



*Press release
For immediate release*

9th edition of the NUMIX AWARDS

NUMIX AWARD WINNERS

Grand Prize awarded to the National Film Board of Canada and DPT For their immersive production *The Enemy*

Montreal, May 17, 2018 – This year, the NUMIX Grand Prize was awarded to the National Film Board of Canada's and DPT's immersive production [The Enemy](#). Recognised by the jury for its relevance to current events and its perfect balance between form and content, *The Enemy* brings you face-to-face with combatants from three conflict zones: with the Maras in Salvador, in the Democratic Republic of the Congo, and in Israel and Palestine. Their testimonies and confessions about their lives, experiences, and perspectives on war will allow you to better understand their motivations... and their humanity.

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NEW TRIBUTE AWARD: MICHEL JOLICOEUR HONOURED

The digital creativity industry is now old enough to present a tribute award. Chosen by the Board of Directors of Xn Québec, the first recipient of this award is Mr. Michel Jolicoeur. This is in recognition of his longstanding career achievement and his exceptional contribution to the growth of our industry. A multimedia precursor and pioneer in Quebec, he produced many interactive museum terminals, websites and edutainment CD-ROMs. He also contributed to raising the profile of the digital industry by creating the NUMIX Awards in 2010, a gala he oversaw and pushed forward during 8 years.

The 2018 NUMIX AWARDS gala took place at the MTelus in front of 600 people, including the main players of the Quebec digital industry. Hosted by comedian Simon Gouache, the gala featured a musical performance by [Seba & Horg](#). Uniquely comfortable on stage and armed with a keen sense of humor, Simon made the audience laugh many times. As for 90s-influenced rap duo Seba & Horg, their single *Vintage à l'os* (a viral hit with more than a million views) nearly brought down the roof of the old Metropolis.

After receiving a record number of applications with more than 230 entries, the NUMIX AWARDS team can confirm again this year that Quebec digital production remains healthy and that it's important to create funding structure for these projects. In total, 23 prizes were awarded among 65 finalists. The winners were chosen by a jury made up of 36 members of the digital industry. It was presided over by Monique Simard, the former President and Chief Executive Officer of the Société de développement des entreprises culturelles (SODEC).

About the NUMIX AWARDS

Since 2010, the NUMIX AWARDS have recognised the excellence of multimedia productions in Quebec. As the only event honouring original digital content, the NUMIX AWARDS Gala is the largest gathering of digital producers in Quebec. This peer recognition via different juries comprised of professionals from the cultural and digital industry makes the NUMIX AWARDS a special moment that goes beyond mere competition. Each edition takes the form of a forum where producers and artists can meet, share, think critically about the year's productions, observe current trends and in the process, pave the way for unprecedented developments. Over time, the NUMIX AWARDS Gala has become a breeding place for ideas and innovation. These awards are an initiative of Xn Quebec and a presentation of the Canada Media Fund, made possible with the financial support of the City of Montreal, the Bell Fund, Radio-Canada, Bell Media, National Bank, the Business Development Bank of Canada, the Quebecor Fund, Télé-Québec and the Independent Production Fund.

About Xn Québec

The Digital Experiences Producers Association Xn Quebec brings together the key players of the Quebec digital industry by uniting all producers of content (original or other) for various technological platforms. Formerly known as RPM (Regroupement des producteurs multimédia), the association acts as a catalyst to develop, consolidate and raise the profile of the companies making up the ecosystem of creative, media and cultural industries that are active in all forms of digital expression, through a variety of inclusive and rallying activities and events. For complete details, visit their new website www.xnquebec.co.

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