

Welcome to Pine Point by The Goggles “an understated work of stupefying grace...quietly breaking hearts around the world...” - The Globe and Mail

GHOSTS MEDIA PRESENTS



THE GHOSTS IN OUR MACHINE

animals are hidden in the shadows of our highly mechanized world

Running Time: 20 - 40 minutes.

Interactive Directors: The Goggles

Genre: Interactive www.theghostsinourmachine.com

With the exception of our companion animals and a few wild and stray species within our urban environments, we experience animals daily only as the food, clothing, animal tested goods and entertainment we make of them. This moral dilemma is often hidden from our view.

The Ghosts In Our Machine – Interactive is a cinematic online companion to The Ghosts In Our Machine – Documentary, a film by Liz Marshall. A full-screen click-through narrative experience follows protagonist Jo-Anne McArthur through the pages of her photo-journal that she is busily compiling throughout the film.

The animals I've met are never far from my mind. I'm finally getting these thousands of stories down on paper. - Jo-Anne McArthur

“Our goal was to create something that was reflective and respectful of the film’s profundity, but had its own breadth and depth, an experience that paralleled the story being told, and the passion and challenges of its main human subject, photographer Jo-Anne McArthur. The question of how to best lead an audience through the online experience was answered after we read some of Jo’s journal writing. It was insightful, passionate, human and the voice of a fascinating guide. To her voice, we layered select pieces of the film, and also content that the audience could meaningfully explore at their own pace with details, photographs, writing, captions and footnotes. We hope you enjoy the results of our collaboration.”

- The Goggles, Interactive Directors

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