

Newfoundland & Labrador Film Development Corporation Rebrands as 'PictureNL', Positioning the Province's Film and Television Industry for Further Growth



St. John's, NL, August 31, 2023 – In a move to modernize its branding and reinvigorate its mandate, the Newfoundland & Labrador Film Development Corporation (NLFDC) is rebranding as PictureNL. This new brand will assist the organization in advancing its mandate of continuing to support and build on the momentum being experienced throughout the province, fostering a thriving film and television industry in Newfoundland and Labrador.

The PictureNL brand represents an exciting evolution for the organization. It reflects a fresh and dynamic vision for the future of the film and television industry in the province. A picture-perfect place for studios like Disney, Apple, and Netflix who have all filmed in Newfoundland and Labrador. A place where people can picture growing their careers and realizing their creative aspirations. The PictureNL brand encapsulates the organization's dedication to advancing the province's unique culture of storytelling; enriching the creative and technical abilities of talented industry professionals; and, putting the province on the map as a global filming destination.

With an illustrious history spanning decades, PictureNL has played an integral role in shaping the film and television landscape in Newfoundland and Labrador. Its success and influence have garnered national and international recognition, drawing productions and investment from all around the world to capture the province's epic beauty and awe-inspiring stories.

The Honourable Steve Crocker, Minister of Tourism, Culture, Arts and Recreation, says PictureNL's new brand is the next step in the evolution of the film and television sector in Newfoundland and Labrador.

“We’ve witnessed the fantastic growth of the film and television industry in Newfoundland and Labrador for more than a decade. Each year, it surpasses expectations and we have seen some of the largest studios turn their eyes to our beautiful, rugged shores as a location with as much to offer as anywhere else in the world. A tremendous amount of work has gone into the film and television industry over the years, thanks to the passion and dedication of PictureNL, including new Chief Executive Officer, Laura Churchill. The future is bright and all the elements for success are in place: a committed partner in the Provincial Government, a talented workforce, and an incredible place to shoot. I could not be more proud of our province’s success. Congratulations to the PictureNL team on this incredible move forward.”

“The re-branding to PictureNL is more than an updated name of the organization, it signifies a new era of possibilities for our province’s film industry,” said Laura Churchill, CEO & Film Commissioner of PictureNL. “We believe this reimagined identity better captures the essence of our vibrant film and television industry and will serve as a beacon for growth locally, nationally and internationally. As PictureNL, we are energized by the endless potential that lies ahead. Our new identity serves as a catalyst for change, allowing us to embrace the future armed with our competitive incentive programs, rich storytelling legacy and a deep-rooted commitment to nurturing the growth of the film and television landscape.”

“We’ve been making waves in the industry. At the 2023 Toronto International Film Festival (TIFF), we will showcase our new brand alongside some of the most talented Newfoundland and Labrador filmmakers who are already adding to the buzz about our province and locations. It’s big picture thinking for this exciting, ever-growing industry,” said Mark Sexton, Chair of the PictureNL Board of Directors.

For more information about PictureNL, please visit www.picturenl.ca or follow us on social media:

Facebook: <https://facebook.com/picturenl>

Instagram: @picturenl.ig

Twitter / X: @PictureNL_x

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About PictureNL:

PictureNL (formerly Newfoundland & Labrador Film Development Corporation – NLFDC) was established in 1997 as a Crown corporation of the Government of Newfoundland and Labrador. The Department of Tourism, Culture, Arts and Recreation (TCAR) is the sole shareholder of the corporation. PictureNL was created to grow the local screen industries of the province, both through the creation of local film and television productions for national and international markets, and as a destination for service productions to shoot in Newfoundland and Labrador locations. PictureNL is the front line for local screen industries as well as potential national and international partners interested in investing in the province through film and television productions.

PictureNL's Mandate:

To promote the development of the film and television industry in the province of Newfoundland and Labrador and to promote the province's film and television products and locations nationally and internationally.