

# NEWS RELEASE

June 4, 2004

For immediate release

## ***Radical Attitudes: The Architecture of Douglas Cardinal*** wins Leo Award for Best Documentary – Arts / Performing Arts

Jim Hamm Productions is pleased to announce that our most recent documentary, ***Radical Attitudes: The Architecture of Douglas Cardinal*** has just received the Leo Award for Best Documentary – Arts / Performing Arts. The Leo Awards “celebrates excellence in British Columbia film and television.”

One glance at any of Douglas Cardinal’s architectural achievements, and ‘radical’ is no exaggeration. No other architect has so boldly expressed in brick and mortar, his attitudes and approach to life. Cardinal’s language is ‘organic’, and his particular dialect, ‘curvilinear’. While detractors have a hard time digesting his architectural statements, Cardinal might say that, for fast and efficient relief, they need only look to Nature, and to our Canadian landscape in particular.

Douglas Cardinal is one of Canada’s most iconoclastic architects and philosophers of architectural space. That his ancestry is part First Nations should explain why he was forced from the get-go to think outside the box. This documentary follows his controversial career – from bursting onto the architectural scene in the mid 1960s with his radically curvilinear St. Mary’s Church in Red Deer, to an unparalleled architectural controversy over the Smithsonian’s National Museum of the American Indian that continues to unfold within the shadow of the American Capitol in Washington, D.C.

Douglas Cardinal has raised eyebrows and tempers. Along the way he has also raised the bar of excellence and innovation in the world of architecture. Any film on Cardinal, therefore, contains more than one story. While it celebrates art in architecture and spirit of place, it can’t help but be a story of an outsider who has had to fight for his radical designs every inch of the way.

Director Jim Hamm and writer PJ Reece have created a remarkable story of an outsider artist struggling against the establishment to change the course of architectural history. Here is an hour-long program rich in graphic images on the one hand, and a compelling human story on the other. Taken separately or together, ***Radical Attitudes: The Architecture of Douglas Cardinal*** is a memorable testimony to one man’s courage.

The world premiere and reception for ***Radical Attitudes!*** was held at the Canadian Museum of Civilization, Ottawa, February 24, 2004 with Mr. Cardinal and Mr. Hamm in attendance. The television premier took place March 7<sup>th</sup> on Bravo!

Produced by Jim Hamm Productions Ltd., in association with Bravo Canada, a division of CHUM Ltd., Aboriginal Peoples Television Network, Knowledge Network, Saskatchewan Communications Network and Canadian Learning Television. Produced with the participation of the CTF: Licence Fee Program, Canadian Heritage: Canadian Studies Program, Canwest Western Independent Producers Fund, Canadian Museum Of Civilization, Canadian Film and Video Tax Credit and Film Incentive BC. © 2004 Closed Captioned

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For further information contact:

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# ***Radical Attitudes:*** **The Architecture of Douglas Cardinal**

**APTN Television premiere**  
Tuesday December 7<sup>th</sup>, at 6 pm PT & 9 pm ET

“Architect Douglas Cardinal always felt like an outsider who had to fight for his radical designs. It is rather fitting then, that a film about him was borne out of controversy”  
Maria Cook, Ottawa Citizen

One glance at any of Douglas Cardinal’s architectural achievements, and ‘radical’ is no exaggeration. No other architect has so boldly expressed in brick and mortar, his attitudes and approach to life. Cardinal’s language is ‘organic’, and his particular dialect, ‘curvilinear’. While detractors have a hard time digesting his architectural statements, Cardinal might say that, for fast and efficient relief, they need only look to Nature, and to our Canadian landscape in particular.

