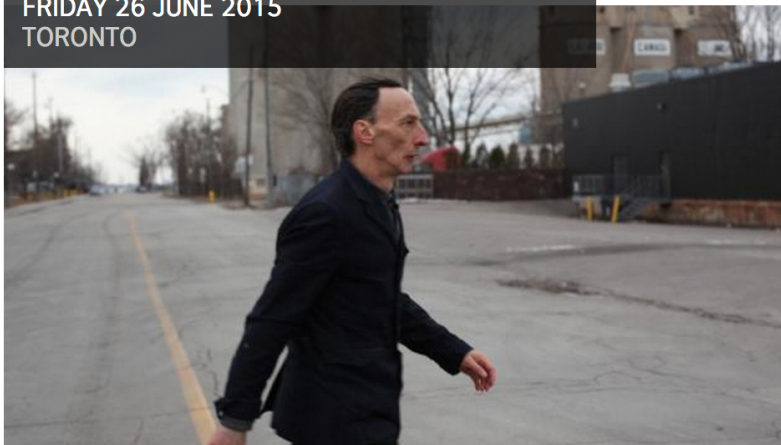


Community Screenings of Blast Theory's My One Demand

FRIDAY 26 JUNE 2015
TORONTO



Presented as part of Luminato Festival

British Council Canada is pleased to be partnering with Luminato Festival on an interactive and participatory community project hosted by UK-based group [Blast Theory](#).

Internationally renowned Blast Theory is an adventurous artist group from Brighton, UK that creates groundbreaking new forms of performance and interactive art by mixing audiences across the internet, using live performance, as well as digital broadcasting. The team has been invited to participate at this edition of Luminato Festival to initiate the filming of [My One Demand](#). Filmed in a single continuous shot and live-streamed, the interactive film will follow seven local performers as they walk through different neighborhoods of Toronto. While on their journey, a camera crew will follow them, as audiences watching the stream online will be able to interact with the action happening live on screen!

The British Council has partnered on this interactive and participatory project, specifically to support the Community Screenings of My One Demand, in order to engage with the community by reaching out to diverse audiences across the city. Thus, live community screenings will be held in [Etobicoke](#), [East End/Scarborough](#) and [North York](#) on the evening of Friday, June 26th. If you are interested in attending this event, please register to save your seat by clicking on one of the links below: