

This is a masterful film. It should be essential viewing for everyone.
- JAMES CROMWELL, Actor

GHOSTS MEDIA PRESENTS



THE GHOSTS IN OUR MACHINE

animals are hidden in the shadows of our highly mechanized world

A film by Liz Marshall

An interactive story by The Goggles

Featuring acclaimed animal photographer Jo-Anne McArthur

Produced by Nina Beveridge & Liz Marshall

Produced in association with *documentary*

With "Give Up The Ghost" by RADIOHEAD

Running Time: 92:00 | Release: 2013

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.

ABOUT THE DOCUMENTARY

THE GHOSTS IN OUR MACHINE illuminates the lives of individual animals living within and rescued from the machine of our modern world. Through the heart and photographic lens of acclaimed animal photographer Jo-Anne McArthur, we become intimately familiar with a cast of non-human animals. The film follows McArthur over the course of a year as she photographs several animal stories in parts of Canada, the U.S. and in Europe. Each story and photograph is a window into global animal industries: Research; Food; Fashion and Entertainment. The question is posed: Are non-human animals property to be owned and used, or are they sentient beings deserving of rights?

The connection that I have to animals while I'm photographing them is one of empathy. There is a huge mistreatment and inequality between human and non-human animals, and that's always in the forefront of my mind.

- Jo-Anne McArthur

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ABOUT THE INTERACTIVE STORY

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