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# **Dazzling Other-Worldly New Sci-Fi Fantasy Film, *Mars et Avril*, The Impossible Movie Debuts Exclusively On Gaiam TV**

## **French Canadian Filmmaker Uses Innovative Techniques to Achieve Mesmerizing Cosmic Visuals on a Stunningly Low Budget**

BOULDER, Colo., Jan. 8, 2014 /PRNewswire/ --*Mars et Avril*, the impossible movie, takes creative artistry to a new level as the director, Martin Villeneuve, adapts his two culturally acclaimed sci-fi romance graphic novels and brings an intricate story, dreamy visuals and out-of-this world score to the screen. A futuristic Montreal sets the scene for the story of a beautifully crafted love triangle interspersed with the dawn of the first human landing on Mars. The technological wizardry of Villeneuve is only matched by the amazing visuals of this provocative story of ageless love. *Mars et Avril* is now exclusively available in the United States on [GaiamTV.com](http://GaiamTV.com).

While most science fiction films of this scope cost tens of millions to produce, Villeneuve only spent \$2.3 million in the production. The movie was seven years in the making and required considerable effort from everyone involved. For example, the young filmmaker wanted to involve French Canadian Superstar Robert Lepage but the actor was only available for a few days. He came up with what he calls "creative problem solving" and turned the Lepage character into a hologram. Listen to Villeneuve explain his imaginative process that is mesmerizing audiences in his [TED Talk](#): "How I Made an Impossible Film," earlier this year. Also just released, a 22-minute "Making Of *Mars et Avril*" with English subtitles, can be viewed [HERE](#).

In a recent interview, Villeneuve said: "I made an impossible film but I was able to make it because I didn't know it was impossible. All the difficulties surrounding the making of this film actually contributed to its success." More can be found [HERE](#) on this brand new, awesome website about Villeneuve and his sci-fi world.

Martin Villeneuve is a former artistic director for the Montreal ad agency Sid Lee that works with Cirque du Soleil. He has also worked as a director for Moment Factory, and is now working with comic book masters Benoit Sokal and Francois Schuiten on a new script, *Aquarica*.

"One of the most beautiful, and immersive, science fiction worlds on film...Mars et Avril is a movie that will surprise you. It has to, as every time it seems to go one way, it will twist off in a new direction. It will also give your eyes a good time... It looks beautiful and it looks different," recently wrote [Esther Inglis-Arkel on io9](#), one of the most important sci-fi sites in the U.S.

"This inventive movie will delight the senses while challenging the mind. The beauty of this film will speak to an audience who's ready for a visual journey to another world, while exploring the topics of age and romance in a science fiction genre," said Paul Richardson, Gaiam TV vice president of marketing. Gaiam TV is currently offering a free 10-day trial to explore *Mars et Avril* and the rest of its vast library of videos and movies. Those who wish to subscribe to the service pay just \$9.95 per month, and may cancel membership at any time. Like Netflix, subscribers may stream content on demand for viewing with no limits and no commercial advertising. Gaiam TV is available on a variety of platforms including iPad, iPhone and Roku.

**About Gaiam TV:** Gaiam TV is a streaming video subscription service that offers exclusive, ad-free streaming of over 5,000 films, documentaries and original programs dedicated to transformational media, alternative knowledge, personal growth and spirituality, featuring luminaries like Deepak Chopra, Wayne Dyer, the Dalai Lama and more. Along with its transformational content, Gaiam TV also features the world's largest online library of yoga, fitness and wellness videos, featuring renowned instructors like Rodney Yee, Jillian Michaels, Seane Corn, Mari Winsor and more. In addition, Gaiam TV offers original programming that takes viewers to the edges of reality through dynamic discussions on controversial topics. Gaiam TV is available on Roku, Sony PlayStation 3, select Sony Blu-ray players, Apple TV, iPad and iPhone. It is available for \$9.95/month with a free 10-day trial. Gaiam TV is a division of Gaiam, Inc. (NASDAQ: GAIA). For more information, visit [www.GaiamTV.com](http://www.GaiamTV.com).

Video with caption: "Producer Martin Villeneuve takes us on a behind the scenes tour of the making of his first film, Mars & Avril. Villeneuve paves the way for the uncommon genre of science fiction in Montreal. With a small budget and limited resources, the set was sparse and the cast and crew heavily relied on green screen technology and creative problem solving. To watch the entire film Mars & Avril, sign up for your FREE 10-day trial at <http://bit.ly/1bWTCfg>." Making of video available at: <https://www.youtube.com/watch?v=mXe6mUcCRvg>

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