

Artist-in-Residence

Press Clippings & Social Media Highlights 2016-2019

For further information:

Canopy Growth Corporation, hi@tweed.com, 1-833-818-9333, <u>Tweed.com</u> Ezra Soiferman - ezrasoif@gmail.com, 514-484-1881, <u>EzraSoiferman.com</u>

The Ganjapreneur Podcast





Ezra Soiferman: Appreciating Cannabis and Hemp With Art

Ezra Soiferman is a renowned Montreal-based photographer, documentarian, and worked as the world's first cannabis artist-in-residence for Tweed. He recently joined our host TG Branfalt for a conversation about how he became familiar with the medicinal qualities of cannabis before the term "medical marijuana" was widely known, what it means to be an "artist-in-residence" for a cannabis brand, and how cannabis legalization has affected culture in Canada.

May 2nd, 2019 - 52 min. Podcast interview

Source: https://www.ganjapreneur.com/ezra-soiferman-appreciating-cannabis-and-hemp-with-art/



Word for Word

"Right now, the focus with cannabis, it's money. It's products. It's growth. But we have to remember one thing that ultimately, this plant brings so much fun to people, so much enjoyment, pleasure. It takes away pain. It inspires. And people can't lose sight of the fun aspect of cannabis, the colorful aspect. And I think the arts is a perfect vehicle to bring that over and have it be appreciated by those companies and by their customers and their clients, and make this cannabis space, this cannabis world, and the legal world on the streets, a more artful place. It's up to the artists to do that, and it's up to the cannabis companies to be open and inviting to these people who have the goods to share." - Artist-in-residence for Tweed Ezra Solferman, Ganjapreneur Podcast

Word on the Tree Daily Newsletter – May 3, 2019 Source: http://tinyurl.com/y6shqk3d

2Lazy2 Write Podcast Interview



Jan 21, 2019 - Host: Jon Baker

Source: https://www.2lazy2write.com/podcasts/2019/1/21/episode-18

■ Forbes

A

10,786 views | Oct 15, 2018, 8:09 pm

8 Luxury Canadian Cannabis Brands To Know About As Legalization Arrives

Katie Shapiro Contributor ①

Vices

I cover the intersection of cannabis and luxury.



\equiv Forbes

Tweed

Tweed, arguably the largest licensed cannabis producer in the country and a subsidiary of Canopy Growth Corporation, is a trailblazer and model for cannabis culture in Canada as we know it. Founded in 2014, it was the first licensed cannabis company in North America to be publicly traded, the first to legally export cannabis, the first to build an online marketplace, the first to have an artist-inresidence and the first to sell its recreational products nationwide. Setting up shop in an abandoned Hersey's chocolate factory in Smiths Falls, Ontario, the company has also just put the finishing touches on the Tweed Visitor Centre, an immersive, educational opportunity for the public to learn about its operation and vision (a chocolate factory of its very own is coming soon). With social impact as one of the cornerstones of its mission, the Tweed Collective has committed to investing \$20 million in funding for community causes across the country over the next four years.



Tweed's *A*rtist in Residence: Ezra Soiferman

by Will Tremblay

Ezra Soiferman's photographs are not only visually captivating, they also feature an array of subthemes and patterns that tell an interesting story. This talent, combined with his fascination with cannabis, only partly explains how he came to be in the unique position of being artist-inresidence for a large medical marijuana company.

zra Soiferman's longstanding fascination with cannabis has translated into a unique role within the industry as the first artist-in-residence at Tweed, Canada's largest medical marijuana producer.

The Montreal-based documentary filmmaker and photographer co-directed Pressure Drop, his first film about cannabis in 1993, sparking his career long interest in documenting the plant and its culture.

Soiferman was introduced to Tweed while filming a scene for the CBC documentary *Grass Fed*, which followed comedian Mike Paterson's journey in using edible cannabis as medicine.

"That film followed Mike as he learned how edibles worked and if it would work for his sciatica," Soiferman says. "He got a prescription, then we went to Tweed to visit the facility to see how his medical cannabis is grown."

While filming the documentary, Soiferman became fascinated with Tweed's story of turning a former Hershey's Chocolate factory into a marijuana production facility in Smith Falls, Ontario. "A week before the film was released on the CBC Documentary Channel in late 2015, I had this idea, this brainwave, that a cannabis company should have an artist-inresidence," Soiferman says. He assembled a portfolio of his work, as well as a business plan, to pitch the residency idea to the medical marijuana producer. "I got it all ready, but I didn't send it," he says. After Grass Fed aired, Soiferman received an email from Tweed president Mark Zekulin, thanking him for including the company in the film. "I took that as a sign they were open to new ideas," he says. "The next morning, I sent off this proposal. A week later, I followed up and it turns out he loved the idea." In August 2016, Soiferman was named Tweed's artist-in-residence, a photography-based position mandated to "bring art to cannabis and cannabis to art," while profiling the emerging industry. "One of the things I'm seeing about cannabis now is the industry itself is expanding in a way that is artistic. It's unpredictable, it's colourful, it's beautiful," Soiferman says. "The flowering of the cannabis industry is a work of art unto itself. Although cannabis and art have a storied connection, the residency is likely the first of its kind in the global

cannabis industry, says Jordan Sinclair, Tweed's director of communications and media.

"We try to do things that are a little outside of the scope of just cannabis," Sinclair says.

He adds Soiferman's work helps illustrate Tweed's support of the arts, as well as engage with a number of communities through his photography.

"He's done an amazing job of getting out there and sharing his art. Anytime he's doing that, there's a little bit of a tieback to Tweed," Sinclair says. "For us, it comes with a little bit of thanks and a little bit of visibility."

Soiferman adds Tweed's announcement of the residency

took the cannabis industry by surprise.
"It came out of left field," he says. "Tweed has prided itself on being a company of firsts. It excited them to try something that's unorthodox and make people think in a different way about cannabis."

In the first 10 months on the job, Soiferman travelled to more than 15 communities around the world to document their cannabis connection, including Amsterdam, the Netherlands; Denver, Colorado; and Kingston, Jamaica.





Dream Job: Meet The Artist In Residence At Canada's Biggest Grow Facility





Photo credit

f SHARE Like 8.7M

The ancient Greek philosopher Aristotle once said that art imitates life. Many centuries later, in 1889, Oscar Wilde countered that thought by stating that "Life imitates Art far more than Art imitates Life". Either way you take it, cannabis inspires creativity in both directions and has proved both axioms. A year as the world's first artist-in-residence with a cannabis company called Tweed in Canada, Ezra Soiferman talks about his craft, his journey, and the future.

Ezra Soiferman's beginning



Photo credit

Photographer and documentary filmmaker **Ezra Soiferman** captures the hidden heart and soul of everything he touches and puts it on display to transcend communication. Rather, he creates connections. Furthermore, he puts a bit of himself into everything he does.

My first question to Ezra? What inspired him to make photography his life long passion:

It was really at New York University where I took this one simple class in photography with a teacher who really, really inspired us to get out onto the streets and tell stories with our cameras... I just got the bug to get out onto the streets: to meet people, to talk to people, and take pictures that I was able to share and get others excited about what I was seeing.

I went to NYU to study filmmaking. The bulk of my career has been making documentaries, but as a parallel track to making movies, I've kept this photo bug alive. I always bring my camera with me wherever I go, whether I'm in Montreal or the rest of the world, I'm just snapping pictures of what I see.

His work



Photo credit

Ezra's background in documentary film shines through in his art. So often, for photographers, there is a distinct niche they fall into. Broad landscapes or close up still shots, usually such static imagery.

Ezra goes deeper, mastering lighting and mixing media, on scales both large and small. His photography harkens back to journalism like National Geographic and war correspondents, capturing breathtaking simplicity, or complex human emotions, with apparent ease. It draws people in, to share those feelings.

In documentary filmmaking, Ezra comes as no stranger to cannabis. It was through one of his projects that he first came to meet the minds of Tweed, and form a lasting bond.

Falling in love with Tweed



Photo credit

In 2013, **Tweed** decided to transform the former Hershey's chocolate factory in Smiths Falls, Ontario into a massive cannabis facility. Ezra fell in love with the charm of it and kept them on his radar.

When I started filming **Grass Fed**, about comedian Mike Paterson, he was trying to get his prescription... and wanted to see where his medicine would be made. We called up Tweed to find out if it would be possible to film a scene where he would see the plants growing. They graciously invited us down there and we filmed a really fun scene with Mark Zekulin, who became President of Tweed in subsequent months.

Three days before the film was to air on television, I had this brainwave about there being an artist in residence at a cannabis factory... So I told myself if I heard back from Mark that he liked the film, I was going to pitch him on this.

Sure enough, a day after the movie aired, he sent me an email saying how he loved the movie, and if there was anything else we could do together, the door was open. The next day, I sent over a package... and proposed this concept.

I believed, and still believe, that Tweed is this company just imbued with fun and positivity, and also a very classy feeling that really fits with my idea of arts and culture, and getting out there into the world. He loved the idea, and within a few months, we had come up with this plan to create the program and I became their very first artist-in-residence, and the world's first at a cannabis company.

It's been a huge thrill and honor and adventure to be challenged like this and get out into the world and share things through my eyes and my lens.

Ez in Res'



As a result of Tweed's generous carte blanche to document the wide world of cannabis love, Ezra traveled. A lot. From the streets of Trenchtown in Kingston Jamaica to a backyard party at the home of the Marley family; from meeting the world's most famous seed breeders to seeing the modern meccas of marijuana across the globe, Ezra went.

Afterward, he came back and transformed those shots into masterpieces.

With the Tweed artist in residence program, we kept it to photography because it's more manageable and easy for me to travel without a whole crew and all this film equipment.

But I decided to really shape things into these short movies... because it just tells a bigger story than one photograph or a series of photographs can. I can use my skills as a filmmaker to roll it all together into a short movie, almost a short music video. And people love it, on Facebook and YouTube, it's really amazing to see the response.

A tasting of Ezra's work with Tweed can be seen in two short montage films. The first, *Ez in Res'*, shows his incredible journey, and the sights and people that he was able to meet.

This residency has allowed me to see some really beautiful, amazing places in the world that I hadn't had the opportunity to. I consider myself very fortunate to get out there because of Tweed's encouragement and support.

The Walls of Montreal



His second short musical montage, *The Walls of Montreal*, pieces together sights and sounds into a symphony of inspiration and hidden easter eggs of laughter. Montreal has been blessed with an influx of street artists in the last several years, and their work shows skill, creativity, humor, sadness, and hope in equal measures. In addition, the score of the film comes from musician Josh Ritter, who Soiferman had the opportunity to photograph on stage in Nashville this year.

HERB: The *Walls of Montreal* was almost like a musical composition in the way you built the crescendo with the speed of the images and back and forth between the large and small. I also noticed that the music you paired it with, there were sequences where the lyrics coincided with the image that would pop up next, so I could definitely tell you had a composer's intellect behind that. It was great to watch, to feel that ebb and flow into that."

Ezra:

Thanks a lot, I really appreciate you really got what I was going for and I like riding that line. You don't want to be too literal, at the same time, you want the photographs to infer in a subtle way to the music for that synergy.

HERB: What really makes me connect with your work is that it seems... humble. It's not looking in from the outside or looking at them from above. It's like you're sharing things with friends around a campfire like stories."

Ezra:

I'm a big fan of that homey, cozy feeling around the campfire, and that's important to me.

Ezra and the future



Photo credit

Asking about Ezra's future plans, and if they include more collaboration with Tweed, he says that while nothing is certain, both are warmly open to the possibilities. I also asked, as his work spans far beyond cannabis if cannabis itself would also be a lasting influence.

Ezra:

I'm an ideas guy. I'm constantly jotting down ideas in my notebooks, and they come to me in a very organic way. I don't worry about what the next project is, because I have faith that the next big thing will bubble up in front of me.

So what's next? It will probably involve some cannabis theme. Certainly, a documentary attached to it, and definitely something out of left field and unexpected that will make people scratch their heads and smile.

HERB: Well, that's a really good feeling to be left with... Anything that can put a smile on someone's face, even for a moment, it puts out that good karma that really helps the world move towards a better place. With your art, and your ability to connect with the community to build those relationships and those stories, it makes a big difference.

