

RE-ENCHANTMENT

NOT ALL FAIRY TALES ARE FOR CHILDREN

ABC TV, Online & Radio

Starts on ABC1 Sunday 6 March 2011 @ 4.30pm

RE-ENCHANTMENT is a beautifully designed cross-media work that explores why fairy stories continue to enchant, entertain and horrify contemporary adult audiences.

This is a documentary project with a real difference rolling out on **ABC TV, Online** and **Radio** throughout March.

From *Rapunzel* to *Cinderella*, and *Bluebeard* to *Snow White*, RE-ENCHANTMENT challenges us to think about the hold these stories have on us and the way they are reinterpreted throughout our life and culture.

On **Sunday 6 March, ABC 1 will begin airing the three-minute RE-ENCHANTMENT animated documentary interstitials narrated by Gretel Killeen.** Over four weeks, ten interstitials will be shown. These interstitials will be repeated on ABC2.

Amanda Duthie, Head of ABC TV Arts & Entertainment says: *"This is an incredibly exciting transmedia project for ABC TV, allowing for substantial audience interaction with a grown-up exploration of the imaginative might of fairy tales. This is an opportunity for us to hear diverse views and share our own theories, art and memories of these cautionary tales."*

At the core of RE-ENCHANTMENT is a website - an interactive online documentary that is set in an enchanted forest and has many paths to explore. **The website will go live on Wednesday 2 March.** ABC TV viewers can also join the RE-ENCHANTMENT community on Facebook and Twitter:

www.abc.net.au/tv/re-enchancement

www.facebook.com/pages/Re-Enchantment/125219870872528?v=wall

twitter.com/reenchantment

From **Sunday 6 March, ABC Radio National's Sunday Story** will broadcast sound recordings of the RE-ENCHANTMENT fairy tales. These will also be streamed online at www.abc.net.au/rn/shortstory



A Film Art Media production in association with Inside Out Productions.
Developed and produced with the assistance of the ABC,
Screen Australia, Film Victoria, and the University of Technology, Sydney.
Writer /Director: Sarah Gibson; Producer: Sue Maslin.
ABC TV Head of Arts & Entertainment: Amanda Duthie

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ABC1 from **Sunday 6 March 2011**

All episodes will be repeated on ABC2 and available online from launch date.

Ep 1 ABC1 Sunday 6 March @ 4.30pm

EVER AFTER

Fairy tales, sometimes called wonder tales, have existed for thousands of years before they appeared as children's stories. Why have they continued to appeal to adults across continents and across cultures?

Ep 2 ABC1 Sunday 6 March @ 10.30pm

IF THE SHOE FITS

Cinderella is one of most popular fairy tales. Why has it survived for over a thousand years?

Times listed below are subject to slight change:

Ep 3 ABC1 Friday 11 March @ 10.55pm

WICKED STEPMOTHERS

Fairy tales are full of evil stepmothers and wicked witches. Why have these negative portrayals of women survived?

Ep 4 ABC1 Sunday 13 March @ 2.55pm

PRINCESS CULTURE

Are fairy tales responsible for our fantasies about princes and princesses?

Ep 5 ABC1 Sunday 13 March @ 10.30pm

INTO THE WOODS

Why is it that so many fairy tales take us into the forest?

Ep 6 ABC1 Friday 18 March @ 10.55pm

DARK EMOTIONS

Is it the dark side of fairy tales that makes them so valuable psychologically?

Ep 7 ABC1 Sunday 20 March @ 4.55pm

BEASTLY HUSBANDS

Animal bridegroom stories where a woman marries an animal husband exist in most cultures. Why have these stories been so popular?

Ep 8 ABC1 Sunday 20 March @ 10.30pm

THE FORBIDDEN ROOM

The mystery beyond the door is a very familiar motif to modern audiences. What is the meaning of the forbidden room?

Ep 9 ABC1 Friday 25 March @ 10.55pm

FAIRY TALE SEX

Romance, princes and princesses are all associated with fairy stories, but what do they say about sex?

Ep 10 ABC1 Sunday 27 March @ 10.30pm

RE-IMAGININGS

Fairy stories aren't relics of the past. They are constantly being re-interpreted in new ways by visual artists and writers.

