MAGASIN

DIRECTOR
Julien Knafo

DURATION
36:00

YEAR
2005

ORIGINAL LANGUAGE
French

CATEGORY
Fiction



DESCRIPTION
Magasin takes the form of a fable at the outer limits of reality, showing how a small community is overwhelmed by a huge store that controls everything, from consumer goods to water, electricity and even happiness. In the midst of this world blinded by the ever-present gaudy orange colour in the *Magasin's* tentacle-like installations and deafened by an encroaching Muzak, a small group of employees finds in their indignation the energy required to rebel.

SOUND
Stereo

SHOOTING FORMAT
35 mm

FURTHER INFORMATION

Magasin is a medium-length production by Julien Knafo produced by Les VerboMatrices Inc. and shot in 35mm to produce a film-quality image after entirely digital post-production work. This 35-minute film has an impressive cast (Lucie Laurier, Emanuel Hoss-Desmarais, Dan Bigras, Luc Picard, Michel Courtemanche, Marcel Sabourin, Pauline Lapointe, Judith Baribeau, Patrice Godin), who agreed to participate in this low-budget film because of its subject and its author/director's treatment of it.

KEYWORDS
Employment, Alienation, Conformity, Business, Control, Consumption

THEMES
Identity
Society