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Produced by Jim Hamm Productions Ltd., in association with Bravo Canada, a division of CHUM Ltd., Aboriginal Peoples Television Network, Knowledge Network, Saskatchewan Communications Network and Canadian Learning Television. Produced with the participation of the CTF: Licence Fee Program, Canadian Heritage: Canadian Studies Program, Canwest Western Independent Producers Fund, Canadian Museum Of Civilization, Canadian Film and Video Tax Credit and Film Incentive BC. © 2004 Closed Captioned

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# NEWS RELEASE

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February 17, 2004

For immediate release

## ***Radical Attitudes: The Architecture of Douglas Cardinal*** premieres on Bravo, March 7, at 5:00 pm PT

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***Radical Attitudes: The Architecture of Douglas Cardinal*** premieres on Bravo, **Sunday, March 7<sup>th</sup> at 8:00 pm ET, 5:00 pm PT.**

Director Jim Hamm and writer PJ Reece have created a remarkable story of an outsider artist struggling against the establishment to change the course of architectural history. Here is an hour-long program rich in graphic images on the one hand, and a compelling human story on the other. Taken separately or together, ***Radical Attitudes*** is a memorable testimony to one man's courage.

Mr. Cardinal and Mr. Hamm were in attendance for ***Radical Attitudes***' world premiere and reception at the Canadian Museum of Civilization, Tuesday, February 24, 2004.

Produced by Jim Hamm Productions Ltd., in association with Bravo Canada, a division of CHUM Ltd., Aboriginal Peoples Television Network, Knowledge Network, Saskatchewan Communications Network and Canadian Learning Television. Produced with the participation of the CTF: Licence Fee Program, Canadian Heritage: Canadian Studies Program, Canwest Western Independent Producers Fund, Canadian Museum Of Civilization, Canadian Film and Video Tax Credit and Film Incentive BC. © 2004 Closed Captioned

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# ***RADICAL ATTITUDES:*** The Architecture of Douglas Cardinal

One glance at any of Douglas Cardinal's architectural achievements, and 'radical' is no exaggeration. Get set for an hour's worth of the most stunning architecture that any Canadian architect has ever produced.

Director Jim Hamm and writer PJ Reece have created a remarkable award winning story of an outsider artist struggling against the establishment to change the course of architectural history. Here is a program rich in graphic images on the one hand, and a compelling human story on the other. Taken separately or together, ***Radical Attitudes*** is a memorable testimony to one man's courage.

Douglas Cardinal is one of Canada's most iconoclastic architects and philosophers of architectural space. That his ancestry is part First Nations should explain why he was forced from the get-go to think outside the box. This documentary follows his controversial career – from bursting onto the architectural scene in the mid 1960s with his radically curvilinear St. Mary's Church in Red Deer, to an unparalleled architectural controversy over the Smithsonian's National Museum of the American Indian that continues to unfold within the shadow of the American Capitol in Washington, D.C.

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Cardinal's Canadian Museum of Civilization in Hull, Quebec, best reflects the spiritual liaison he has with the land. In Cardinal's own words:

*"It speaks of the emergence of this continent, its forms sculpted by the winds, the rivers, the glaciers. It speaks of the emergence of man from the melting glaciers, of men and women living harmoniously and evolving with the forces of nature."*

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606-402 West Pender St, Vancouver BC V6B 1T6 (604) 684-3014 [mailbox@movingimages.ca](mailto:mailbox@movingimages.ca)

# ***RADICAL ATTITUDES***

## The Architecture of Douglas Cardinal

### FILMOGRAPHIES

JIM HAMM

WRITER / Producer / Director

**Jim Hamm** has been writing, producing and directing documentaries through his company, Jim Hamm Productions Limited since 1983. He has a degree in History, a Teaching Certificate and Film Studies from Simon Fraser University. Jim creates award winning environmental, social and political documentaries for broadcast.

Jim has just completed **Radical Attitudes: The Architecture of Douglas Cardinal**, the *Leo Award winner for Best Documentary – Arts / Performing Art*, for “excellence in British Columbia film and television.” The 48-minute documentary video looks at one of Canada’s most iconoclastic architects and philosophers of architectural space. Premiered by the Canadian Museum of Civilization with broadcasts on Bravo!, APTN, Knowledge Network, SCN and Canadian Learning Channel.

