

**News Release**  
For Immediate Release



**Vincent Morisset’s 360° interactive experience *Way to Go* premieres January 26 at the Sundance Film Festival**

Launching online at [a-way-to-go.com](http://a-way-to-go.com) February 5, NFB/France Télévisions co-production takes you on an astonishing journey of discovery

January 19, 2015 – Montreal, Quebec – National Film Board of Canada

A world leader in interactive productions, the [National Film Board of Canada](http://www.nfb.ca) (NFB) is offering a preview of Vincent Morisset’s new web project [Way to Go](http://a-way-to-go.com) January 26 at [Sundance Film Festival](http://www.sundance.org)’s [New Frontier program](http://www.sundance.org).

It’s the NFB’s second collaboration with Montreal director Vincent Morisset, creator of the Webby Award-winning film for computer *BLA BLA* as well as Arcade Fire’s acclaimed interactive music video *Just a Reflektor*.

*Way to Go* is a virtual walk in the woods. It is an astonishing mixture of hand-made animation, 360° video capture, music, dreaming and code. It’s for human beings between 5 and 105 years old. Maybe it lasts six minutes; maybe it lasts forever. At a moment when we have access to so much, and see so little, *Way to Go* will remind you of all that lies before you, within you, in the luscious, sudden pleasure of discovery. The interactive journey will be online and free-to-play.

New Frontier is featuring an exclusive sneak preview of *Way to Go* web experience and also a VR adaptation for the Oculus Rift, from January 23 through January 31. Morisset, his creative team and NFB executive producer Hugues Sweeney are also hosting a special live presentation on January 26 at 6 p.m at New Frontier microcinema, 573 Main St., Second floor.

Produced by the NFB and co-produced by France Télévisions, *Way to Go* is created by Vincent Morisset, Philippe Lambert, Édouard Lanctôt-Benoit and Caroline Robert of the studio AATOAA.

## Quick Facts

- The Sundance Film Festival's New Frontier program explores the convergence of film, art, media, live performance, music and technology.
- Key credits  
Directed and shot by [Vincent Morisset](#).  
Created by the studio [AATOAA](#).  
Music and sounds by [Philippe Lambert](#).  
Creative coding and technologies by [Édouard Lanctôt-Benoit](#).  
Animations, drawings, macro videos and costumes by [Caroline Robert](#)  
Produced by Hugues Sweeney for the [National Film Board of Canada](#)  
Co-produced by Boris Razon at [France Télévisions](#)
- Vincent Morisset biography

Vincent Morisset is a director and the founder of Montreal AATOAA studio. During the last decade, he pioneered interactive music videos for Arcade Fire (*Neon Bible*, *Sprawl II*, *Just a Reflektor*). He also directed two feature films, *MIROIR NOIR* and the documentary *INN* on Sigur Rós. With the support of the NFB, in collaboration with Philippe Lambert, Édouard Lanctôt-Benoit and Caroline Robert, Vincent Morisset and his team created the award-winning interactive film **BLA BLA. Way to Go**, is the second original production the versatile small team made with the NFB. Their work has been presented at the Museum of the Moving Image, the MOMA, Gaîté Lyrique, the National Taiwan Museum and at many festivals including Venice, Rotterdam, SXSW and IDFA. Vincent is also the instigator of the Digital Storytelling Manifesto.

## Related Products

Electronic Press Kit available at [a-way-to-go.com/epk/](http://a-way-to-go.com/epk/)

## Associated Links

BLA BLA: [blabla.nfb.ca](http://blabla.nfb.ca)

Just a Reflektor: [justareflektor.com](http://justareflektor.com)

## Stay Connected

Online screening room: [NFB.ca](http://NFB.ca)

Facebook: [facebook.com/nfb.ca](http://facebook.com/nfb.ca)

Twitter: [twitter.com/thenfb](http://twitter.com/thenfb)

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## About the NFB

The National Film Board of Canada (NFB) is one of the world's leading digital content hubs, creating groundbreaking [interactive](#) documentaries and animation, mobile content, installations and participatory experiences. NFB interactive productions and digital platforms have won 100 awards, including 10 Webbys. To access acclaimed NFB content, visit [NFB.ca](#) or download its [apps](#) for smartphones, tablets and connected TV.

## About France télévisions Nouvelles écritures

Three years after its creation, the direction of new writing and transmedia of France Télévisions opens a new chapter in its history.

With 90 online programs, 45 ongoing projects, almost 100 hours of available video, more than 400,000 dedicated players, and 27 awards, its strategy is now divided into three areas:

- 1- Develop large collective narratives or public service campaigns with France Télévisions channels.
- 2- Introduce original audio-visual works by uncovering new and unknown paths, including fiction through "Studio 4", documentaries through "Infracourts", or rerouted news on social networks.
- 3- Push narrative research further by integrating game and its inner workings into narration, by extending creation to networks and encouraging participation, and, especially, by grounding more and more programs in *real* life—outside and on the streets. Binaural recording and Oculus head-mounted displays have made it possible for new forms of immersive experiences and installations to take place. Spaces can now be reinvented through apps and augmented reality. Why? To ultimately change our perception of the world and to endow it with additional senses or dimensions, which, in turn, can change us. There are infinite creative horizons opening on the fringes of life and its representations. We scan these horizons with great exhilaration.

[nouvelles-ecritures.francetv.fr](http://nouvelles-ecritures.francetv.fr)

## About AATOAA

AATOAA (pronounced like "À toi" in French) is a Montreal-based studio founded by Vincent Morisset and dedicated to original digital productions. AATOAA is renowned for its groundbreaking experiences that merge film grammar and interactivity. Over the years, its team has developed acclaimed interactive videos, feature films, custom technologies and VR experiences. In addition to making their own creations, AATOAA works for inspiring clients such as Red Bull, Arcade Fire, Skrillex and Google. The studio has been awarded with an Emmy, the Art Directors Club Tomorrow Award, four Webbys and two SXSW awards.

[www.aatoaa.com](http://www.aatoaa.com)