March 27, 2017

**Art & Copy reveals the wisdom behind advertising**

Edmonton – It’s everywhere you look and listen, on television, radio, billboards, and print media. Advertising influences and affects our culture – and impacts how we view products and services.

2009’s *Art & Copy*, a film directed by Doug Pray, explores the field of advertising and reveals the work and wisdom of some of the most influential advertising creatives of our time: people who have profoundly impacted our culture but virtually unknown outside the industry.

*Art & Copy* looks at the people responsible for high-profile advertising campaigns, including, “Just Do It,” “I Love NY,” “Where’s the Beef,” “Got Milk,” and “Think Different.” These ads helped grab the attention of millions of people and most importantly, truly move them.

*Art & Copy* won the 2011 News and Documentary Emmy Award for Outstanding Arts & Culture Programming. Although the reviews were generally favourable, some reviewers chastised the film for presenting an uncritical view of advertising.

Following the film, join Assistant Professor Robert Andruchow from MacEwan University for an exploration of the film and a look at the inspiration, thought and work behind some of the most influential advertising creative campaigns since the 1960’s.

The REEL Learning series provides audiences with an opportunity to take a deep dive into movies and their relationship to current events and topics related to their content. Expert commentary is provided by industry experts and MacEwan University faculty members.

When: Wednesday, March 29  
Where: Metro Cinema (8712-109 street)  
Time: 7 p.m.

Founded in 1971, MacEwan University inspires its students with a powerful combination of academic excellence and personal learning experiences. Offering more than 65 programs including undergraduate degrees, applied degrees, diplomas, certificates, continuing education and corporate training, the university provides a transformative education in a creative, collaborative and supportive learning environment where creativity and innovation thrive. Located in Edmonton, Alberta Canada, MacEwan University offers a unique student experience that opens up diverse pathways for achievement and growth.

For further information, please contact:  
David Beharry, Media Relations Advisor  
780-497-5586  
Cell: 780-231-5954  
Email: beharryd@macewan.ca

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