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### Cinexus buys Panavision

TORONTO—Stephen Roth's Cinexus Capital Corporation has bought "substantially all" of the assets of Panavision (Canada) Ltée, Canada's largest supplier of motion picture equipment and rentals with offices in Montreal, Toronto and Vancouver. Jonathan Barker, Cinexus' newly appointed v. p. of

business and legal affairs, told *Cinema Canada* that the purchase of Panavision was a "solid investment which will form an excellent part of our portfolio."

Mel Hoppenheim, president of Panavision, describes the deal as a move towards vertical expansion.

"Nothing has changed," says Hoppenheim, "we've simply taken on new partners. We now have financing, equipment and a studio in which we are not producing ourselves."

Not included in the deal, says Hoppenheim, is the Expo Théâtre/Studio, a project of Panavision Canada Ltée and the recent recipient of \$3,148,000 under the Canada-Quebec Subsidiary Agreement on Cultural Infrastructure.

There will be no new staff and Panavision in Vancouver will acquire a lighting division, he says.

Last year Cinexus negotiated a co-venture agreement with Famous Players of Canada which lead to the creation of Cinexus/Famous

### Deluding documentaries: Shotgun is solution

VANCOUVER—One solution to the problem of reaching mainstream audiences in Canada with alternative documentaries was provided by Quebec videomaker Robert Morin, at the *Deluding Documentaries* show at Vancouver's Video In, held at the end of March.

"In Canada there are about six people who make all the decisions over what the nation will watch. You have this guy from Telefilm, the head of the CBC, CTV... and you take this shotgun, see, and you put them all in one room with a shotgun and give their secretaries these tapes to run or else. And for that one day you might provide an alternative to what is available on the TV. I think that's about the only way to do it."

The question was posed at the end of the sparsely attended evening discussion on the last day of the four-day event highlighting "passionate documentaries" from England, the Third World and black America, with a heavy emphasis on gay and feminist filmmaking.

Curator Sara Diamond defined the work presented as "directly engaging subjective views and fantasy within a documentary structure for use within a community."

The video documentarians presenting their work at the event were concerned with the "multiple realities" you can create on video and film, when you borrow elements from other conventions to make your point.

In attendance were British video artist Stuart Marshall, as well as Canadians John Greyson, Peg Campbell, Morin and collaborator Lorraine Dufour, UCLA-based film archivist Claire Aguilar and video producer Gary Kibbins. "The work we've seen has not been emerging out of the left but of the faceless, the disenfranchised, the ignored," Marshall summed up. He noted that, with the transition to video from film, the "guerrilla filmmaker has turned into media activist."

Players Films Inc., and recently Cinexus announced its first feature production, *Beautiful Dreamers*, starring Rip Torn, which will be distributed by Cinepix of Montreal. Barker confirmed that Cinexus is evaluating its options and developing an "appropriate role" for Cinexus in the distribution end of the business. BT Bank of Canada, a wholly-owned subsidiary of Bankers Trust of New York, is Cinexus' equity partner in the purchase of Panavision for an undisclosed amount.