Ezra:

Thank you so much. You know, it's rare that a journalist I speak with gets my work as much as you do. People take to it, they enjoy it, they tell me nice things, I appreciate it all, but whether you're a journalist, which you obviously are, or just a friend or a person I meet at a party, I could tell that you personally get it, it clicks.

That's the real value in making art. When people get it and they want more... and that you've reflected me back to me, shows me that art can connect, that cannabis art can connect.

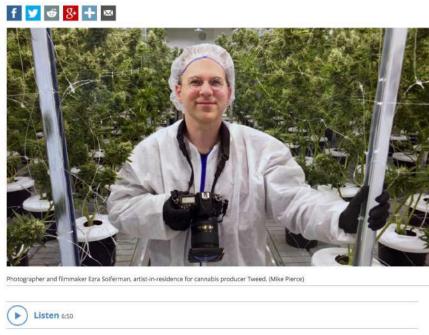
Christopher Teague Staff Writer at HERB Christopher Teague has been writing for the HERB and the cannabis community for years. He is also Founder / President / Creative Director for The Official Cannabis Book of World Records. Unity through Compassion!





Friday July 07, 2017

Montreal photographer wraps up a year as the world's first cannabis artist-in-residence



(Audio clip source at CBC Radio: http://tinyurl.com/ycnaygp8)

For the past year, Ezra Soiferman has been living his dream. And the dream of a lot of other people too.

Since last July, Soiferman has been the cannabis artist-in-residence for Tweed, which is part of Canada's largest licensed marijuana production company, the Canopy Growth Corporation.

As he tells *Day 6* guest-host Jelena Adzic, "I pinch myself regularly."

The residency idea came to Soiferman as he was filming a documentary at the Tweed plant in Smiths Falls, Ontario.

"The smell is overpoweringly beautiful. It smells a little like I imagine heaven would smell like," says Soiferman. "It's row after row and room after room of lush greenery."

Soiferman says he was inspired by the sights and smells around him, so he pitched the idea of an artist-in-residence to Tweed, and after a brief period of contemplation they agreed on the residency.

"When Ezra approached us with this concept it made total sense. It was something that is exciting, it's a first, it's advancing the conversation, and it just made total sense," says Mark Zekulin, the President of Canopy Growth Corporation.



What does a cannabis artist-in-residence do?

Soiferman is a Montreal-based filmmaker and photographer, but for his residency he and Tweed agreed that his focus would be on photography.

Over the past year, Soiferman has travelled across Canada and the United States, as well as to two places he calls meccas for cannabis — Amsterdam and Kingston, Jamaica.



In a photo taken during his term as cannabis artist-in-residence, Ezra Solferman takes a selfie with actor and former university classmate, Jerry O'Connell in Montreal. (Ezra Solferman)

He's travelled to trade shows, hemp shows and to the plants and farms where cannabis is grown.

According to a Tweed news release from July of 2016, the company's hope is that an artist-in-residence will "help us expand our reach through his art."

The federal government plans to legalize marijuana by July 1, 2018, but the laws around the marketing and advertising of legalized marijuana are yet to be determined.

In Canada, marketing by cigarette manufacturers is restricted.

Although the details of Soiferman's Tweed residency are private, the company does cover some travel costs and it provides an honorarium to the artist, in addition to paying for equipment.

Soiferman says approximately one third to one half of his pictures are related to pot, but a lot of them of are of nature, of people in the streets, of musicians performing, and generally of anything colourful that has caught his eye in his travels.

He has assembled many of his photos into videos set to music, which he calls "music photos." One includes a collection of photos of walls found throughout Montreal.



A <u>second video</u>, released two months ago, is called Ez in Res', and includes photos from his trip to Jamaica, Snoop Dogg's concert in Toronto, more street photos as well as shots in nature. All of them of are set to music, which Soiferman says, was his original influence and plays a large role in his creative process.

What's next?

Soiferman's one-year term as artist-in-residence ended on Thursday, but he says he is in talks with Tweed to try to extend. If it doesn't work out, he'll walk away with a year of new experiences and good memories.

He says meeting rap artist Snoop Dogg was a definite highlight.

"He was very friendly, very polite," says Soiferman. "And I got to photograph him in Toronto after his big show there."

Tweed grows the three varieties of cannabis under the rapper's personal brand, Leafs by Snoop.



Photo of rapper Snoop, taken in Toronto by Ezra Solferman on October 27, 2016, as part of his

"When you meet somebody like that you let them do their thing and take pictures."

Soiferman says that there are other projects he can pursue if his artist-in-residence term is not extended.

He says he wants to make more films and shoot more photos on various topics, and that he also has more to pursue in the cannabis and hemp industries.

"Topping this will be hard," he says. "But ... each project I do seems to top the one before it."

Source: http://tinyurl.com/ybrfgshd





HOME IN WORLD CULTURE IN CULTURE

Photographer Ezra Solferman poses for a portrait of his own in a grow room at Canada marijuana company Tweed. "There's nothing like wandering through the endless grow rooms Tweed inhabits in the sprawling former Hershey chocolate factory in Smiths Falls, Ontario," Solferman says. "Spending time in those rooms during my residency never gets old. The heavenly smell, the vivid color, the breeze from the fans, it's the closest to paradise one is likely to find in a factory setting." (Photo by Mike Pierce, Tweed grower)

Inside story: World's first cannabis artist-inresidence shares his year of weed immersion

Photographer Ezra Soiferman: "I hope to inspire other artists ... I don't want to be the only cannabis artist-in-residence — I want to be one of many."

JULY 3, 2017 By Katie Shapiro, The Cannabist Staff

Considering the historic connection between cannabis and creativity, it was only a matter of time before a cannabusiness and an artist made it official.

In July 2016, Montreal-based filmmaker and photographer Ezra Soiferman became the world's first cannabis artist-in-residence thanks to Canada's Tweed–the largest licensed cannabis producer in the country (and currently valued at \$1.26 billion on the Toronto Stock Exchange).

With his year-long artistic odyssey wrapping at the beginning of this month, Soiferman reflected on his residency and shared some his favorite pieces with The Cannabist. The artist said his fascination with cannabis is going on 25 years.

"My obsession with the plant and all that it can do has led me down various paths to meet people who are using it for various reasons, but I have a big medical interest," Soiferman said. "It boggles my mind how versatile it is, so this desire to learn as much as I can and meet as many people as I can in the industry has never stopped. And it's brought me to where I am today — connecting cannabis to art and art to cannabis from the epicenter."





As a student at New York University's Tisch School of the Arts, a green Soiferman decided to tackle medical marijuana for his thesis film project in 1993. "Pressure Drop," which chronicled a Jewish grandfather's marijuana usage to treat his glaucoma, went on to achieve success on the international film festival circuit and opened the door to his career as a documentarian.

Since then, he's gone on to make films both on and off the topic of pot. Most recently, "Grass Fed" premiered on the CBC's Documentary Channel in 2015 and is available on iTunes. The film follows the journey of an overweight comic who goes on an all-marijuana edibles diet for four months and experiences life-changing results.

It was during production of "Grass Fed" that Soiferman first visited Tweed's Smiths Falls, Ontario headquarters to film a pivotal scene. It was then and there that the first seed for his innovative idea was planted.

"I had this brainwave and thought why don't any cannabis companies have an artist in residence? If any company should, it should be Tweed, so I created a pitch and shared it with them immediately," he said.

In recalling that first pitch meeting with Soiferman, Tweed president Mark Zekulin told The Cannabist that he was immediately open to the residency.

"Ezra actually brought the idea to us and we loved it," he said. "It made sense to have a program that increased the visibility of Ezra's art and in turn, the visibility of our young company. Something like this has never been done before and we like to look at ourselves as a company of firsts. We wanted to see what happened when we associated an artist to a cannabis company, but put no shackles on creativity. Ezra's art and reach have impressed us."

Ez in Res'

Watch: "Ez in Res"

Soiferman spent the last 12 months making regular road trips to Tweed Farms greenhouses and traveling to cannabis meccas like Colorado, Jamaica, Vermont, and California and many other cities across the United States and Canada — putting his collective sights, experiences, and conversations into art.

"From the photos on display in our lobby to the new connections we've made through Ezra and his seemingly never-ending network of friends, it's been a rewarding first residency. Whenever Ezra sends us new work, we're reminded of how important it is to support the arts community," Zekulin said.





Reflecting on the end of his run, Soiferman expressed a collaborative vision for the future.

"This is the first program of its kind and I take that very seriously," he said. Through my creation at this position, I hope to inspire other artists to jump on this bandwagon and pitch the companies they are passionate about. I don't want to be the only cannabis artist-in-residence — I want to be one of many."

Having documented the industry's growth over two-plus decades, Soiferman said he's excited to see that the current cannabis scene is "so fertile."

"I've watched hemp go from a hippie pipe dream in the 90s to now, where its booming across the board. I've seen medical marijuana go from one mention in the New York Times every few months to every single day in every single newspaper. I'm seeing the Canadian recreational scene unfold right before my eyes. The amount of interest, money, science and acceptance for cannabis right now is incredible," he said.

What's next? Soiferman shared with The Cannabist that he's "in talks with Tweed about extending the residency beyond its early July end date and discussing additional projects with the company as well."

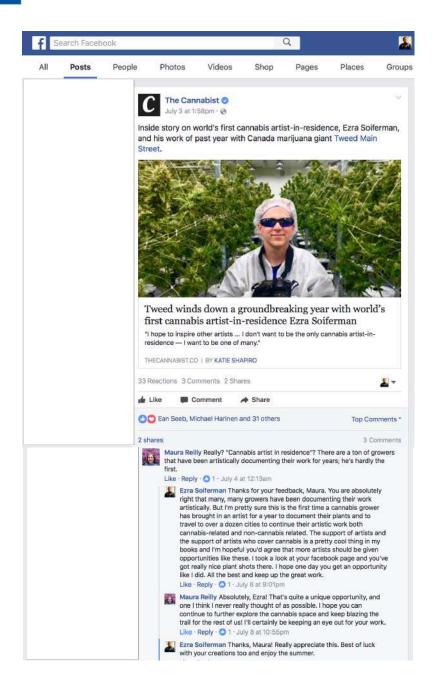
In the above gallery and short film, "Ez in Res," Soiferman takes us through his journey and provides insights into some of his favorite images from the past year. You can also watch his self-described "music photeo" on the murals of his hometown, Montreal, in this video released at the start of his Tweed residency:



Watch: "The Walls of Montreal"

Source: http://www.thecannabist.co/2017/07/03/marijuana-artist-ezra-soiferman-tweed/80881/

facebook.





July 3, 2017 **Tweet**





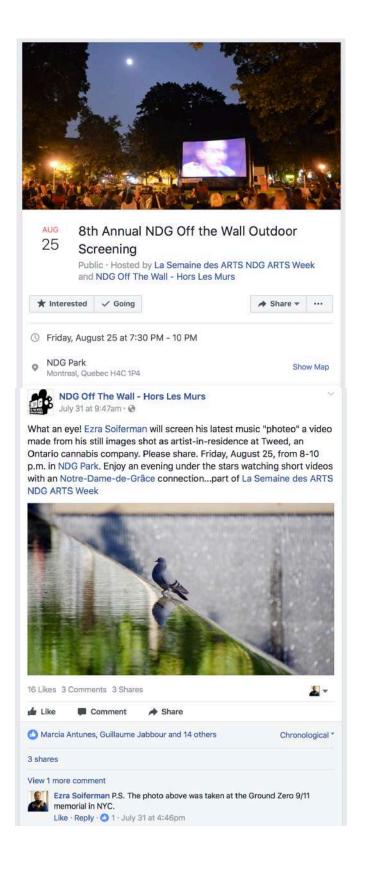
"I don't want to be the only cannabis artist-in-residence — I want to be one of many."

