar-winning filmmaker Alejandro G. Iñárritu, *CARNE y ARENA* (Virtually Present, Physically Invisible) is a solitary immersive experience, amplified by virtual reality, that challenges our preconceptions and expands our horizons. Based on the real life and recomposed testimonies of refugees from Central America and Mexico, the multi-sensory work invites us to relive their remarkable ordeal in a striking way. Thanks to a layered narrative that appeals to all the senses and the power of virtual reality technology, the visitor is immersed in a world where physical boundaries take on a whole new meaning. The installation transports the visitor to the deserts of Chihuahua where they join a caravan of migrants and are confronted with exceptional situations.



WE LIVE IN AN OCEAN OF AIR

MARSHMALLOW LASER FEAST

We live in an Ocean of Air is a multi-sensorial immersive installation that illuminates the invisible—yet fundamental—connection that ties together the animal and the vegetal worlds, humanity and nature, in the wondrous rhythm underpinning all life on earth. Existing in the liminal space between art, science and technology, *We live in an Ocean of Air* blurs the boundaries of installation, live performance, and virtual reality to capture the enchantment of the everyday world by revealing the forces that exist around us. This installation offers an alternative platform to consider the challenges facing our planet in the 21st century; it helps us reflect on our dependence and responsibility towards the organisms with which we share it.





A LIFE IN FLOWERS

Co-created by Armando Kirwin
and Azuma Makoto

A Life in Flowers, an interactive VR experience and fine art installation that is experienced in virtual reality, is powered by the participant's own voice. This project combines the work of renowned botanical sculptor Azuma Makoto with veteran VR creator Armando Kirwin. The experience invites participants into an impressive installation where they explore the harmony between flowers and human life. They're then asked to engage in a conversation with Azuma achieved using advanced AI technology. A French-language version is narrated by actor Marc-André Grondin.



BATTLESCAR: PUNK WAS INVENTED BY GIRLS

Created by Martin Allais
and Nico Casavecchi

BattleScar tells the story of the life of Lupe, a Puerto Rican-American living in New York. The film uses the handwritten diary of Lupe to guide us through her daily life in 1978 when she meets Debbie, another runaway kid. Debbie introduces Lupe to the Bowery punk scene, showing her the secret worlds that coexist in the Lower East Side at the end of the '70s. *BattleScar* is a coming of age story that explores identity through animation and the immersive environment of virtual reality.

GYMNASIA

Created and Directed by Chris Lavis and Maciek Szczerbowski, Produced by the National Film Board of Canada and Felix & Paul Studios

In an abandoned gymnasium, childhood memories resurface as puppets to draw us into a waking dream. Through virtual reality and stop-motion animation, *Gymnasia* plunges us into a dream where the ghostly ephemera of a lost childhood awaits.



TRAVELING WHILE BLACK

Directed by Roger Ross Williams and Ayesha Nadarajah in collaboration with Felix & Paul Studios, produced by Ayesha Nadarajah and Jihan Robinson

Gather inside the iconic Ben's Chili Bowl restaurant, in Washington, D.C., and hear the moving stories told by the black owners and patrons of this legendary restaurant. This virtual reality work immerses viewers in the struggles African-Americans historically faced due to restrictions that limited their ability to freely travel, forcing them to create safe spaces in the heart of their communities. *Traveling While Black* confronts us with the way that racial issues are perceived and discussed in the United States, and urges us to engage in dialogue with minorities for whom travelling in the United States remains an ongoing challenge.



SPHERES

Directed by Eliza McNitt, Produced by Jess Engel,
Arnaud Colinart and Dylan Golden

Chapter I —
Spheres: Chorus of the Cosmos
Narrated by Mille Bobby Brown

Planet Earth sings. In this interactive virtual reality experience, we discover the universe through sound. Our solar system becomes an instrument and we listen to its music.

Chapter II —
Spheres: Songs of Spacetime
Narrated by Jessica Chastain

Dive into the heart of a black hole to uncover the breakthrough discovery of gravitational waves. Fall into the darkness and you'll find the light.

