

# EXP 67

## MISSION IMPOSSIBLE

### FILM FICHE INFORMATIONS

#### WHAT

A documentary thriller on the Mad Men of Man and His World

*EXPO67 MISSION IMPOSSIBLE*, signed by Guylaine Maroist, Michel Barbeau and Eric Ruel invites us to relive the incredible adventure of the men behind Man and His World. Over time, tongues have loosened and the full story can now emerge, just like Notre-Dame Island out of the waters of the St. Lawrence.

#### DURATION

68min 30sec.

#### WHO

Thanks to unprecedented access to over 80,000 archival documents, along with uncensored accounts by the movers and shakers behind this success story, filmmakers Guylaine Maroist, Michel Barbeau and Eric Ruel invite us to relive the white-knuckle countdown to the grand opening on April 28, 1967. We finally recognize the exceptional contribution of the makers of *EXPO 67*, namely Chief of Advertising Yves Jasmin, and businessman Philippe de Gaspé Beau-bien.

The release of the film *EXPO 67 MISSION IMPOSSIBLE* marks the starting point of the mass online broadcast of never-before-seen content. For six months, the same duration as Expo, Productions de la Ruelle is offering full immersion into the greatest universal exposition of the 20th century: 186 days of archives in pictures, video footage and exclusive articles at [www.expo-67.ca](http://www.expo-67.ca). Welcome to Man and His World!

#### WHEN

Expo 67 Mission Impossible will be in theaters across Canada and broadcast on Canal D at 7 PM on April 30th.

#### CREDITS:

A film by: *GUYLAINE MAROIST, MICHEL BARBEAU & ERIC RUEL*

Edited by: *MARTIN GAGNON & ERIC RUEL*

Research: *MICHEL BARBEAU, JULIE BARLOW, PIERRE-ALEXIS JASMIN, GUYLAINE MAROIST & JEAN-BENOIT NADEAU*

Consultants: *SYLVAIN CORMIER, DANIEL DUPRÉ & PIERRE HUET*

Coordinated by: *JULIEN LEVAC JOUBERT*

Administration: *MARYSE BELLEMARE*

Sound mix: *FRANÇOIS LACASSE*

Producers: *GUYLAINE MAROIST & ERIC RUEL*

Original programming for Canal D: *LYNE MACHABÉE*

## **FILM TRAILER**

*EXPO 67 MISSION IMPOSSIBLE* (2017, Québec, Fr.) <https://youtu.be/F9GtfcP7x4Q>

*EXPO 67 MISSION IMPOSSIBLE* (2017, Canada, Eng.) <https://youtu.be/lA2tLyDEl2A>

## **OFFICIAL WEB SITE**

[www.expo-67.ca](http://www.expo-67.ca)

## **FILM EXCERPT**

*CREDIT* : Expo-67.ca / Productions de la ruelle

*PASSWORD* : E67MI\_00123

*Moscow is chosen* <https://vimeo.com/214659763>

*Never-seen-before footage* <https://vimeo.com/214659661>

*Man and his World* <https://vimeo.com/214660923>

*Less than three years to do it* <https://vimeo.com/214660095>

*What's in a name* <https://vimeo.com/214661838>

*Canada and Expo* <https://vimeo.com/214661579>



A DOCUMENTARY THRILLER BY **PRODUCTIONS DE LA RUELLE**



## ABOUT

Productions de la Ruelle is a company that has been working for 15 years on the production of feature-length documentary films, series and other documentary content.

Driven with conviction by producers Guylaine Maroist and Eric Ruel, Productions de la Ruelle reveal to the world the other side of History. With the award-winning series *J'AI LA MÉMOIRE QUI TOURNE*, the artisans took on the mission of preserving our collective memory by aligning multiple generations through the safeguarding of amateur cinematographic heritage, commonly referred to as home videos.

Rigorously questioning scientific and democratic issues, they've also given us shock documentary *GENTILLY OR NOT TO BE* (winner of two Gemini awards) and the documentary *Time Bombs* (winner of the Golden Ribbon Award for best Canadian documentary and of the Grand Jury Prize at the NYC Independent Film Festival).

The multimedia production company has won several awards, including numerous Gemini awards, the Grand Boomerang Prize in 2009, the Governor General's History Award (Pierre-Berton Award in 2011) and the Grand Jury Prize – VIFFF d'Or in Switzerland in 2015.

## **MÉDIAS**

Source : *LES PRODUCTIONS DE LA RUELLÉ*

Médias : *ROSEMONDE COMMUNICATIONS*

Rosemonde Gingras (514) 458-8355 — [rosemonde@rosemondcommunications.com](mailto:rosemonde@rosemondcommunications.com)

Source : *SOCIÉTÉ DES FÊTES DU 375<sup>e</sup> DE MONTRÉAL*

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