(via @cannabist)



Tweed winds down a groundbreaking year with world's first cannabis artist-in-residen... thecannabist.co









MSN Money App - July 12, 2017 Link to CBC Day 6 article under Canopy Growth Corp news



Word on The Tree - Daily Newsletter, NYC - July 5, 2017

Word for Word:

"Ezra [Soiferman] actually brought the idea to us and we loved it... It made sense to have a program that increased the visibility of Ezra's art and in turn, the visibility of our young company. Something like this has never been done before and we like to look at ourselves as a company of firsts. We wanted to see what happened when we associated an artist to a cannabis company, but put no shackles on creativity." - Tweed president **Mark Zekulin**, **The Cannabist**

Source: http://tinyurl.com/y288hf9m



Happy 4/20! Meet the world's first artist-inresidence at a cannabis company

In conversation with the inaugural artist-in-residence at Smith Falls' Tweed





Ezra Soiferman at Tweed's Smiths Falls facility. (Bilal Razack)

4/20/17 -- Last week the federal government announced that it would follow through with one of its earliest mandates by mid-2018: the full legalization of marijuana. Had it been timed differently, this news might have struck Canadians on the 20th of April — otherwise known as 4/20, the global day of weed consumption and celebration. Imagine all those lighting up in solidarity against the 94-year prohibition on marijuana, enraptured to discover their fight had finally been won. That's how Ezra Soiferman, a Montreal-based documentary filmmaker and photographer who's spent the past year as inaugural artist-in-residence at Tweed — a multibillion-dollar cannabis brand operated out of Smith Falls, Ont. — felt on his 45th birthday last Thursday.

After witnessing the spread of marijuana companies nationwide, Soiferman had an epiphany. He immediately approached Tweed, whose lively image he recognized as a perfect fit for his artistic inclinations, and pitched an artist-in-residence program to its president Mark Zekulin.

"I knew that if Tweed would get behind the idea, more companies — both cannabis-related and non-cannabis-related — would probably open their minds to supporting artists in this way," Soiferman tells us. "I've already heard of another artist pitching themselves to another major Canadian cannabis producer and I'm hopeful there will be more. I believe every industry needs artists in the mix."



Part of Ezra Soiferman's Macrojuana photo series. (Ezra Soiferman)

Ever since producing his first student film at New York University in 1993, which was billed as "a wild romp through the joys and perils of growing up and growing old with medical marijuana," Soiferman has been fascinated by the link between cannabis and creativity. "The cannabis plant is hands down the most versatile plant on the planet. Encompassing everything from medicine to recreational drug to food, fuel, fibre, fabric, paper, paint, plastic, beauty products, building materials and beyond — it's nothing less than nature's own form of art. I mean, you can't even dream up something as incredible as this."

As the company's in-house artist since last year, Soiferman has been producing what he terms music photeos: short music videos comprised solely of photographs. His first project under Tweed was The Walls of Montreal, a collage showcasing over 1500 murals across the walls and alleys of urban Montreal. His follow-up, Ez in Res', chronicles the filmmaker's journey since assuming the role of Tweed's brand ambassador.

"The biggest thing I'm taking away from my residency with Tweed is how great it feels to have a corporation supporting your work — to travel, to shoot, to share," he says.

"Normally, companies tend to be massive, faceless, artless, even soulless entities. From the moment Tweed's President Mark Zekulin replied enthusiastically to my out-of-the-blue, out-of-the-box pitch for them to be the first marijuana company in history to have an artist-in-residence, I've felt so encouraged and empowered to get out there and produce more art. I'm normally a fairly prolific guy, but this has set me into overdrive and upped my game."



Part of Ezra Soiferman's Macrojuana photo series. (Ezra Soiferman)

Still, the individualist in Soiferman didn't want to put out work that felt like it was mass-produced in a factory. He sought a carte-blanche deal with Tweed, which has allowed him to capture anything and everything that interests him — from closeup photo series on cannabis plants to vintage hubcaps in southern California to country music legends in Nashville.

"People keep telling me I have a dream job," says Soiferman. "I have to humbly agree. I'm so privileged to have this opportunity. If cannabis never existed, I can tell you with full certainty I never would have been inspired to pitch myself as an artist-in-residence at, say, a tomato factory. There's just an obvious natural fit between cannabis and the arts."

"But to all those tomato-loving artists out there, don't let me stop you from following your dreams too!"

Source: http://www.cbc.ca/arts/happy-4-20-meet-the-world-s-first-artist-in-residence-at-a-cannabis-company-1.4077876

Culture



Canadian photographer and filmmaker Ezra Soiferman broke new ground in cannabis culture in 2016 by becoming the the <u>artist-in-residence for Tweed</u>, one of Canada's largest legal cannabis producers. The appointment makes him the very first artist of his kind.

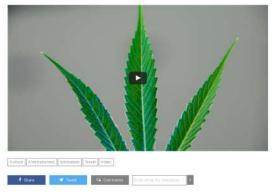
"The fact that I'm the world's first artist in residence at a cannabis factory is such a tremendous honour," Soiferman told Civilized via email. "There is so much history being made now in this industry - I like to call it the 'cannabis big bang' that's taking place now - and to be at the vanguard of the intersection of cannabis and the arts with <u>Tweed</u>'s incredible support is a tremendous thrill and has pushed me to be more prolific than ever and has really upped my game as a photographer and filmmaker."

That's an understatement given the eye-catching work that he's created thus far during his tenure at Tweed. Scroll down to check out some of his mesmerizing cannabis shots, which offer intimate glimpses into the plant's exquisite anatomy and stunning color palettes. In his new video below, Soiferman also shared some of his non-cannabis subjects, including one of our favorite shots - an alpaca wearing an alpaca hat.





If you want to see more, check out Ezra Solferman's 'music photes.'

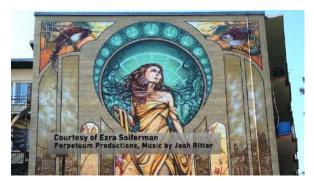




June 10, 2017
"The Walls of Montreal" shown on *Our Montreal*with host Sonali Karnick









Thank you, Ezra, for sharing your work with us!
Always happy to shine a light on local artists!
-Carrie Haber, Producer, Our Montreal, CBC-Montreal



Cannabis Industry Interviews



Ezra Soiferman is a Montreal-based professional photographer, documentary filmmaker, and has been the official artist-in-residence for Tweed— one of the largest cannabis brands on the planet — for almost one year. Ganjapreneur has also just learned that Ezra and Tweed are now talking about extending the residency past its originally planned early-July end date and discussing other projects for him within the company.

In the following interview, Ezra shares stories from his nearly completed first year of residency with Tweed. Whether wandering through the cannabis canopy in the former Hershey's factory that Tweed purchased last year in Smiths Falls, Ontario, taking backstage photos at world-class concert events, or just hitting the street at sunrise to see what magical moments he might find that day — Ezra unveils some of these experiences below.

He has also included some photos from his residency for our perusal, which we hope you enjoy!

Ganjapreneur: Could you tell us the story of how you came to be the world's first cannabis artist-in-residence?

Ezra Soiferman: Happy to! But first, a thank you for being interested in all this. It's been such an adventure since the residency kicked off last July and each time I'm asked about it I pinch myself to make sure it's really happening.



The very short answer to your question is that basically I just dreamed up the idea of a cannabis artist-in-residence, pitched it to Tweed, and they loved it and we kicked it into gear.

But there's a whole backstory with me being both an artist – specifically a documentary filmmaker and street photographer – and at the same time a guy who's been fascinated by all things cannabis for quite a while, and I guess it just made sense to Tweed to have someone like me around doing cool stuff.



My passion for cannabis began in 1993 when I co-directed Pressure Drop with Marc Ostrick as our NYU thesis film. That 18-minute short, about an elderly grandfather who tries cannabis for his glaucoma, opened my eyes to medical cannabis and set in motion a near 25-year fascination with the sheer versatility and seemingly infinite benefits of marijuana and hemp. The film played at over 20 film festivals and to our knowledge was one of the very first (if not the first) film about marijuana as medicine.

Over the years, I created or was involved with a whole bunch of cannabis-related film, photo, product or community projects. Also, on a daily basis I eat hemp, wear hemp, share hemp, and use it in some functional form or another. It never gets old, I'm always learning something new about it. People I meet are generally pretty interested in learning more and I'm always happy to talk further about it if they inquire.



One night in late 2015, a few nights before the release of my CBC Documentary Channel edibles film Grass Fed (which can now be seen on iTunes), I had an epiphany that a cannabis company needed to take on an artist-in-residence. It just popped into my head that this would be a novel thing for a company to try and that it would yield colourful and unexpected results.

The very first company I thought of was Tweed, Canada's largest – and I think coolest – licensed producer. They have a fun, trendsetting and down-to-earth image and I'd followed their development from way back in 2013 when they were one of the first legal Canadian medical cannabis producers. I'd also had some exposure to the company when I filmed a pivotal scene from Grass Fed there with comedian and sciatica patient Mike Paterson, who visited Tweed to learn how his medicine was grown.

It was kind of a, "Well, someone's going to get the honour of being first at something as wild as this and it might as well be me and the company in the cannabis space I dig the most" moment when I conjured up the residency. But I slept on the idea and the next day ran it by a trusted old friend who is almost never wrong in his predictions (aside from whether Trump would be elected) and he thought the idea was "genius" and that I was the perfect person for a position like this. I was, of course, very flattered but not convinced Tweed would ever go for an out-of-left-field unsolicited idea like this.



I screwed up the courage and the next morning couriered my pitch and some samples of my films and photos directly to the desk of Mark Zekulin, President of Tweed. A week later, I followed up by email and he told me he totally loved the idea and was running it up the flagpole internally. From there, things clicked into place and within a few months, I was up and running as Tweed's first Artist-in-Residence. I'm still kind of in shock, but coping pretty well with it!

What has your day-to-day looked like with Tweed?

Basically, it's much like any day in my career: lots of developing ideas on paper, connecting with fellow artists, editing photos and writing and answering emails from my desk at home in Montreal. But where things get a little, or a lot, more exciting, is that I now have a budget for travel to get out there and explore the world with my camera. Tweed's support for travel and equipment too has allowed me to take the time to wander far and wide, gathering the images that have defined this residency. Some of my favourites of these shots can now be seen in my new video Ez in Res'.

I also make regular trips to shoot the gorgeous plants out at Tweed's headquarters in the sprawling old Hershey's chocolate factory in Smiths Falls, Ontario, which is a two-and-a-half hour drive from my place in Montreal, and at the Tweed Farms greenhouses in Niagara-on-the-Lake, Ontario.



Folks often ask if I have to live in the Tweed factory as an artist-in-residence, wondering if the words 'in-residence' are literal. Unfortunately, I don't get to live amongst all those plants, but I do sing to them whenever I'm out there photographing them.

And I should note that I don't just shoot cannabis-related images for this residency. I was firm in my original pitch to Tweed that the residency would also have me continuing to shoot my usual eclectic array of subjects. So, on any given day I'm still very much out there on the streets photographing people, cars, trees, flowers, murals, fire hydrants, alpacas in alpaca hats, and whatever candid, colourful or kooky subjects I cross paths with. That's what I do best and love to do most. Hit the pavement and explore.



Ultimately, life is my true residency and the streets are my workshop. Tweed recognized and appreciated this and gave me carte-blanche to photograph and present whatever images I want to during the residency. Sure, they seem to like my "Macrojuana" cannabis close-up series best, but they've been really into my other stuff too. I'm incredibly grateful for this.





What's been your most enjoyable experience so far?

There have been so many. During the residency, I've had the ability to travel to places like Nashville, New York, L.A., Boston, Phoenix, Vermont and Kingston, Jamaica, amongst others. One of the most memorable experiences I had so far was getting to meet and hang out backstage with Snoop Dogg, whose Leafs by Snoop line is sold to the Canadian market by Tweed. That one particular night was a birthday party for Snoop at a club in Toronto and he was there greeting fans and Tweed patients and I had the opportunity to photograph him there as well as at a show of his at a big amphitheatre downtown. The guy is larger-than-life but incredibly down to earth. I was really happy with how those shots came out and a few can be seen in my Ez in Res' video too.





Were you nervous at all about pushback from society and have you ever encountered the "canna-bias" that often plagues the cannabis industry?

To be honest, I was a bit nervous about how this project would be perceived, but so far there's been next to no pushback that I've heard of. What I mostly keep hearing from people I tell about the residency is that I have a 'dream job'. This is very flattering. I take it to mean they don't just see the job inherently as being a great one, or that they themselves would love to be doing it, but that it's also a good fit for me. Ultimately, this is a validation of my original idea for the residency and a great compliment to me and the work I'm doing throughout the residency.