Chapter III —
Spheres: Pale Blue Dot
Narrated by Patti Smith

The Big Bang was silent. Then came sound. Journey from the edge of the cosmos to uncover the strangest song of all.

SPACE EXPLORERS

Directed by Félix Lajeunesse and
Paul Raphaël (Felix & Paul Studios)

Witness the lives of NASA astronauts as they navigate the trials and sacrifices of their training and missions. Experience the camaraderie between space programs from around the world, and discover the latest advancements and plans for deep space exploration.

BREATHE



Created by Diego Galafassi, co-produced by PHI, Fasad, and Crimes of Curiosity

BREATHE is a multi-sensory mixed reality installation that uses body movements, gestures and respiration (through biometric sensors) to immerse its users in the story of the air. With the assistance of a generative code, participants are invited to envelop themselves in an atmosphere that their own breathing creates.

BREATHE enables you to inhabit the everyday and ordinary experience of breathing as a direct and immediate link to the complex living world. In essence, the work harnesses the power of mixed reality to better (re)connect us to our surroundings.

ORIGINAL CONTENT CREATION

PHI imagines, creates, and presents world-class experiences in contemporary art, music, film, extended reality (XR) and other creative formats. It strives to provoke the convergence of genres to challenge conventions, while immersing the audience in the artist's vision.

Publisher, producer, curator, creator, PHI believes in an ambitious definition of the word «avant-garde,» which breaks with established cultural codes and challenges the artistic status quo. By pushing the boundaries of creation, PHI wants to inspire wonderment and in turn, encourage the public to question themselves.

By taking advantage of the latest technological advances, it also connects art with one of its prime faculties: being where you don't expect it to be.

JE T'AI RACONTÉ?

PRODUCED BY PHI AND
CONFABULATION

To experience this storytelling installation, just pick up the phone. On the opposite end of the call are everyday people telling you an intimate, true story.

Je t'ai raconté?

PHI_PORTAL

IN COLLABORATION WITH SHARED_
STUDIOS AND PHI

The *PHI_portal* is an immersive public art installation and long-term participatory initiative (from July 2020 to July 2021) that brings the Montreal public face-to-face with communities from 50 cities across time and space—from Ede, Milwaukee, Kigali to Gaza. Thanks to live-streaming immersive technology, the experience of entering the *PHI_Portal* lets participants share the same physical space as someone mirrored on the other side of the screen. In partnership with Shared_Studios, The *PHI_portal* is embedded in a network of varying geopolitical realities that facilitate the emergence of a third space—a hybrid zone where specific contexts converge to enable connection.

An aerial photograph of a city street, showing several multi-story buildings. One building in the center has a rooftop garden with green plants and a large black spider sculpture. The street below has cars and a few people. The overall scene is a dense urban environment.

SONICATION

2020

As an essential component at the heart of the *DESTINATION: PHI* programming, Sonication is a hybrid experience, halfway between a film set and a festive gathering. While musicians perform live from the rooftop, it's simultaneously rebroadcast on screens throughout the PHI Centre. Aesthetes and music lovers are invited to take part in a mosaic of life pulsing within the building. A program rich in artistic promise: between discovery, playful indulgence and relaxation.

COMPOSITION

A CREATION BY VINCENT MORISSET
PRODUCED BY PHI STUDIO

Combining object theatre, robotics, intelligent mapping and social interaction, this multidisciplinary project enables a group of 6 to 20 people to share an incomparable experience around a table. By manipulating objects, the guests are able to bring the different pieces and elements to life.

POETRY AND TEA

2019

This innovative video series is the result of an invitation launched by PHI to its valued collaborators during recent encounters or performances. Singers, musicians, and directors all took up the intriguing challenge to choose a poem that has touched their heart or inspired them on their journey. Then, they recite it while savouring a cup of tea, sharing with us a moment of quiet introspection.



SPECULATING FUTURES

2019

PHI invited five artists from different disciplines and backgrounds to collaborate on a three-channel immersive video installation with a singular theme: the year 2040. Finding inspiration in current geopolitical and environmental issues, each artist looks 20 years into the future to present their vision of what it has in store for us.



