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## ***Re-enchantment* DVD and postcards now available**

FILM ART MEDIA is delighted to announce the launch of *Re-enchantment* on DVD, as well as a set of six collector postcards.

*Re-enchantment* is an immersive journey into the hidden meanings of fairy tales. Presented as a multi-platform documentary project, it explores why fairy stories continue to enchant, entertain, fascinate and horrify contemporary adult audiences.

The *Re-enchantment* DVD features a series of 10 x 3-minute animated documentaries which delve into the hidden meanings of traditional fairy tales and considers why they continue to enchant, fascinate and entertain adult audiences. It is targeted to adult audiences 15+ and should be of interest to fairy tale enthusiasts, writers, artists, photographers, filmmakers, book club members, literature enthusiasts and psychologists.

Each episode centres on a common fairy tale theme – *Ever After, If The Shoe Fits, Wicked Stepmother, Princess Culture, Into The Woods, Dark Emotions, Beastly Husbands, The Forbidden Room, Fairy Tale Sex and Re-imaginings* – and presents a new way of thinking about familiar and much loved fairy tales.

In *Princess Culture*, for example, it asks, “Why do princes, princesses, transformations and happily-ever-afters still resonate today?” This episode is particularly timely in the wake of the cultural obsession with celebrity and the fairy tale wedding of the century between Prince William and Kate Middleton.

Drawing together animation, interviews, advertisements, artworks and clips from popular films and television programs, the *Re-enchantment* series is a beautifully presented and thought-provoking series. Relevant secondary curriculum areas include: English Literature, Creative and Studio Arts, Media and Film Studies, Psychology. At tertiary level: Women’s Studies, Cultural Theory.

Visit <http://filmartmedia.com/?p=196> to watch the trailer and make an order today.

The *Re-enchantment* DVD and postcards are available for immediate despatch from the Film Art Media online shop. The DVD price for personal home use is AU\$29.95 (including free shipping anywhere in Australia). Postcards are AU\$1.10 each or AU\$5.50 for the set of six. An educational price list and order form is available on the website as a downloadable PDF: <http://filmartmedia.com/?p=196>



Written and Directed by Sarah Gibson | Produced by Sue Maslin  
Lead Design by Rose Draper

A Film Art Media production in association with Inside Out Productions *Re-enchantment* has been developed and produced with the assistance of Screen Australia, Film Victoria, the Australian Broadcasting Corporation and the University of Technology Sydney.

### **Contact**

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