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One of my prime motivations for the residency was to help further normalize the conversation about cannabis. When people tell me I have a dream job (which I can't argue with at all) it goes a long way towards showing me that there is a place for cannabis in the world and that the arts, in turn, can have a place within the cannabis industry. This 'three-way-street' is what it's all about for me: bringing the arts to cannabis and cannabis to the arts in these heady days of what I like to call the "Cannabis Big Bang." There's so much happening now throughout the marijuana and hemp constellation and my little artsy corner of that universe is a pretty cool place to be right now. I'll keep beaming photos back from out here for as long as my batteries last!



What was the most challenging moment of your residency so far?

When I was photographing down in Kingston, Jamaica, in January, I had the incredible good fortune to find myself at a garden party at Bob Marley's kids' house. (I know, right?) They were lovely people and very welcoming. It was surreal. When the time came for the Marleys and all at the party to head over to a big outdoor Marley Brothers concert across town in Trench Town, we all hopped into cars and vans and drove – in a speeding caravan – across town. Our driver, Blaine Dowdle, was a total pro, but had trouble actually keeping up with the Marley van, which must have been powered by some type of supercharged hemp jet fuel.



Aside from an insanely windy cliff-side bus ride I took in Peru ten years ago, where I literally made peace with the fact that my life was about to end, this crosstown Kingston dash had to be the most hair-raising drive of my life. Not losing my mind or my lunch along that ride was by far the most challenging moment of my residency so far.

What's your hope of what might come of this residency?

I really hope that my doing this sets an example for other artists to pitch themselves to other companies, cannabis-related or not, and try to entice those companies to take on artists-in-residence of their own. Tweed really understood my message that the world, now more than ever, needs more colour and that artists are the perfect vehicle to bring this about. Their support of my work and my career is incredibly heartwarming. I'm so fortunate to have their backing. I just hope there will be opportunities for other artists to be encouraged by other companies in similar ways. Corporations can sometimes feel faceless and soulless, and projects like this one, I humbly believe, can help bring a human touch to the big picture and the bottom line. I may have been the first artist-in-residence at a cannabis company but I definitely hope I'm not the last.



Any final thoughts?

Yes... Toke it easy!

Thanks again, Ezra, for sharing your great stories and photos and for giving us a look into the life of the world's first cannabis artist-in-residence!

To learn more about Ezra Soiferman and his work, visit www.EzraSoiferman.com. Also, for a fun and faithful representation of Ezra's first year in residency at Tweed, check out the Ez in Res' video on YouTube.

Source: https://www.ganjapreneur.com/ezra-soiferman-worlds-first-cannabis-artist-residence/

As artist-in-residence at a cannabis company, a photographer's creativity is sparked

At Tweed, Jewish Canadian Ezra Soiferman communes with plants for his

BY RENEE CHERT-ZAND | May 6, 2017, 8:05 am | ±4



A company.

long-time believer in the positive power of pot, Ezra Solferman wasn't one to let the grass grow under his feet when he learned that Canada's marijuana industry was gearing up for full legalization. The Montreal-based filmmaker and photographer seized the opportunity to create a job perfectly suited to him: the first-ever artist-in-residence at a cannabis

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Since June 2016, Solferman has communed with the plants and taken close-up pictures of them — "macrojuana" shots, a term he coined himself, He's also traveled wherever he wanted, taking photos of whatever interested him — all on the dime of Tweed, a multibilition dollar Canadian cannabis brand based in Smiths Falls. Ontario.

The idea for the artist-in-residence position occurred to Soiferman, 45, when he visited the Tweed factory in 2015 while making a feature-length documentary about medical edibles. The film, "Grass Fed," followed comedian Mike Paterson as he tried doctor-prescribed marijuana to alleviate terrible back pain several months before his scheduled wedding.



The sale and use of marijuana for medical purposes has been legal in

Canada since 2001, Cannabis remains a controlled substance and is illegal for recreational use. However, this will likely change, as the Trudeau government introduced legislation in April that would decriminalize the recreational sale and use of pot by the middle of 2018.

"A week before the film's release on the CBC documentary channel, I came up with the idea for the artist-in-residence position," Soiferman told The Times of Israel.

He waited until the film aired and he got positive feedback on it from the company before pitching his proposal to Tweed president Mark Zekulin.

The company gave it a thumbs-up, and following six months of working out the residency's details, Soiferman made it his main gig for 2016-2017. Soiferman is expected to produce certain deliverables, including a specific number of signed and framed photos and videos (as he calls them, music "photoes," because they are music videos made from still photographs) — but other than that he has carte blanche.



Self-portrait (Ezra Solferman, ©Perpetuum Productions)

"The creative control is totally mine. Tweed is not dictating anything in terms of content. Everything is very loose and amorphous. My role is simply to be an artist. It's very freeing," Soiferman said.

Zekulin told The Times of Israel he was pleased with Soiferman's output.

"His art has become a part of our company. When you walk through the doors of our building there's a running screen of his photo work, and he's all over our social media feeds. People have gotten to know him through this project," Zekulin sald.

Soiferman has made many films, some with specifically Jewish or Jewish-related subjects. "Posthumous Pickle Party" was a quest to find the secret recipe for the late Simcha Leibovich's homemade pickles upon the closing of his small but important Montreal landmark, Simcha's Grocery. "Dockside to Bedside: 100 Years of Herzl," told the story of the 100-year history of the Herzl Family Practice Centre at Montreal's Jewish General Hospital.



"Grass Fed" was not Soiferman's first foray into cannabis-centric filmmaking. An 18-minute short fictional film he made with Marc Ostrick in 1993 while still a student at New York University's Tisch School of the Arts was about pot. Titled, "Pressure Drop," it was the story of a Jewish grandfather with glaucoma who used medical marijuana to lower the pressure in his eyes.

Solferman's own grandfather had gone blind from glaucoma, and he had wanted to artistically explore a possible alternative outcome had cannabis been legal.

"It turns out it was the first film — and certainly the first comedy — on medical marijuana. It did really well and played at around 25 film festivals," Soiferman said.

'We are in the thick of the 'cannabis big bang' Soiferman's passion for pot is palpable. He considers cannabis a wonder plant with many and varied uses that can only benefit people's everyday life. He eats a hemp-based diet, and his wardrobe consists entirely of clothing made from hemp fabrics (hemp is the fiber made from the

cannabis plant). He also mentioned the merits of building furniture and dwellings out of hemp.

"The way I see it, we are in the thick of the 'cannabis big bang.' The whole industry is forming around us right now and it's forming fast. Incredibly fast. The genie's out of the bottle with this multi-billion dollar sector and there's likely little anyone can do to get the genie back in. Science has now proven the merits of all that cannabis — both marijuana and hemp — can offer humankind, and thanks to the free flow of information on the internet and the hard work of a long line of activists and researchers, there's no turning the clock back," Soiferman said.



Soiferman had a hunch that Tweed, which has a fun-loving image and a partnership with rapper Snoop Dogg, would be receptive to the artist-in-residence concept. But there are some 40 other licensed marijuana producers in Canada.

"From the moment I conceived of this residency, I'd hoped that it would be a catalyst for other artists of all kinds to propose their own residencies to companies they believed in," Soiferman said.

"And I also hoped that companies would reach out to artists they believed in to get behind them and create residencies. I feel these kinds of synergistic partnerships could go a long way towards brightening up our world," he said.

Source: http://www.timesofisrael.com/as-artist-in-residence-at-a-cannabis-company-a-photographers-creativity-is-inflamed/

POSTED ON FEBRUARY 6, 2017

\$26,000 Raised for Bonaparte's Retreat with Emmylou Harris & John Prine



City Winery Nashville hosted Grammy Award winners Emmylou Harris & John Prine for a concert benefitting Bonaparte's Retreat, an organization founded by Emmylou Harris with a focus on finding rescue shelter dogs a loving home. The show sold out and raised a over \$26,000 for the organization. Click here to learn more information about Bonaparte's Retreat. Photography by Ezra





About

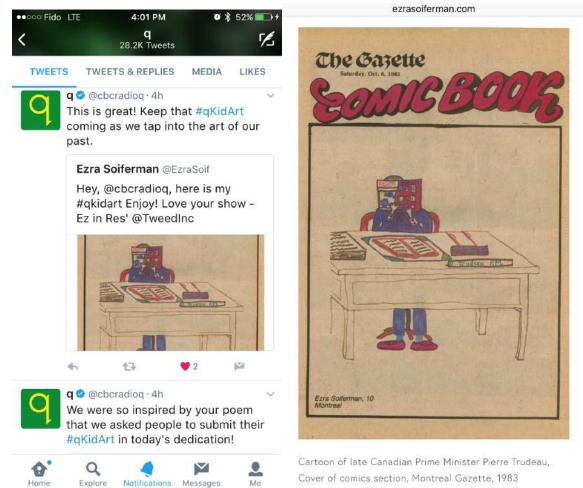


- With a lineup of good musicians as well as interesting winemakers who will be offering talks and tastings, I've got a lot of reasons to want to hang out at City Winery—

 —Enc Austruy, The Hew York Times

City Winery strives to deliver the highest-end combined culinary and cultural experience to our customers who are passionate in sharing wine, music, and culinary arts. We are a unique facility, combining a fully functioning winery with intimate concerts, food & wine classes, private events in a variety of configurations, and fine dining. We have created a compelling mix for our sophisticated clientele of foodies, and active cultural patrons—bringing the wine country experience to the middle of a large city.





Cover of comics section, Montreal Gazette, 1983



Wanted: marijuana art exhibits for Penticton Art Gallery

Gallery puts out call for 'cannabis-infused art' submissions for March marijuana show, Grassland

By Jaimie Kehler, CBC News Posted: Feb 22, 2017 6:15 AM PT | Last Updated: Feb 22, 2017 10:56 AM PT



Montreal photographer and filmmaker Ezra Soiferman will be featured in the Grassland exhibit. He has described cannabis as a 'dream subject' because of its angles and versatility. (Ezra Soiferman)

The Penticton Art Gallery has put out a call for submissions for its upcoming Grassland exhibit, exploring the impact of marijuana on modern culture.

The exhibition opens on March 17 and will showcase "cannabis-infused art" from all over the world.

Gallery curator Paul Crawford said he first got the idea for such an exhibit about 10 years ago, while he was living in Grand Forks, B.C.

"Living there on the fringe of the Kootenays, just the whole marijuana, pot, cannabis culture thing was so prevalent," said Crawford.

"It was such a large part of the community and culture. It was something that really fascinated me."

He didn't immediately pursue the idea, but said a show this spring seemed fitting with federal legislation looming to legalize marijuana and dispensaries popping up all over the province.

"It just seems to me it's the right time to explore this. I thought I'd throw it out there to see what the reaction would be."

He has already secured a number of pieces, including art by an American artist who creates works out of rolling papers. The exhibit will also feature political cartoons and a glass blower who creates art out of bongs.

Montreal photographer and filmmaker Ezra Soiferman will also be featured in the Grassland exhibit. He has described cannabis as a 'dream subject' because of its angles and versatility.

Crawford said he wants to highlight the politics of the issue and the creativity that comes out of cannabis culture.

"There's a guy in the States who is hired by Snoop Dogg for \$10,000 a month to roll joints in the shapes of helicopters and guns, but they're actually sculptures that are smokable."

"Regardless of what your opinion is, I want you to come out and say, wow, I had no idea."

The gallery also plans to host weekly marijuana forums with speakers, including police officers and health officials.

There is currently a public call for submissions — artists can submit up to four works for consideration by March 3 by emailing curator@pentictonartgallery.com.

Grassland opens March 17 with an Alice in Wonderland-themed party and runs until May 14.

Source: http://www.cbc.ca/news/canada/british-columbia/marijuana-art-exhibit-grassland-penticton-1.3993283





TWEETS 18.3K

following 1,450 FOLLOWERS
16.9K

4,478

Alan Brochstein, CFA @ @Invest420 · Apr 19

Some great photos of Tweed folks and more from @tweedinc artist-in-residence @EzraSoif Ez in Res'



Ez in Res'

A music photeo* by filmmaker, photographer & Tweed Artist-in-Residence Ezra Soiferman. Music: "Free Medicine" by Lake of Stew. From the album "Ain't Ti... youtube.com





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Tweed

August 17 at 10:53am · ❸

Today we're launching a new Artist in Residence program at Tweed. Ezra Soiferman, who has worked with Tweed previously on the documentary film Grass Fed, will be producing work that "brings art to cannabis and cannabis to art."

