

# MAGASIN

**DIRECTOR**  
Julien Knafo

**DURATION**  
0:36

**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

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## 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