



## THE PHOTO TOUCH

NOT MUCH INK CAN YET BE SPILLED on Renée Paule's first foray into film, THE PHOTO TOUCH. Zero is known. There is no synopsis. There are no snippets. There are no spoilers. The date slash coordinates of the premiere won't be public knowledge. What could have moved a devotee of the freeze-frame to cross over into the motion picture?

IT'S NO NEWS THAT AN ARTIST GETS AWAY WITH one too many vetoes. The Paule-picked promotional battles are nothing if not peculiar. Why all the commotion? No one, except RP – not even us, the PR team, can u imagine – knows if the film will be screened more than once. No one, except RP, knows if someone will press PLAY at all. No one, except RP, knows if PHOTO TOUCH is the type of film you press PLAY on. If the format will, in any way, register as a film or even as the most radical attempt at redefining already-avant-garde film.

WHAT WE DO KNOW – the PR team would add 'for example' here if only we could pretend to know more, know there *is* more – is that *somewhere* in the Mojave Desert, a deserted weather tower will be repurposed as a supersize screen. Safe to deduce probably is that, regardless of the size of the screen, PHOTO TOUCH is a big production (keeping the suite of sponsors a secret is the one risk art can't take).

THE HOPES ARE STILL UP for a propaganda film.