Q

Read more about it here: http://www.newswire.ca/ .../r.../archive/August2016/17/c4510.html



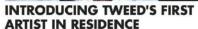






Chronological *









"Cannabis can serve the arts, and the arts can serve cannabis."

The words roll off Ezra Soiferman's tongue with conviction over a recent call from Montreal. A 20-year cannabis advocate who co-directed Pressure Drop, the award-winning NYU thesis film about medical marijuana, Soiferman is excited by the prospect of engaging in a dialogue that bridges the arts and cannabis communities. As Tweed's first Artist in Residence, the Montreal filmmaker and photographer will have a shot to do just that.

Someone who has focused his lens on everything from working dogs to cod fisherman to greasy-spoon breakfast spots over the years, Soiferman says the cannabis plant offers him "as much or more richness" than any other subject he's ever covered. Under the Artist in Residence program, he's happy to have the time and space to explore the plant's beauty and diversity in his own unique fashion, though subjects won't be limited to cannabis-related themes.

His first Tweed project, "The Walls of Montreal," which features some of the 1,500+ murals he shot throughout his hometown, is a captivating photo-based music video that will be followed up with various upcoming photo series' shot along the road of his quest to document cannabis in all its glory. Soiferman calls the opportunity presented him – to have free reign to mix his creativity, craft and passion for all forms of cannabis – an "honour."

"A plant like cannabis – that has so many angles and is likely more versatile than anything on our planet – is kind of a dream subject for me to cover," he says, referring to both hemp and marijuana. "And I'm being given the encouragement by Tweed to explore it through images."

A first-of-its-kind role at a cannabis company, Tweed's Artist in Residence program is a year-long engagement that will see Soiferman examine the full cannabis spectrum using photography as his medium of choice. Particularly, he has embarked on a photo series called Macrojuana, which consists of close-up shots of Quebec hemp crops and Tweed's plants. Soiferman has already been out to shoot at our Smiths Falls grow rooms and Niagara-on-the-Lake greenhouse.

Since he set out in the early 90s with a fascination for the subject, Soiferman has watched the cannabis plant's image transform from a stigmatized taboo to a celebrated culture. He says, "it's been so impressive, but not all that shocking, to see a thriving above-board industry form around this humble yet powerful plant. And I feel so privileged to be able to create art inspired by all this.

"To be supported by Tweed is something that I honestly could have never predicted back when I was getting into this stuff," he reflects. "But when I look at it in retrospect, it makes sense that my vision and the vision of a sharp and forward-thinking company would align and would be able to co-create a program like this."

Soiferman has released numerous Canadian documentaries that have aired on networks ranging from CBC to CityTV. One winter he created Hemp For The Homeless, which delivered hemp food and clothing kits to Montreal homeless shelters. Most recently, he directed Grass Fed, a CBC Documentary Channel film that traces the start of actor, comedian and Tweed patient Mike Paterson's journey with edible medical cannabis.

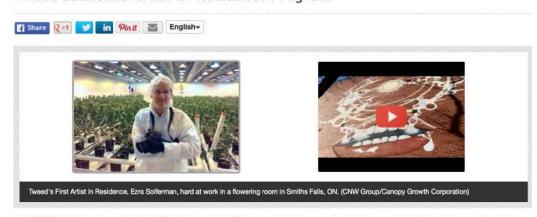
Not one to be pigeonholed or pinned down, Soiferman has also created projects about pickle-makers, Christmas tree sellers and the staff and fans at the last hockey game at the old Montreal Forum.

A co-founder and director of industry networking hub the Montreal Film Group, Soiferman's films have been screened or awarded at over 35 festivals across the globe. At Tweed, he has the opportunity to continue to build on his already impressive credentials, using his art to capture the essence of the evolving cannabis space and other colourful subjects.

To dig deeper into Soiferman's latest work, check out: http://www.ezrasoiferman.com Follow Ezra's photo journey on Instagram: https://www.instagram.com/ezrasoiferman/

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Tweed Launches Artist-in-Residence Program



SMITHS FALLS, ON, Aug. 17, 2016 /CNW/ - Tweed Inc. ("Tweed" or "the Company"), wholly owned subsidiary of Canopy Growth Corporation (TSX: CGC) and Canada's largest marijuana producer today launched an Artist in Residence program in an effort to bring its voice and the dialogue about cannabis into Canada's artistic communities. The Company is proud to announce that Ezra Soiferman, the Montreal-based documentary filmmaker and photographer, will be the first to fill the new role, believed to be the first of its kind in the world.

"As an emerging brand in an emerging industry, we want to be able to tell our story in creative ways to make memorable and unique first impressions," said Martin Strazovec, Tweed's Chief Creative Officer. "Ezra is a gifted storyteller who will help us expand our reach through his art."

Some of the photography-based projects from the year-long residency will be based on cannabis related subjects and themes such as marijuana and hemp, while others will be photo series and photo-based music videos that speak to the Canadian cities and towns where the Company operates.

Ezra comes to this residency with a long list of cannabis-related credentials to complement his twenty-year career in film and television since graduating from NYU's Tisch School of the Arts in 1994. His cannabis background includes co-directing the award-winning 1993 medical marijuana film Pressure Drop and creating Hemp for the Homeless in 2006, a project which donated functional hemp food and clothing kits to Montreal homeless shelters. Ezra was introduced to the Tweed team when he filmed a scene from his 2015 CBC Documentary Channel movie "Grass Fed". The documentary explored cannabis edibles through the eyes of comedian, sciatica patient and Tweed customer Mike Paterson.

Together, Tweed and Soiferman hope to "bring art to cannabis and cannabis to art." Taking a broad view of the burgeoning cannabis landscape, there is a unique opportunity to engage with a number of communities through the arts. With legalization comes an evolving understanding of cannabis and how it will be woven into society, and Tweed's Artist in Residence program will become an outlet for artistic expression that aligns with Tweed's values as a proudly Canadian company.

"I have always strived to produce work that educates, entertains and even enlightens. Doings so with a forward-thinking company like Tweed will be a highlight in my career and help to bring my stories and images to an increasingly diverse audience," said Soiferman.

Soiferman's first Artist in Residence project is "The Walls of Montreal" a photo-based music video that will make its premiere at the N.D.G. Off The Wall Film Festival in Montreal on Friday, August 26th. Subsequent photo projects will be announced throughout the year at Tweed.com and Soiferman's EzraSoiferman.com.

Here's to Future Growth.

About Tweed Inc.

Tweed Inc. is a Canadian company licensed under the Marihuana for Medical Purposes Regulations to produce and sell marijuana to authorized customers. Tweed strives to supply a wide selection of marijuana, as diverse as the patients who trust the company with their patronage. For more information visit www.tweed.com.

About Ezra Soiferman

Montreal-based filmmaker and photographer Ezra Soiferman shoots and directs documentaries and photo series about people, places and things that warm hearts, uplift spirits, and frequently provoke thought and laughter. His works (including "Grass Fed", "Dockside to Bedside: 100 Years of Herzi", "Man of Grease" and "Tree Weeks") have screened or won awards at over 35 film festivals worldwide since 1994, when he graduated from NYU's Tisch School of the Arts. Soiferman has produced film festivals, served on festival juries and is the co-founder and director of the Montreal Film Group, a networking group for over 2500 Montreal film and TV industry members, founded in 2004. His latest film is the Muse Entertainment documentary "Grass Fed" which premiered in late 2015 on the CBC's Documentary Channel and can be seen on iTunes. Soiferman's latest photo project is the acclaimed "Last Game at The Forum" which featured a coffee table book, gallery exhibit and music video about the final Canadiens hockey match played at the Montreal Forum prior to its closing in 1996. Ezra shares his films, photos and writings at www.EzraSoiferman.com.

62,000 Facebook views of video 1500+ shares 900+ likes



THE CANADIAN JEWISH NEWS OCTOBER 20, 2016

Artist-in-residence finds grass is greener with new projects

Arts Scene

by Heather Solomon

Ezra Soiferman ignited his fascination with all things cannabis when he co-directed his thesis film *Pressure Drop* in 1993 for New York University's Tisch School for the Arts.

The short comedy was about a Jewish zaide who smokes marijuana to lower his glaucoma pressure. Now that the Canadian government is on the threshold of legalizing the substance for recreation and has already licensed producers to sell medical marijuana that it made legal in 2000, Soiferman's efforts have been redoubled.

"Over the years, I started wearing exclusively hemp clothing, using a carry-bag made of hemp, and I eat the stuff every day," Soiferman says. He even had the seats in the CinemaSpace film screening room that he founded at the Segal Centre in 2007 upholstered with hemp fabric.

As the industry is ready to explode into a multimillion-dollar array of applications from clothing to furniture, the filmmaker-photographer is on the cutting edge of awareness. Tweed, Canada's largest licensed producer of medical cannabis, recognized this when he approached them to suggest they hire him as their first artist-in-residence, a position he now holds.

Soiferman had just released Grass Fed, his first feature-length documentary after a string of popular televised shorter films including Man of Grease and Posthumous Pickle Party.

The Muse Entertainment-produced Grass Fed, which premiered last November on CBC's Documentary Channel, follows comedian-actor Mike Paterson on his introduction to and use of medical cannabis to tame a painful sciatica condition and improve his health for his wedding.

"I first called up Tweed to ask if I could film a scene so Mike could see how his prescription was made at their Smiths Falls, Ont., factory," Soiferman says.

Mark Zekulin, the then vice-president and now president of Tweed's parent company, led this tour and the connection was made.

"They engaged me for a one-year contract that's photography based, which, for me is great, an expansion of the photography side of my career that has been overshadowed by my documentary film work," Soiferman says.

The kick-off project of his residency was



Street photographer/documentary filmmake Ezra Soiferman is Tweed's first-ever artist-inresidence. HEATHER SOLOMON PHOTO

recently released: a "photeo" or video made up of photos of 125 of the many outdoor wall murals he has captured with his camera, initially at the behest of his seven-year-old daughter, Talula, who was enchanted by the pretty lady painted on a building at Sherbrooke and Madison streets.

Thematically synchronized to a Josh Ritter folk-rock song, it has the Soiferman stamp of great heart and invested emotion, never narrowing into the slideshow format it ostensibly takes.

In its first four days posted and now up on Soiferman's website, www.EzraSoiferman. com, The Walls of Montreal was seen over 55,000 times.

A similar ode to New York City is in the works, in keeping with Tweed's aim to "engage with a number of communities through the arts."

"Some of the projects will be cannabis-related, like the photos of Tweed's lush marijuana plants growing in the Smiths Falls factory and at their mammoth greenhouses in Niagara-on-the-Lake, Ont.," Soiferman says of his Macrojuana series, macro photography of the plants "done with an artistic eye. I already started another series, Hemp Farm, up near Joliette. It's on industrial hemp, grown for seeds and oil.

"During the year, I'll be releasing different photo series, having exhibits at galleries and festivals, and giving special lectures."

In late July, he also fulfilled an assignment to photograph Tweed's new business associate, hip-hop artist Snoop Dogg, while the star was DJing a post-concert party in To-

Soiferman will be based in Montreal and given a budget by Tweed for equipment and travel, along with an artist's honorarium.

"I feel I'm in the prime of my career and people seem to enjoy what I create," he says. "I want to give them more and Tweed has given me the canvas."



Filmmaker and photographer Ezra Soiferman unveils fabulous mural project

Mike Cohen, August 20, 2016 -- Montreal



I really must hand it to NDG filmmaker and photographer Ezra Soiferman. The man is always thinking outside of the box in terms of the projects he takes on.

Between 2013 and 2016, Soiferman photographed over 1,500 murals throughout the streets and alleys of Montreal. The project, "The Walls of Montreal," was inspired by his young daughter Talula's fascination with the colourful murals they discovered together on their everyday adventures in their NDG neighbourhood and throughout their city.

As part of the project, Soiferman created a brand new short film bringing some of their favorite murals to life. The captivating song "Homecoming" by Idaho-born, Brooklyn-based singer-songwriter Josh Ritter was used as the backbone for the video.

The video will makes its festival premiere Friday night, August 26 (8 pm), at the NDG Off The Wall Film Festival in Girouard Park and serves as the inaugural photo project of Soiferman's year-long tenure as the first Artist in Residence at Tweed, Canada's largest licensed producer of medical cannabis. Some of his photography-based projects from the year-long residency will be based on cannabis related subjects and themes such as marijuana and hemp, while others will be photo series and photo-based music videos that speak to the Canadian cities and towns where the Ontario-based company operates.

