



## CANYON CINEMA

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145 NINTH STREET, SUITE 260  
SAN FRANCISCO, CA 94103  
415-626-2255

### Press Release

#### San Francisco-based Film Distributor, Canyon Cinema launches a new website and new logo design.

*Resources on <http://www.canyoncinema.com> include enhanced search options, increased information available on films and filmmakers, online reservation forms, as well as filmmaker member resources.*

**June 1, 2010**

*San Francisco* - The newly redesigned web site of Canyon Cinema, Inc. goes live today on the World Wide Web. [canyoncinema.com](http://www.canyoncinema.com) aims to extend the reach of Canyon's current users by serving a broad audience of filmmaker-members, curators, educators, micro-cinemas as well as and members of the general public interested in art, experimental film education, conservation, and scholarship. The redesign incorporates bold, simple graphics, an easy-to use interface with navigational tools, robust search functions as well as the opportunity to browse and discover the 'hidden gems' in our collection.

"Our online visitors can experience an easier to use website, replete with more information on films and filmmakers than in the past. It will be a great tool for educators, curators, art historians, film-festival programmers and film enthusiasts all around. I, for one, look forward to using the browse function on a regular basis!" says Maïa Cybelle Carpenter, Board of Directors and Filmmaker Member.

#### **Content Richer and More Accessible**

In addition to a catalogue of more than 3,000 films, the new Web site offers users biographies of filmmakers, artist statements, film stills and artist-written film descriptions. The site is organized to provide quick and direct access to all of these resources for all audiences. And if a user is not sure exactly where to look for specific information on [canyoncinema.com](http://www.canyoncinema.com), the newly developed site-wide search engine will help.

Among the features on [canyoncinema.com](http://www.canyoncinema.com)'s homepage, "Spotlight" provides images and information on Canyon's Collection, generated at random on each page refresh. It's a nice way to learn about works and filmmakers you may not be familiar with.

#### **Design Team**

Canyon Cinema's Web team consisted of [Exobi Interactive](http://www.exobi.com) (<http://www.exobi.com>) as well as a Board of Directors website committee led by Maïa Cybelle Carpenter, supported by Thad Povey, Michelle Silva, David Warren, Dominic Angerame (Executive Director), Lauren Sorensen (Assistant Director), and Canyon Cinema interns and volunteers. Image editing and data entry was provided by Meghan Curran, Ava Jancar, and Jordon Zorker. This team has been developing the new website over the past 3 years.



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Canyon Cinema's new logo was commissioned and created by local Bay Area talent, The Small Stakes (<http://www.thesmallestakes.com/>), otherwise known as Jason Munn.

### **About Canyon Cinema**

Canyon Cinema's unrivaled collection of more than 3,000 films traces the history of the experimental and avant-garde filmmaking movement from the 1930s to the present. Canyon's primary activity is the rental distribution of Super 8mm, 16mm, and 35mm films by independent film artists. We also lease these films and hundreds of other DVDs from our member filmmakers.

Independent filmmakers, unlike commercial filmmakers or studio artists, rarely receive financial compensation for their work. The money that Canyon Cinema returns to the artists helps them continue making their films.

We are the only distribution organization that has been consistent in the equitable return of artist revenues; more than 40% of Canyon's gross income is returned directly to the filmmakers.