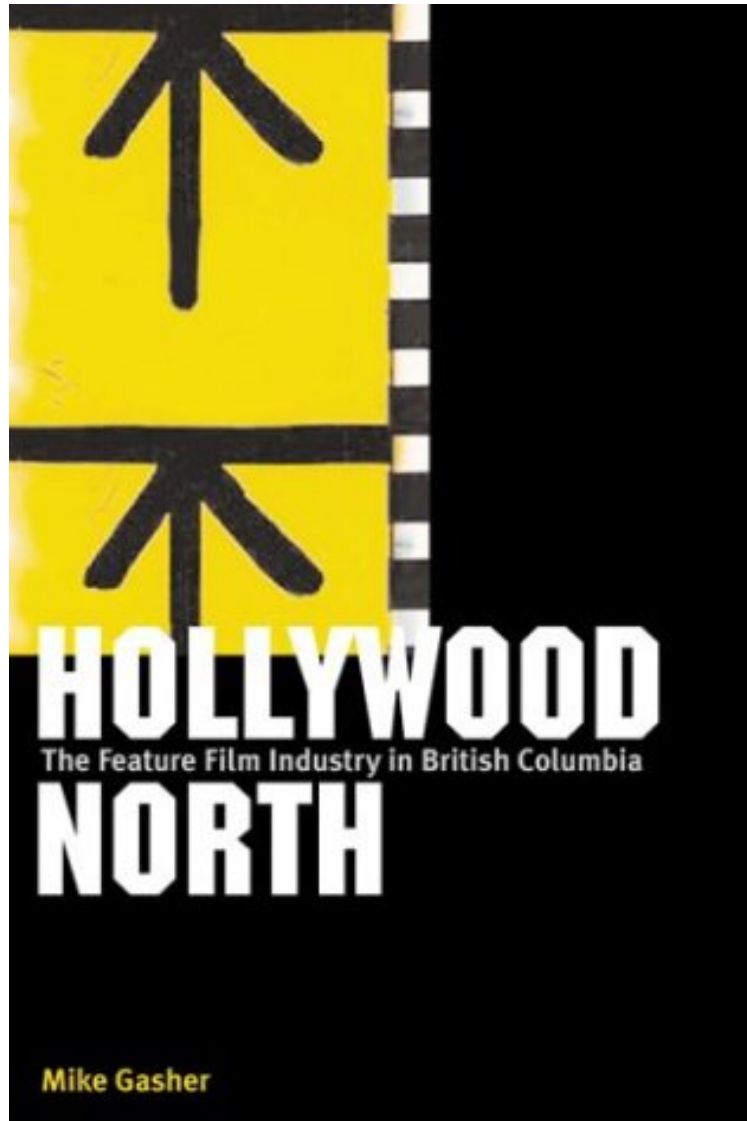


(Free) Hollywood North: The Feature Film Industry in British Columbia

Hollywood North: The Feature Film Industry in British Columbia

Mike Gasher

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Mike Gasher : Hollywood North: The Feature Film Industry in British Columbia before purchasing it in order to gage whether or not it would be worth my time, and all praised Hollywood North: The Feature Film Industry in British Columbia:

British Columbias billion-dollar film industry trails behind only those of California and New York. This book recounts the story of British Columbias rapid rise from relative obscurity in the film world to its current status as "Hollywood

North." Gasher positions the industry as a model for commercial film production in the twenty-first century -- one strongly shaped by a perception of cinema as a medium, not of culture, but of regional industrial development. He addresses the specific economic and geographic factors that contribute to the province's success, such as the low Canadian dollar and BC's proximity to Los Angeles. *Hollywood North* is an important book that brings into focus the tension between globalization and localization in the film industry.

British Columbia is celebrated as Canada's principal centre of audiovisual production. Its billion-dollar industry trails behind only California and New York, the most well-established film production sites on the continent. Prior to the mid-1970s, however, British Columbia had little in the way of film production that could properly be called an industry. This timely book recounts the story of British Columbia's rapid rise from relative obscurity in the film world to its current status as "Hollywood North." Mike Gasher positions the industry as a model for commercial film production in the twenty-first century -- one strongly shaped by a perception of cinema as a medium, not of culture, but of regional industrial development. Addressing the specific economic and geographic factors that contribute to the province's success, such as the low Canadian dollar and BC's proximity to Los Angeles, Gasher also considers the broader implications of the increasingly widespread trend towards location service production on national cinema and cultural production. *Hollywood North* is an important book that brings into focus the tension between globalization and localization in the film industry. It will have great appeal to those with an interest in debates on Canadian national cinema, the notion of cinema as industry, and the highly nuanced relationship between cinema and place. Selected as a BC Book for Everybody. About the Author: Mike Gasher is a member of the Department of Journalism, Concordia University, and co-author of *Mass Communications in Canada*. He is a former reporter and editor at *The Province*, *The Columbian*, and other papers.