Of the NDG festival, Soiferman told me: "People can bring blankets and lawn chairs. All the shorts are projected on a huge screen. All films are by NDGers, shot in NDG, or have some NDG connection. About 400- to 500 people usually show up each year. There is always a huge, enthusiastic crowd."

Soiferman's other 2016 short film, "Last Game at The Forum," about the last Canadiens hockey game played at the Montreal Forum 20 years ago will also be having its film festival premiere the same night. The nostalgic film features his previously unseen "time-capsule" photographs of the staff, fans, structure and soul of that hallowed hockey shrine set to the rousing song "We Go Home" by Adam Cohen, son of Leonard Cohen.

Has there ever been a project like this on murals in Montreal? "There have been many other people shooting murals, but I've never heard of anyone shooting as many as I have," says Soiferman. "My collection now has well over 1,500 murals photographed across virtually every borough of the city. I've seen other great videos featuring different aspects of Montreal street art culture, but most are fairly limited in scope, being about one artist, or one mural, or a few murals made as part of a festival. I've never seen a video that pulls together so many murals from far and wide across our beautiful city. It's a fresh way to see our city and people have told me how much it reminded them how much they love this place or how much they miss it if they've moved away. These comments really touch me. There's nothing I like better than showing Montreal in the best light and the artists who created all these magnificent murals have made it easy for me to do so by pulling it all together in a short music film, or 'music photeo' as I like to call it."

Tweed, by the way, is located in the gigantic former Hershey's chocolate factory in Smiths Falls, Ontario, a two hour drive from Montreal. This is Canada's largest licensed producer of medical cannabis authorized by Health Canada. They are one of some 30-odd licensed producers. The Trudeau government has set up a task force to study full legalization and has promised to table legislation by April 2017.

Soiferman has been to Tweed four times over the past couple of years. "Each time I bring dozens of Montreal bagels for the staff. They love it. I was there once to film a fun scene from my 2015 CBC Documentary Channel cannabis edibles documentary Grass Fed, and three times for meetings to set up and plan the Artist in Residence program. During several of these trips I had the opportunity to photograph the unbelievably lush and high-tech indoor grow-rooms they have created. It's a photographer's dream. Each of those plants is a natural work of art and look pretty gorgeous from nearly any angle."

Soiferman, who has typically focused his career on making documentaries for television, including Man of Grease about the legendary Cosmos Snack Bar in NDG, has for the past 25 years also been an avid street photographer and has a collection of close to 100,000 images in his archives, shot in many cities around the world. He chose to focus his Tweed residency on photography to delve deeper into the shooting and sharing aspects of the medium. In addition to an artist's honorarium, the residency also provides a budget for equipment and travel.

Soiferman recently launched a brand new site sharing the latest of his photo series and lots more info on his films and his groundbreaking association with Tweed. It can be viewed here.

Source: http://tinyurl.com/h8f4da8





In the modern-day world of endless technology and fast-paced living, art does not receive the level of attention or support it deserves, but the cannabis community is coming to the rescue.



Tweed Pioneers First Cannabis Artist-in-Residence Program

There are very few mediums in this world that can express the human experience at its most raw and basic level better than visual art. The right painting with the...

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Tweed's Artist in Residence: Ezra Soiferman

By William Tremblay

Published: August 7, 2017 | Last updated: December 7, 2021

CH KEY TAKEAWAYS

Ezra Soiferman's photographs are not only visually captivating, they also feature an array of sub-themes and patterns that tell an interesting story. This talent, combined with his fascination with cannabis, only partly explains how he came to be in the unique position of being artist-in-residence for a large medical marijuana company.



Ezra Soiferman's longstanding fascination with cannabis has translated into a unique role within the industry as the first artist-in-residence at Tweed, Canada's largest medical marijuana producer.

The Montreal-based documentary filmmaker and photographer co-directed Pressure Drop, his first film about cannabis in 1993, sparking his career-long interest in documenting the plant and its culture.

Soiferman was introduced to Tweed while filming a scene for the CBC documentary Grass Fed, which followed comedian Mike Paterson's journey in using edible cannabis as medicine.

"That film followed Mike as he learned how edibles worked and if it would work for his sciatica," Soiferman says. "He got a prescription, then we went to Tweed to visit the facility to see how his medical cannabis is grown."

While filming the documentary, Soiferman became fascinated with Tweed's story of turning a former Hersey Chocolate factory into a marijuana production facility in Smith Falls, Ontario.

"A week before the film was released on the CBC Documentary Channel in late 2015, I had this idea, this brainwave, that a cannabis company should have an artist-in-residence," Soiferman says.

He assembled a portfolio of his work, as well as a business plan, to pitch the residency idea to the medical marijuana producer.

"I got it all ready, but I didn't send it," he says.

After Grass Fed aired, Soiferman received an email from Tweed president Mark Zekulin, thanking him for including the company in the film.

"I took that as a sign they were open to new ideas," he says. "The next morning, I sent off this proposal. A week later, I followed up and it turns out he loved the idea."

In August 2016, Soiferman was named Tweed's artist-in-residence, a photography-based position mandated to "bring art to cannabis and cannabis to art," while profiling the emerging industry.

"One of the things I'm seeing about cannabis now is the industry itself is expanding in a way that is artistic. It's unpredictable, it's colorful, it's beautiful," Soiferman says. "The flowering of the cannabis industry is a work of art unto itself."

Although cannabis and art have a storied connection, the residency is likely the first of its kind in the global cannabis industry, says Jordan Sinclair, Tweed's director of communications and media.

"We try to do things that are a little outside of the scope of just cannabis," Sinclair said.

He added Soiferman's work helps illustrate Tweed's support of the arts, as well as engage with a number of communities through his photography.

"He's done an amazing job of getting out there and sharing his art. Anytime he's doing that, there's a little bit of a tieback to Tweed," Sinclair says. "For us, it comes with a little bit of thanks and a little bit of visibility."

Soiferman added Tweed's announcement of the residency took the cannabis industry by surprise.

"It came out of left field," he says. "Tweed has prided itself on being a company of firsts. It excited them to try something that's unorthodox and make people think in a different way about cannabis."

In the first 10 months on the job, Soiferman travelled to more than 15 communities around the world to document their cannabis connection, including Amsterdam, Denver, Colorado, and Kingston, Jamaica.

"I will have managed to get to three of the world's cannabis meccas during this residency," Soiferman says.

When working out the details of the new role at Tweed, Soiferman said the company ensured his work wouldn't be restricted to solely documenting cannabis.

"As much as I love taking photos of hemp fields, medical marijuana plants, trichomes, and buds, my interests in photography are pretty broad," he said. "In Jamaica, I was photographing ganja, but also photographing people on the streets, and fruits and vegetables at the markets. My camera is there to capture it all."

Using the images captured during his residency, Soiferman has released two short films; The Walls of Montreal, a collection of 1,500 photographs of murals in the city, and Ez in Res, a collection of his favorite images produced during the residency.

"My hope is viewers get a thrill watching it. I hope they travel vicariously with me along this journey," he said.

While the position was originally created as a one-year contract, Soiferman and Tweed were, at the time of this writing, discussing extending the residency beyond its July end date. They are also examining the creation of other artistic projects within the company.

"It's going to be something we do on an ongoing basis," Sinclair said.

While Soiferman sees his position at Tweed as a once-in-a-career opportunity, he hopes his work will inspire other artists to seek residency positions of their own.

"Not just at cannabis companies, but all types of companies," he said. "Nowadays, there's not too much of it going on in the corporate world. To see Tweed push forward on this front sets a good example to other companies."

See more of Soiferman's work and check out Walls of Montreal on YouTube here: https://www.youtube.com/watch?v=4QLoqlFfEjE





Tweed Pioneers First Cannabis Artist-in-Residence Program

BY JON HILTZ, AUGUST 26TH, 2016 All Cannabis Photos by Ezra Soiferman

There are very few mediums in this world that can express the human experience at its most raw and basic level better than visual art. The right painting with the perfect colour and mood can do as much for the human psyche as any known physical substance.

In the modern-day world of endless technology and fast-paced living, art does not receive the level of attention or support it deserves, but the cannabis community is coming to the rescue.



Canopy Growth Corporation, owners of Tweed, one of the larger marijuana brands in Canada, has created an artist-in-residence program. Documentary filmmaker and photographer, Ezra Soiferman, is the company's first resident.

"My main thing is making documentary TV shows," Soiferman said in an interview with Marijuana.com. "That's how I earn my living, and that's how I spend most of my time."

Photography has always been one of his passions, but it regularly took a back seat to pay the bills. "Tweed is allowing me to spend the time that I really want to devote to photography this year and in the future. I am fascinated by the whole industry, the culture, the science of the cannabis subject. There is nothing as versatile on this planet as this plant."



Soiferman had been keeping a close eye on Tweed and Canopy Growth since their creation. In 2014, he emailed the co-founder and CEO at the time, Chuck Rifici. Soiferman said, "I just introduced myself. I said that I was a filmmaker in Montreal and I think what you are doing is brilliant." He then mailed the CEO a vintage Hershey's Chocolate Calendar from the 1950's, as the company's headquarters are in the old Hershey's Chocolate Factory in Smiths Falls, Ontario. Rifici answered, thanked him for the kind words, and asked him to keep in touch.

Shortly after that, Canopy Growth became a major player in the global marijuana community. "Tweed gets really big and [at the same time] I land this project called <u>Grass Fed</u>, which is my first full-length documentary film," said Soiferman. The documentary follows actor/comedian Mike Paterson as he "tries a cannabis-infused diet and a radically healthy lifestyle to help him treat his debilitating back pain and turn his health around in time for his wedding." Tweed was the licensed producer chosen by Paterson for his prescribed medicine in the film, and Ezra saw this as an opportunity to call and work with them directly.



The filmmakers reached out to Tweed and received a call back from their Vice President of Law. He invited the crew to film a tour of their facilities. "It's one of the big scenes in the movie," said Soiferman. The Vice President of Law turned out to be Mark Zekulin, who took over as President of Canopy Growth Corporation, the parent company of Tweed and all its related properties.

The film aired on CBC Documentary Channel across Canada in 2015 and Tweed loved it. At the same time, Soiferman came up with the wild idea that Tweed should have an artist-in-residence program.



Shot by Soiferman at the Tweed Farms greenhouse facility in Niagara-on-the-Lake, Ont.

"I put together a whole package [that had] samples of my work, photographs, copies of my videos, etc. I addressed it to Mark Zekulin with the pitch of becoming their first sponsored artist. A week later I followed up and he loved the idea," said Soiferman.

Marijuana.com caught up with Zekulin to get his thoughts on this interesting new program. "We get a lot of people who come through and are interested in our story and product of course. Ezra was one of those people and he showed up doing his documentary Grass Fed. That was the first time we met him," said Zekulin.

Zekulin added that Soiferman is an amazing artist with a passion for hemp and cannabis. "It's something we hope that we'll have year after year, with Ezra being the first person to do this," said Zekulin.



Soiferman confirmed that Tweed has given him a budget for equipment, travel and an honorarium as their premiere artist-in-residence. He also has complete creative control over the year-long period, and although some of the projects he's planning will directly focus on marijuana, others may not have anything to do with it

Once series focused on cannabis is titled *Macrojuana*. "It will be awesome, artistic macro-photographs of cannabis. It's not just going to be conventional bud porn; it will have an artist's sensibility," said Soiferman.

The art created through this residency will be displayed in art galleries, short films posted online, and any other appropriate outlet or medium. In this year-long symbiotic existence, Tweed will be connected with Soiferman and vice-versa. When Soiferman has a show, Tweed will have its name involved and when the public sees them involved, they will get familiar with the brand.

The artist-in-residence program at Tweed officially started in July, and the kickoff project is available online. The short film, called "The Walls of Montreal", is an overview of some of the 1,500 murals across Montreal set to music by American folk rocker Josh Ritter.



Source: http://www.marijuana.com/blog/news/2016/08/tweed-pioneers-first-cannabis-artist-in-residence-program/



The Walls of Montreal

Posted on October 25, 2016 by globalstreetart

Ezra Soiferman is a documentary filmmaker from Montreal, Canada. This week he shares with us his new film "The Walls of Montreal" which documents the diverse collection of murals across the city.



