

**Diversion cinema acquires international rights to *Free Fall*,
a film by Dana Gingras with original text and narration by Marie Brassard**

Montréal September 10th, 2020. Catherine Chagnon from Microclimat Films is pleased to announce that the Parisian society Diversion cinema has acquired international sales for the film *Free Fall* by Dana Gingras. "I am proud of this acquisition because Diversion cinema is one of the international leaders in the distribution of immersive and virtual reality works. I have no doubt that their professionalism and enthusiasm will propel the film to many countries or territories." stated Catherine Chagnon.

Free Fall is Dana Gingras's new creation for an immersive dome theatre and virtual reality. The film offers a temporary escape while reminding us that the pull of the earth and our finality are inescapable. It evokes curiosity and a sense of freedom by blurring the lines between human forms and their movement, and by disrupting our usual understanding of space and how our senses engage within it.

Let's remember that *Free Fall* by dance artist and artistic director Dana Gingras (*Animals of Distinction*), was part of the unprecedented virtual reality exhibition within the 20th MUTEK line-up which took place from 20 to 25 August 2019 in Montreal. This exhibit was held at the SAT and visitors were fitted with VR headsets and stretched out for the same experience as if they were under the dome during the opening screening of the film.

Produced by Catherine Chagnon for Microclimat Films, *Free Fall* is scripted and directed by Dana Gingras. The original score is a composition by Roger Tellier-Craig (Fly Pan Am). Josh Sherrett (*The Workshop*) provided art direction and 3D animation. With the original text and narration by Marie Brassard, this immersive film stars talented trampoline artist Olivier Lemieux, dancer Esther Rousseau-Morin and performer choreographer Sovann Rochon-Prom Tep.

About Microclimat Films

Founded in 2010 by producer Catherine Chagnon, **Microclimat Films** (*The Seven Last Words*, *Bootlegger*) is a Quebec company dedicated to avant-garde cinema created outside the box.

microclimatfilms.com/en/films/free-fall / facebook.com/Microclimat-Films / instagram.com/microclimatfilms / facebook.com/chutelibrefreefall

About Diversion cinema

Diversion cinema has been experimenting with Virtual Reality (VR) since 2016 while welcoming visitors into its VR theater open to the public in Paris. As a partner to the world's most prestigious festivals, Diversion cinema has developed an expertise in content reception, technical support, complex installation set-up, scenography, logistics, on-site operation, mediation, ticketing and more. In 2018, Diversion cinema opened a distribution department in immersive experiences internationally and reach a wider audience.

<https://fr.diversioncinema.com/>