

# Farley Mowat and Atlantis to tell tales Greenberg honored

TORONTO - A three-way partnership between Atlantis Films Ltd.'s Michael MacMillan, renowned author Farley Mowat, and NFB Studio "B" executive producer Andy Thomson announced Nov. 14 has led to the creation of Norwolf Film Corporation. The new production company will concentrate on visually adapting Mowat's books and ideas. Totally independent of Atlantis, Norwolf is headed by Thomson, who began his new venture full-time on Dec. 20. Thomson, like Mowat a Port Hope, Ontario resident described the collaboration as an "exciting and challenging prospect, one that will be beneficial to all of us." A cousin of Mowat, Thomson's previous contact with Atlantis consisted of co-producing the Bell Canada Playhouse and its 1985 Oscar-nominee, *The Painted Door*.

MacMillan, who indulged in some mock bear-pulling with Thomson and Mowat for the cameras, said Norwolf's first project will be the \$3 million *The World of North*, six hour-long documentaries on the people of the world's Arctic regions and their relation with

their environment that will draw on Mowat's works and visits to Canada's and the Soviet Union's north. Shooting on the series will begin next summer, with a broadcast date set for the fall of 1987 (commitments which MacMillan hopes to see finalized shortly). Also in the works for a TV movie is development of the novel *Lost In The Barrens* ("we're calling it *Lust In The Barrens* or *Making Love In The Cold North*," Mowat quipped, with the script ready by next April and production for the fall of 1986 in the North West Territories.

As to what attracted to Atlantis Mowat, MacMillan said it was the rapport and recommendations of Thomson. In equal part, Mowat's strong feeling about an Atlantis concept of "Canadian films by Canadians about Canadian concepts" also served as a lure. As well, the author (who envisages his role as more adviser/assistant than screenwriter) cited a sense of insulated security and confidence, one that protects him from the "soul-destroying" commercial aspects of filmmaking. "A story-teller

wants an audience and I think the same eloquence is possible working with Atlantis...it will enable me to do the North as I see it."

Once Norwolf has run the course of Mowat material, the author said the company would move on to serving as a funnel for the "hell of a lot of other Canadian writers deserving of screen treatment." As if to serve notice to that group, Mowat added of Norwolf "the door's open right now to other Canadian writers wanting their works produced by Canadians, not Hollywood North, but with true verity and high-quality production."

Mowat's expectation of *The World of North* (which so far has attracted Michael Maclear's Cine World and the NFB as co-producers) is that it will reveal the Arctic regions as a living world worthy of saving from environmental destruction. He also expressed hopes that his Norwolf projects, unlike his physical person, will find their way into the United States. In a diversion from the day's topic, Mowat took aim at the "American cementheads" who prevented his entry into the U.S. last April and which gave rise to his latest book *My Discovery Of America* - a frustrating, somewhat comical 10-day saga he recounted again to a Baltimore Sun reporter present at the November announcement.

## Greenberg honored

LOS ANGELES - The Society of Motion Picture and Television Engineers (SMPTE), the international association representing the technical side of the industry, has honored Harold Greenberg, president of Astral Bellevue Pathe Inc. of Montreal, with one of its highest awards.

On Oct. 28, Greenberg received the SMPTE's Presidential Proclamation Award for his contribution to the development of the Canadian film industry and in meeting standards of excellence.

The award was presented by society president Harold Eady, at a luncheon at the Los Angeles Convention Center marking the opening of the SMPTE's 127th conference and exhibition.

In making the presentation, Eady stated that the Presidential Proclamation Awards recognize "established and outstanding status and reputation in the motion picture and television industries worldwide."

"Mr. Greenberg has achieved international recognition for his work in helping to develop the film and television industry in Canada, and for his active support of the SMPTE and its

goals of excellence in our industry", said Eady in his citation.

## Edwards to aid Masse

OTTAWA - Jim Edwards, the MP for Edmonton South and former president of the Western Association of Broadcasters, became the new Parliamentary Secretary to Communications minister Marcel Masse at the end of November. Edwards, who replaced Geoff Scott in that capacity, is also a former general manager of Edmonton's CFRN radio station. One of the new Conservatives in the Tory election landslide of September, 1984, Edwards currently sits on the Communication and Culture Committee and the Sub-Committee for the Revision of Copyright.

## Via le Monde promotion

MONTREAL - Daniel Bertolino, president of Montreal-based Productions Via Le Monde announced on Nov. 5 the appointment of Catherine Viau as the company's new vice-president.

Viau has been in charge of all productions at Via le Monde for the last two years, as well as for project development.



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## Fest of Fests: latin

TORONTO - This year's 11th annual Festival of Festivals, set for September 4-13, will revolve around a Latin American retrospective expected to number approximately 75 films. The largest such retrospective to be featured at a North American film festival, the effort is being programmed by full-time Festival programmer Piers Handling who, together with Festival director of communications Helga Stephenson attended the Rio (last Nov. 21-30) and Havana (last Dec. 2-16) Festivals in a bid to cull the best of current and classic Latin American films. Final selection will be announced at this June's annual press conference. Handling provided a similar look into Latin American cinema at the 1982 Festival, at which he programmed a critically-acclaimed and successful Brazilian series. Subsequent programmings by Handling included a Canadian retrospective (1983-84) and the "10 to Watch" series of internationally-renowned directors at last year's Festival.

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