Between 2013 and 2016, I criss-crossed the streets of my hometown Montreal like a pinball, photographing over 1500 of the city's painted murals. The project, "The Walls of Montreal", was inspired by my young daughter Talula's fascination with the murals we discovered together on our everyday adventures in our neighbourhood and throughout our beloved city.

As part of the project, I created a short 'music photeo' bringing some of our very favourite murals to life. The captivating song "Homecoming" by Idaho-born, Brooklyn-based singer-songwriter Josh Ritter serves as the backbone for the video.

The video made its festival premiere late this summer at the NDG Off The Wall Film Festival in Montreal's Girouard Park. The video is also the inaugural project of my year-long dream gig as the first Artist in Residence at Tweed, Canada's largest licensed producer of medical cannabis. Their support of me and a street art project like this means so much to me.

I want to thank all the street artists in Montreal, and the many who have visited our town, who created these magnificent works of art that make our city that much more of a magical place. It's been fascinating seeing these murals spring to life across the city over the years and really help further beautify the urban landscape.

This photo series and video are my tribute to all these artists and to my town. Thanks for watching and sharing and please come visit some time!

Are you an artist from Montreal and see your work featured in Ezra's video? Sign up to our website to have your work shared across our global platform at http://globalstreetart.com/register

Source: https://news.globalstreetart.com/2016/10/25/the-walls-of-montreal/

Business a.m.: Cannabis and art come together, Univision snaps up Gawker



Published on: August 17, 2016 | Last Updated: August 17, 2016 9:51 AM EDT

Here's our look at the big stories this morning on the business beat.

Blazing new trails: Canada's largest (authorized) producer of marijuana, Tweed Inc. of Smiths Falls, Ont., announced today its launching an "artist in residence" program, and the first resident artist is a Montrealer, documentary filmmaker and photographer Ezra Soiferman. Tweed said the point of the program is to "bring its voice and the dialogue about cannabis into Canada's artistic communities." Tweed's chief creative officer, Martin Strazovec, said Soiferman "is a gifted storyteller who will help us expand our reach through his art," and the company is hoping the collaboration will bring "art to cannabis and cannabis to art." Some of the photography-based projects from the year-long residency will be based on cannabis related subjects and themes such as marijuana and hemp. The first project is The Walls of Montreal, a photo-based music video that will make its premiere at the N.D.G. Off The Wall Film Festival in Montreal on Aug. 26. Soiferman co-directed an award-winning 1993 medical marijuana film called Pressure Drop and created Hemp for the Homeless in 2006, a project that donated functional hemp food and clothing kits to Montreal homeless shelters. "I have always strived to produce work that educates, entertains and even enlightens. Doing so with a forward-thinking company like Tweed will be a highlight in my career and help to bring my stories and images to an increasingly diverse audience," Soiferman said in a company release.

Source: http://montrealgazette.com/business/business-a-m-cannabis-and-art-come-together-univision-snaps-up-gawker?__lsa=fa1e-f9d2

Goal: 'Dialogue about cannabis'

Soiferman becomes Tweed's first artist in residence

BY ISAAC OLSON,

NDG-based photographer and filmmaker Ezra Soiferman has been selected as Tweed Inc.'s first artist in residence that, according to a company press release, is in "an effort to bring its voice and the dialogue about cannabis into Canada's artistic communities."

Soiferman said this is a year-long opportunity that will take him around Canada and the world as he focuses his photography on cannabis themes such as marijuana and hemp. In the press release, Martin Strazovec, Tweed's chief creative officer, states, "As an emerging brand in an emerging industry, we want to be able to tell our story in creative ways to make

memorable and unique first impressions. Ezra is a gifted storyteller who will help us expand our reach through his art."

Soiferman's 20-year career in film and television dates back to his 1994 graduation from NYU's Tisch School of the Arts. In 1993, he co-directed the award-winning, medical marijuana film *Pressure Drop.* He also created Hemp for the Homeless in 2006, a project that donated functional hemp food and clothing kits to Montreal homeless shelters.

Tweed is an Ontario-based marijuana production company that is now supporting Soiferman for a year as he creates art. Soiferman was recently shooting on an alpaca farm in Vermont and then he was in Joliette, Quebec shooting on a hemp farm. He started as the artist in residence in July and he expects that he will continue to travel throughout the coming year to shooting a wide variety of topics.

The press release states, "Together, Tweed and Soiferman hope to bring art to cannabis and cannabis to art. Taking a broad view of the burgeoning cannabis landscape, there is a unique opportunity to engage with a number of communities



Ezra Soiferman on the job, photographing marijuana. Photo courtesy of Eem Soiferman

through the arts."

Beyond this, Soiferman says he loves to hit the streets, explore, discover, meet people, shoot portraits and "see the colourful things going on around us. I'm inspired by the real world out there."

Soiferman's first project released as an artist in residence is called "The Walls of Montreal."

The photo-based music video was premiered at the NDG's Off The Wall Film Festival on August 26. It features some of the approximately 1,500 wall murals Soiferman has photographed and sets them to music.

"It's a refreshing way to look at our city's wealth of street art," he said. Overall, when it comes to Tweed's support, he said, "I've never had anything like this happen to me before. It's nice to know that a big company that you would expect to be focused on their own products and their own customers, would also shine a spotlight on an artist and the work they are producing. It's a real privilege."

Subsequent photo projects will be announced throughout the year at Tweed. com and EzraSoiferman.com.



Toronto: How to Score Some Weed at the Film Festival



Need to chill after a long day of screenings? Pot now can be purchased all over the city thanks to an explosion of new dispensaries (and you don't have to be Canadian).

Those bloodshot eyes you're certain to see at Toronto Film Festival premieres might not all be the result of allnight movie bidding wars. The smell of weed wafting down King and Queen streets is another whiff of life in Prime Minister Justin Trudeau's Canada after the new leader promised to legalize cannabis following the election less than a year ago. With legislation to legalize pot expected in spring 2017, medical marijuana dispensaries have popped up all over Toronto. "[Legalization] is just around the corner, and we can almost smell it," says Canadian filmmaker Ezra Soiferman, who also is the artist-in-residence for slick Canadian online medical marijuana startup Tweed Inc.

Technically, you still must have a doctor's prescription to buy weed, but in reality that's not always needed. Of course, if you're only at the festival for a few days, you won't have time to legally access cannabis via a prescription from a doctor. Not to worry: Since the dispensaries largely are unregulated, all you have to do is pop into one of the many new Toronto medical marijuana outlets, which are happy to oblige since they operate in a legal gray area. With a valid I.D., you walk in and ask for some pot, even if you're from out of town. "As long as you're 19 or over, you can buy whatever you'd like at some of these places," says Soiferman.

Toronto's cannabis bars sell varied strains at prices that range from \$9 to \$15 a gram. There are an estimated 100 "medical" dispensaries in downtown Toronto alone, each staking out neighborhood storefronts to get a slice of the burgeoning recreational weed bonanza.

The city's marijuana dispensaries do not resemble your average "head shop." Enter Cannabis Culture on trendy Queen Street West, for instance, and you won't find Bob Marley posters, giant bongs or skull-shaped pot pipes. Instead, you'll encounter a comfortable, tastefully furnished waiting room occupied by an affable manager who sits behind a desk. Once he calmly waves you into the backroom, you'll discover polite, well-groomed staff (or "budtenders") quietly filling orders as customers peruse clear-glass jars filled with various strains of weed with such names as Pink Kush, Blue Crush, Special K and Seedman's Haze.

And if you don't have time to visit a dispensary, you can have pot delivered via online sites including Tweed, Medical Marijuana Services and Green Doctors Network. You'll need a prescription, but have no fear: In Canada, you can get a doctor's "consultation" from your hotel room — via Skype. Once approved, you'll have a stash discreetly delivered via courier to the front desk, maybe as fast as you can order delivery pizza.



New artist in residence program at Tweed off to a bright start

By Ryan Fink, Lift News, September 13, 2016



Back in 2007 the worlds of cannabis and art fused in a way that hadn't happened up to that point: the world's first "hemp fueled filmmaker" was born when Montreal-based documentarian <u>Ezra Soiferman</u> was sponsored by, and became a spokesperson for Manitoba Harvest.

Now Soiferman has moved into the medical cannabis realm as Tweed's first Artist in Residence.

The new residency program will afford Soiferman, and those who follow him, a budget to spend on equipment and travel expenses to aid in the production of their art.

Soiferman's relationship with Tweed began in 2014 during the production of his documentary <u>Grass Fed</u>, which follows comedian Mike Paterson as he obtains and uses edible medical cannabis to treat his sciatica. Soiferman and Paterson visited Tweed's facility, the former Hershey's Chocolate factory in Smiths Falls to shoot a scene for the film, and Soiferman has since kept in touch with the people he met there.

Soiferman's first piece as the new artist in residence is The Walls of Montreal, which he has been working on since 2013. He calls it a "music photeo," which is to say, a video collection of still images displayed in sequence along with music. It is composed of photographs that Soiferman has taken of various outdoor murals around Montreal — hence the title. The music is by Josh Ritter, an American folk-rocker.



...cont'd

Over the coming year, Soiferman plans to document many of Tweed's strains through photographs, but he will also be working on other projects that "will be more general in theme, taking their inspiration from the colourful world around us."

Tweed is taking a bold leap by being the first cannabis corporation to host an official artist in residence. It's no secret that public arts funding has been on the decline in Canada since the 1980's, and so it is wonderful to see a corporation stepping up to the plate, especially a cannabis company like Tweed. The link between cannabis and creativity is undeniable, and the people at Tweed obviously realize this.

The success of legalization in Colorado has taught us that the benefits of a healthy cannabis economy can reach far beyond the pockets of the entrepreneurs and investors who bankroll the development process. Just look at the \$135 million worth of cannabis tax revenue that the milehigh state raked in last year alone.

While the potential tax boon from legal cannabis in Canada is staggering to think about, let's hope that more companies, especially large ones, follow Tweed's lead and take the initiative to give some of their profits back to the community in ways that go beyond merely satisfying the needs of the Canada Revenue Agency.

Some of you might recall, sometime a little past 500 years ago something called the Renaissance happened in Europe. A new spirit of innovation swept through medieval art, and from this infusion, the cultural foundations of the next 400 years of Western thought were laid down, including the foundations of what we now call science.

This revolution was not brought about by taxes or public institutions, but through the patronage of the early middle classes — the first millionaires: the bankers, brokers, and merchants of the early modern age who patronized the likes of Leonardo Da Vinci, Michelangelo, and the other Ninja Turtles.

Likewise in more recent times, we would not have the Group of Seven as we know them without the patronage of Lawren Harris, who used the wealth he inherited from his family's farm equipment business to provide some of the many resources that his colleagues needed to flourish as artists, including a <u>luxurious studio space</u> in downtown Toronto.

So congratulations and all the best to both Soiferman and Tweed in this endeavour, and here's hoping that this is just the first of many such residency programs to spring from the burgeoning Canadian cannabis industry.

Source: https://news.lift.co/tweed-new-artist-program/



August 26, 2016

Hey there, Ezra,

We talked about your film screening tonight as part of our fun things to do this weekend!

Luise

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CBC

Luise Massari Senior Producer - CBC Radio HOMERUN (Weekdays 3-6pm, 88.5FM) CBC Montreal 514-597-4467

Cell: 514-895-1430 Luise.Massari@cbc.ca

Chambre B62 Radio Canada, 1400 Rene Levesque E. Montreal, QC H2L 2M2





Alan Brochstein, CFA @Invest420 · 3m

Congrats to @EzraSoif & @TweedInc on the innovative program,

Tweed Artist-in-Residence

newswire.ca/news-releases/...







.@TweedInc's first Artist in Residence @EzraSoif is merging cannabis and art: civlife.co/2b8XLXS





Cannabis Grower Starts Artist-In-Residence Program

By James McClure | Aug 21, 2016 | Entertainment



It's no secret that marijuana can help boost the creative process. But now the cannabis industry in Canada is helping one filmmaker take his career to a higher level. Earlier this week, director Ezra Soiferman of Montreal was picked as the first "artist-in-residence" for Tweed, one of Canada's largest legal cannabis producers.

