

PRESS RELEASE

Amsterdam, 7 October 2010

BRAND NEW TRANSMEDIA PRODUCTION LAUNCHED WORLDWIDE



SubmarineChannel presents:

Collapsus - Energy Risk Conspiracy

www.collapsus.com

Synopsis:

Collapsus looks into the near future and shows you how the imminent energy transition affects a group of ten young people, who appear to be caught up in an energy conspiracy. What will their world look like after the turbulent transition from fossil fuels to alternative energy sources? Following the adventures of Vera, Jack, Tony and Amir, you are lead into a world of conspiracy, treason and, most alarmingly, failing energy supplies. In this story, set in the near future, the international powers try to cope with a transition from fossil to alternative fuels, while dealing with political dissension, uprisings and a population terrified by increasingly frequent black-outs. As a player, you are required to make decisions that leave their mark on a national and a global scale, in your quest to find solutions to the energy crisis.

Collapsus signals a new experience in transmedia storytelling that combines interactivity, animation, fiction, and documentary. This pioneering approach blends real documentary footage with mini-games and movie fragments, inviting you to choose your own perspective as the story unfolds. Interact and make decisions to avoid further blackouts; get a broader perspective by listening to the experts; or observe the consequences for everyday people through the fictional story.

Director **Tommy Pallotta**, best known as producer of the animated film "A Scanner Darkly" (2006, director: Richard Linklater) and his documentary "American Prince" (2009) says, *"Collapsus is the future of storytelling. A step forward in hybrid entertainment, that includes Animation, Fiction, Documentary, Interactivity and mashed together for an online experience like no other."*

Producer **Bruno Felix** says, *"We always try to approach complex issues in appealing and engaging ways. It was very interesting to produce a transmedia project because it is an emerging genre that is still in development and experimentation is still possible"*.

All information regarding Collapsus and its development is offered in the online press-kit, including a walk-through by Tommy Pallotta, at:

<http://www.collapsus.com/press.pdf>

Collapsus will be presented by Tommy Pallotta at **Power to the Pixel Cross-Media Conference** in London, October 12th, 14.30 hr.

Collapsus is also nominated for the Green Award at **Sheffield Documentary Festival**, 3 – 7 November, Sheffield.

Submarinechannel.com is a distribution and a production platform for transmedia productions such as short digital films, innovative online games, interactive animations, web documentaries, online graphic novels and other new formats. SubmarineChannel gathers the most stylish, offbeat, original and arresting artworks for the internet into one place.

SubmarineChannel is part of the Amsterdam production company Submarine, established by Bruno Felix and Femke Wolting.

Collapsus is a SubmarineChannel production in coproduction with VPRO Backlight. This project was made with the support of Dutch Cultural Media Fund, SNS REAAL Fund, VSB Fund and GasTerra.

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