IMMERSIVE EXHIBITS

Lucid Realities, Particles of Existence, >HUM(AI)N...
different exhibitions, always with the same ambition:
to bring our visitors the best in interactive and immersive
works both locally and from around the world. A unique
invitation to which the public has been responding since
2015. The PHI Centre features a constantly evolving
range of works that are often unclassifiable, sometimes
playful or downright heartrending, but always relevant.
PHI is honoured to provide a showcase for artists who
continue to redefine narrative experience through their
visionary approach to new technologies.



IMMERSIVE INSTALLATION - "SEEKING STILLNESS"

BY GEORGE FOK
2019

"In reality, stillness doesn't exist. It is only possible to capture it within oneself for a moment." George Fok, a Montreal-based artist originally from Hong Kong, shares with us this stillness with his piece *Seeking Stillness*. An immersive poem in three parts; here sounds and colours live side by side and resonate within us as we can let go of time and escape for a moment into a space where evolution is an imposition. From this exceptionally visceral experience emanates a pursuit of solace, a meditative and therapeutic moment.



∞ INFINITY: LIVING AMONG THE STARS

BY INFINITY EXPERIENCE (FELIX & PAUL
STUDIOS AND STUDIO PHI)

Embark on a multi-sensory, interactive and transformative journey into space. Through virtual reality technology, immerse yourself in a life-size model of the International Space Station. While aboard the station, discover exclusive live images captured by astronauts as part of *Space Explorers: The ISS Experience*. With over 200 hours of footage, this is the largest production ever filmed in space.

Be a part of the adventure, share the emotional and inspiring journey of life as an astronaut.

>HUM(AI)N EXHIBITION



2019

>HUM(AI)N is a meditation on an imminent reality where machines won't be understood as separate, but rather as an integral part of our sense of being. Bringing together some of the world's most innovative works of virtual reality and artificial intelligence, this exhibition reawakens and stimulates our body by calling to the heart and the human faculties of the mind. These faculties are increasingly improved, modified and shaped by technology. Welcome to the future.

PARTICLES OF EXISTENCE EXHIBITION



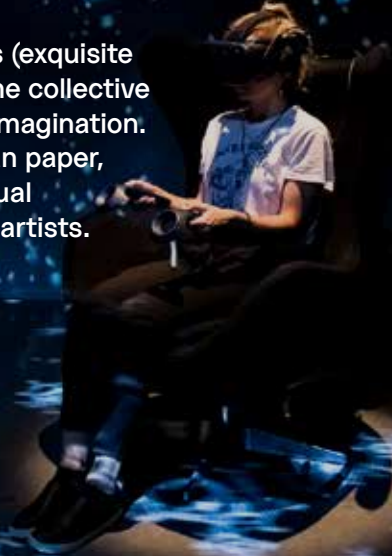
2018

Have you ever gazed up at a starry sky and probed the unknown, searching for the meaning of life on earth? Science and technology now allow us to plunge into the heart of the cosmos and its mysteries. Through new forms of narrative experience and virtual reality, visitors to Particles of Existence are invited to explore and push back the invisible boundaries of space: inside and out.

CADAVRE EXQUIS EXHIBITION

2019

The surrealists invented the cadavre exquis (exquisite corpse), an artistic game that drew upon the collective unconsciousness to unleash the power of imagination. With a focusing on virtual reality rather than paper, this exhibition brings together the individual contributions of remarkable contemporary artists.



IMMERSIVE THEATRE

Always ready to partake in a sneak peek of the future, willing to embark on a journey into another dimension, our audiences enjoy being transported to places where technology evokes visceral and emotional reactions. We offer them unique experiences of total immersion that combines theatre and cutting-edge technology, dream and reality. These special events are offered to a handful of visitors eager to be a part of the magic. The beauty of a fleeting and unforgettable moment.



THE HORRIFICALLY REAL VIRTUALITY

March 8 to April 28, 2019

A co-production of DVgroup and the PHI

Innovative both artistically and technologically, *The Horrifically Real Virtuality* invites spectators to take part in the production of a new film for B Movie cult icon, Ed Wood. Make way for theatre, virtual reality, and cinema!



