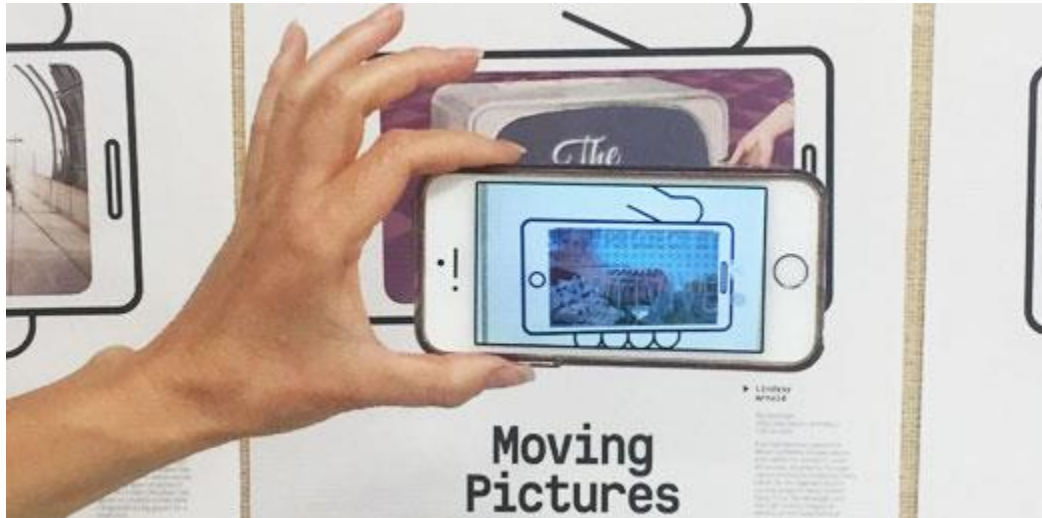


A Reel Experience
Free Short Films Come to Smartphone Screens

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By simply viewing a *Moving Pictures* program poster through the smartphone app, users can access short video artworks by Saskatchewan artists curated by Sandee for the AGR.

SaskTel is proud to sponsor The Art Gallery of Regina (AGR) as they bring the *Moving Pictures* program to a variety of open public spaces across parts of Saskatchewan from August 14 through October 26, 2020.

“This project responds to the urgent need for programming that does not require people to gather in enclosed spaces,” said Sandee Moore, Curator of Exhibitions and Programming at the Art Gallery of Regina. “By placing artworks in spaces casually traversed by the public daily, *Moving Pictures* expands options for experiencing contemporary art and removing many physical, social and economic barriers, both real and perceived, that can exclude members of our community galleries.”

Over the next two months, *Moving Pictures* can be found on main streets, suburban sidewalks and town centres among other areas in select Saskatchewan communities through the free Artivive smartphone application found in the app store.

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“We hear how tired people are of registering for online events and having to be at their computers on time to participate in these events through the pandemic,” she said. “We know that many people don’t have access to a computer at home and depend upon their smartphones to connect.”

Sandee added that *Moving Pictures* is an easy way for members of the public to activate artworks and use the familiar technology of cellphones.

“Screening video art on cellphones using augmented reality technology sounds complicated, but the ease of use is an empowering experience with technology and a surprising experience with art that expands people’s notions of what art is or can be,” she said.

SaskTel recognizes the importance of supporting not-for-profit community programming which is accessible for all Saskatchewan residents.

“This program is such an interesting and innovative way to use technology and cell phones, for both urban and rural residents of Saskatchewan,” said Lindsay Mazenc, Corporate Communications Manager. “We are pleased to sponsor *Moving Pictures* as they bring art to communities around the province.”

Since program funding is not always readily available for many organizations across the province, the AGR is thankful *Moving Pictures* was made possible with the help of sponsors like SaskTel.

“Sponsorships and partnerships are an important barometer of community support and enthusiasm for the work of the Art Gallery of Regina to impact the lives of citizens through art,” Sandee said. “When an organization like SaskTel wants to be associated with a project initiated by the Art Gallery of Regina we understand that this is because SaskTel sees the potential in our work to serve the public good and wishes to amplify that success by investing in the gallery’s programming.”

For more information about *Moving Pictures*, including artists and program locations, please visit the AGR webpage.