His recently completed feature length documentary **The Spirit Wrestlers**, looks at the dramatic and troubling story of the century of Doukhobor life in Canada. The film lays bare the brutal ways that governments and state agencies sought to forcibly assimilate generations of Doukhobor parents and children, producing in response, some of Canada’s worst acts of terrorism. The documentary was selected to screen at Toronto’s Hot Docs 2002 Canadian International Documentary Festival and was broadcast on History Television, Vision TV, Knowledge Network and SCN.

His prior documentary **TURNING DOWN THE HEAT: The New Energy Revolution**, a co-production with the *NFB*, was broadcast on *CBC’s Nature of Things*. Narrated by Dr. David Suzuki, the film travels the world showcasing renewable energy and energy efficiency as practical and economically viable solutions to global climate change.

Two previous films broadcast on CBC Newsworld *Rough Cuts* were **Between The Rock and A Hard Place**, about Newfoundlanders who have started a new life in Fort Nelson, British Columbia and **The Air We Breathe**, an examination of urban smog and transportation in several North American cities that was co-produced with the *NFB*.

**Smile And Dial**, a docu-drama exposing a charity fundraising scam that used teenagers as telephone solicitors in an environment reminiscent of a Dickens novel was broadcast on *CBC Canadian Perspectives*. It was screened at the Grierson Documentary Festival and the Vancouver International Film Festival,

Over the years Jim has line-produced, production managed and location managed dramatic features, docu-dramas and television series.

**PJ REECE**  
Writer

**PJ Reece** graduated from the University of Alberta in 1967 with a Geography degree. He immediately took up residence in the Zambian bush and for two years maintained a hydrological survey on the rivers of central Africa.

After fifteen years as a filmmaker, Reece traded camera for keyboard to write for a stable of West Coast producers. He's collaborated with producer Hamm on his last five documentaries -- *The Air We Breathe*, *Between The Rock and a Hard Place*, *Turning Down The Heat: The New Energy Revolution*, and most recently, *Radical Attitudes: the Architecture of Douglas Cardinal*.

Reece is currently creative director for three of Yaletown Entertainment's successful series, *Weird Homes*, *Weird Wheels*, and now *Weird Weddings*.

Reece's first published novel, *Smoke That Thunders* hearkens back to his African days. His second is currently seeking a publisher.

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## **Press Photos Sent on Request:**

### ***Radical Attitudes: The Architecture of Douglas Cardinal***

1. First Nations University of Canada, Regina, Jim Hamm photo
2. St. Mary's Roman Catholic Church, Red Deer, Alberta, Jim Hamm photo
3. Canadian Museum of Civilization, Ottawa, Jim Hamm photo
4. Douglas Cardinal with St. Mary's in background, Ottawa Citizen Wayne Cuddington photo

### **SHORT SYNOPSIS**

### ***Radical Attitudes: The Architecture of Douglas Cardinal***

**Radical Attitudes: The Architecture of Douglas Cardinal** is a 48 minute documentary that chronicles the career of this exacting and outspoken Metis architect. Never one to build “meaningless boxes designed for obsolescence,” Cardinal has spent a lifetime trying to elevate architecture. His work is celebrated for its organic beauty and unique curvilinear style and includes such prestigious projects as the Canadian Museum of Civilization and the First Nations University of Canada. His aboriginal heritage informs and enriches his design process—consultative, holistic and nurtured by what he calls “sacred trust.” Among the other highlights and controversies, the documentary delves into his standoff with the Smithsonian Institute and their botched collaboration on the National Museum of the American Indian in Washington, DC. Interviews with renowned architect Arthur Erickson, Cardinal’s long-time colleague Satish Rao, Washington Post architecture critic Benjamin Forgey and representatives from the Smithsonian paint a complex picture of an uncompromising visionary and artist.