BELIEVE YOUR EYES

September 15 to 30, 2017

A presentation by Samsung and
Punchdrunk International

Believe Your Eyes is a multi-sensory experience that defies traditional storytelling and plunges visitors into a spectral dream where magic comes to life.

A 360° theatrical experience, created in 4D, the work combines cinematic techniques and physical interaction to blur the boundaries between the physical and the digital, immersing participants in a ghostly dreamscape.

SIDE PROJECTS

Key achievements of companies affiliated with Studio PHI

PHI is a project generator. In collaboration with artists, it undertakes and supports numerous multidisciplinary creative projects that have won praise and distinction. As executive producer, PHI Studio has notably participated in the creation of two works by renowned director Denis Villeneuve. PHI also contributes to the creation, production, and installation beyond our walls, both locally and internationally.

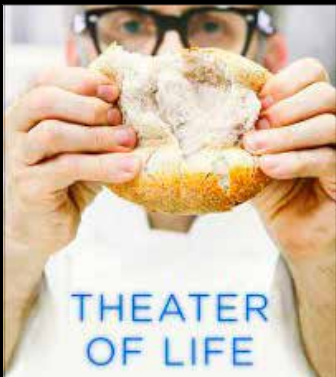
PHI FILMS

Founded in 2007, PHI Films surrounds itself with creative and innovative minds to find modern solutions to produce, promote and distribute artistic projects in the field of cinema.

Producer Phoebe Greenberg has created her own brand image by choosing projects that best reflect a lively and daring aesthetic while offering a captivating story.

PHI Films' mission is twofold: to produce independent films inspired by the vision of bold filmmakers, both emerging and established, and to push the limits of traditional distribution channels by allowing films to be seen in a variety of contexts (festivals, television, galleries, museums, cinemas).

FILMOGRAPHY (SELECTION)



THEATER OF LIFE

2016
Directed by
Peter Svatek

Massimo Bottura, one of the world's leading chefs, heads an unprecedented soup kitchen during the 2015 Milan World Expo. Joined by 40 of the world's best-known chefs, their culinary mission is to prepare dishes exclusively from food rescued from dumpsters from the Milan Expo pavillions. Everything takes place in an abandoned theatre converted into a canteen decorated with superb works of art created by Italy's artistic elite. This film tells the story of the exceptional encounter between these award-winning chefs and Italy's hungriest residents—refugees, recovering addicts, former sex workers, and other disadvantaged people. We learn the touching stories of some of the guests and discover what this unparalleled experience teaches these chefs and those they serve alike. Surprise, raw emotion, beauty, and joy are on the menu.



THE FORBIDDEN ROOM

2015
Directed by
Guy Maddin

The feature film *The Forbidden Room* was born out of an ambitious interactive project initiated by the NFB, Guy Maddin, and Evan Johnson in 2012 called the Seances project. Seances, at once an installation, a film shoot, and interactive experience, found its inspiration in lost films from the film industry. The yielding results were rich, colourful and epic—Maddin conjured ghosts whose presence permeated the image. This initiative began in 2012 at the Centre Pompidou (Paris), where Maddin filmed 18 films, concluded at the PHI Centre where it allowed the public to attend filming sessions on location for a period of almost two weeks. A true cinematic seance featuring several Montreal actors, Seances gave life to a total of 12 short films filmed in front of the public in 13 days, from July 4 to 20, 2013.



20,000 DAYS ON EARTH

2014
Directed by
Iain Forsyth and
Jane Pollard

Fiction and reality intersect over a 24-hour period in the life of the musician and international cultural icon, Nick Cave. With its very precise perspective and intimate representation of the artistic process, the film examines what makes us who we are—an homage to the transformative power of the creative spirit.



VISITORS

2013
Directed by
Godfrey Reggio

A film without words, *Visitors* captures the lived moment by primarily using human faces captured in slow motion. A contemplative work that resonates on our relationship with technology.



NEXT FLOOR

2008
Directed by
Denis Villeneuve

During an opulent and luxurious banquet, complete with cavalier servers and valets, eleven pampered guests participate in ritualistic gastronomic carnage. In this grotesque universe, an unexpected sequence of events destabilizes the endless symphony of abundance.

PHI

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