The goal of the program is created to bring "art to cannabis and cannabis to art," according to Tweed's press release.



"As an emerging brand in an emerging industry, we want to be able to tell our story in creative ways to make memorable and unique first impressions," Martin Strazovec - Tweed's Chief Creative Officer - is quoted in the press release. "Ezra is a gifted storyteller who will help us expand our reach through his art."

Soiferman was a natural choice for the position given his art and activism. He has co-directed the controversial marijuana comedy Pressure Drop (1994), which is about an elderly man opting to use marijuana to treat his glaucoma. Nowadays that is almost commonplace, but in the mid 90s - when medical marijuana was illegal in Canada - the film caused controversy. In 2006, he created the Hemp for the Homeless project, which donated hemp-based food and clothes to homeless shelters in Montreal. More recently, he directed the CBC documentary movie Grass Fed (2015), which examined the world of cannabis edibles.

Hopefully, Tweed's approach to "high art" catches on with other licensed producers.

Here's a sneak peak at "Grass Fed," featuring Snoop Dogg's medical marijuana "doctor", Dr. Dina, and a tour of a California dispensary here.



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Ezra Soiferman becomes first Tweed Artist in Residence and releases "The Walls of Montreal"

Thu 18 Aug, 2016 - Member News Share 42

Montreal documentary filmmaker and street photographer Ezra Soiferman ("Man of Grease", "Grass Fed", "Last Game at The Forum") has been selected as the first Artist in Residence at Tweed (http://www.Tweed.com), Canada's largest licensed medical cannabis producer.

As part of the year-long photography residency he'll be creating new photo series and 'music photoes'. "The Walls of Montreal", is the first project Ezra released as part of the Tweed residency.

Between 2013 and 2016, Ezra photographed over 1500 murals throughout the streets and alleys of Montreal. The project was inspired by his young daughter's fascination with the colourful murals they discovered together on their everyday adventures in their neighbourhood (NDG) and

Watch the video "The Walls of Montreal" // "Les Murs de Montréal" here: http://www.ezrasoiferman.com/walls-of-montreal/



Ezra Soiferman on the hunt for Montreal murals

ELAN Newsletter to over 4,000 members across Quebec:





MEMBER NEWS

Film and TV

 ELAN member Ezra Soiferman becomes first Tweed Artist in Residence and releases new collection "The Walls of Montreal."







.@TweedInc is launching the world's first #cannabis Artist-in-Residence program, ft. @EzraSoif. #marijuana #hemp



Canada's Largest MMJ Producer Launches Artist-in-Residence Program | Ga... Canada's largest producer of medical cannabis announced yesterday that the latest addition to their team is not a master grower, [...]

ganjapreneur.com



Canada's Largest MMJ Producer Launches Artist-in-Residence Program



Canada's largest producer of medical cannabis announced yesterday that the latest addition to their team is not a master grower, business consultant, or sales associate. Rather, the latest team member to join Tweed Inc. is actually Montreal-based documentary filmmaker and photographer Ezra Soiferman, who will be the first participant in the company's new Artist in Residence program, according to a press release issued yesterday.

According to the release, it is believed that Soiferman is the first artist ever to hold such a position in the cannabis industry.

"As an emerging brand in an emerging industry, we want to be able to tell our story in creative ways to make memorable and unique first impressions," Tweed's Chief Creative Officer Martin Strazovec said in the report. "Ezra is a gifted storyteller who will help us expand our reach through his art."



Soiferman, who co-founded and is the director of the Montreal Film Group, told Ganjapreneur that he first began investigating cannabis as a cultural icon more than 20 years ago. Since then, he's followed the hemp and cannabis industries "religiously," and has dedicated several projects to the cause throughout his career — including a project called Hemp for the Homeless and, more recently, a documentary called Grass Fed that follows comedian Mike Patterson through a journey of medical cannabis discovery.

"What interests me most about the cannabis plant is its sheer diversity," said Soiferman. "Frankly, there's nothing I've encountered on the planet that can do as many things, and I swear I've searched high and low. ... As a documentarian, this fascinates me, and as an artist, it inspires me."

According to the press release, Soiferman's projects throughout his year-long residency at Tweed will cover themes pertaining to cannabis and hemp, as well as projects that "speak to the Canadian cities and towns where [Tweed] operates." Soiferman's first project under the new partnership is a photo-based music video called "The Walls of Montreal," which highlights the beautiful murals and street art of Quebec's largest city.

When asked about how he landed the gig, Soiferman said that he approached Tweed with the idea first. He thought the company, with its "open-minded, sunny and 'we love firsts' attitude," would be a perfect fit for the partnership that ultimately seeks to "bring cannabis to art and art to cannabis."

Source: https://www.ganjapreneur.com/canadas-largest-mmj-producer-launches-artist-residence-program/



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POT AND ART: TWEED INC'S NEW ARTIST IN RESIDENCE PROGRAM

August 22, 2016

Pot has been a part of art for as long as anyone can remember. However, Tweed Inc., Canada's largest legal medical marijuana producer has taken to mixing pot and art like no one ever has before. Tweed announced it had started an artist in residence program.

Ezra Soiferman is Tweed's First Artist in Residence

Tweed has chosen Montreal based documentary filmmaker Ezra Soiferman to be the company's first artist in residence. Soiferman is no stranger no cannabis connected projects. He co-directed the 1993 film Pressure Drop about medical marijuana. He also was the driving force behind Hemp for the Homeless. This 2006 project donated hemp food and clothing kits to several Montreal homeless shelters.

More recently, Soiferman was involved with Grass Fed. This CBC Documentary channel film followed comedian Mike Paterson, who suffers from sciatica, a painful nerve condition, as he discussed cannabis edibles. Paterson is a customer of Tweed Inc. It was this project that brought Soiferman to the attention of Tweed and its Chief Creative Officer, Martin Strazovec.

TWEED INC'S PLANS

Tweed is a wholly owned subsidiary of the Canopy Growth Corporation and is based in Smith Falls, Ontario. Canopy Growth bills itself as the world's largest diversified cannabis company. It is also the first federally regulated, publicly traded cannabis producer in North America.

Tweed is one of the most powerful and influential corporate voices in the legal marijuana industry. Even as Prime Minister Trudeau plans to create a new legalized recreational marijuana program, Tweed continues to use its political connections to make sure it's profitable medical marijuana business is not simply cut out when legalized recreational marijuana does come to Canada.

Strazovec commented that the role of Soiferman at Tweed would be to "...tell our story in creative ways and to make memorable and unique first impressions." The plan is to bring art to cannabis and cannabis to art. The second one of those would not seem difficult to pull off.

SOIFERMAN'S PROJECTS

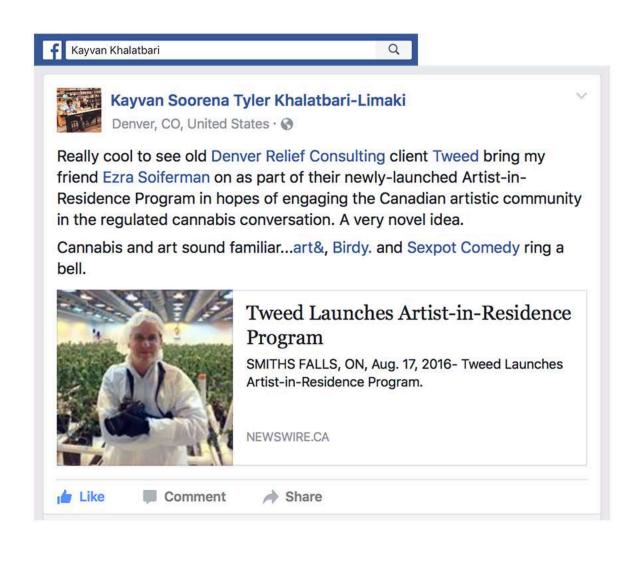
Soiferman's first project as artist in residence is called The Walls of Montreal. It is a music video made out of different photographs instead of moving images. The video will premier August 26 at the N.D.G. Off the Wall Film Festival in Montreal.

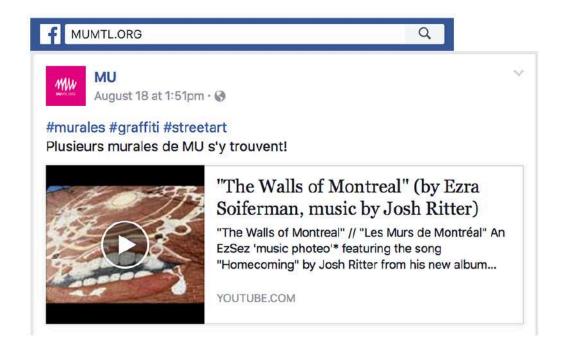
Soiferman's turn as artist in residence is scheduled to be a year. He hopes to "produce work that educates, entertains, and even enlightens." Soiferman called his chance to work as the artist in residence at Tweed to be the highlight of his career.

Soiferman has not officially announced any other projects, but he will undoubtedly have more to offer in the months to come. His next projects will be officially announced through Tweed Inc.

Soiferman is a gifted filmmaker with a passion for his craft. He is also been an important voice in the normalizing of marijuana. While nobody knows what form Soiferman's next projects will take, it is certain they will be amazing and will push forward the importance of medical marijuana.

Source: http://cannabismo.ca/pot-art-tweed-incs-new-artist-residence-program/





Mark Zekulin Talks Tweed's New Cannabis Breeding Facility and Legalization in Canada

Big things are happening north of the border.



Excerpt from Oct 1, 2016, interview with Mark Zekulin, President of Tweed/Canopy Growth Corp.:

Are there any more Tweed collaborations planned for the future?

We're partnering with different grows to drive research forward and driving clinical trials forward to get more information from patients. On the lighter side, the artist-inresidency program, we're teaming up with filmmaker Ezra Soiferman, who has such a skill in the arts and is fascinated with cannabis and hemp. We've never done it before but we figured, look, let's get a guy who is going to drive forward an arts agenda with a cannabis mindset. It's a lot of fun and will hopefully keep the conversation on cannabis going and develop all of the various strengths of advocation.

Source:

https://www.merryjane.com/culture/tweed-mark-zekulin-cannabis-interview





Public · Film · Hosted by Notre Dame des Arts

Thursday, September 8 at 7 PM - 9 PM Yesterday

© Épicerie 1668

Show Map

Details

Join NDG doc filmmaker and street photographer Ezra Soiferman (http://www.EzraSoiferman.com/) for an evening exploring his films, photos, artistic vision and his brand new Artist in Residence position with Tweed, Canada's largest medical cannabis producer.

-Ezra, who directed "Man of Grease" about Cosmos Snack Bar in NDG (http://www.ManOfGrease.com/), is also the co-founder of the Montreal Film Group (http://www.MontrealFilm.Group.com/), a film and TV industry networking group with over 2500 members that fosters interaction between like-minded creators in town. Come chat with Ezra about the MFG and his other projects. He'd be happy to meet you and raise a glass to NDG and the vibrant arts scene in the area.

Watch Ezra's latest short film, "The Walls of Montreal" (featured at the NDG Off The Wall Festival) here:

http://www.ezrasoiferman.com/walls-of-montreal/

L'organisation à but non lucratif, Notre-Dame des Arts, fait appel à la communauté pour s'unir, pour créer et pour collaborer les uns avec les autres à tous les premiers jeudis du mois. L'événement sera une série de présentations par des artistes locaux et des créateurs de toutes les disciplines. Ces soirées ont pour but de présenter les membres de la communauté créative de NDG et inciter le partage d'idées et de discussions

Creatives of NDG unite! Notre Dame des Arts–NDG's Charitable Non-Profit for the arts–is calling upon the community to connect, create, and collaborate with one-another through its First Thursdays arts mixer, a monthly series of presentations by local artists and creatives from all disciplines. Held on the first Thursday of each month, these evenings aim to introduce members of NDG's vibrant creative community to one-another for the purpose of sharing work, strengthening ties and participating in lively discussion.

Civilized.

This Cannabis Factory Is Preserving The Legacies Of Roald Dahl And Milton Hershey



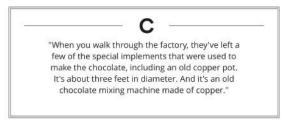
It only seems fitting that Roald Dahl - the British novelist who created classic children's characters like Willy Wonka - shares his birthday with chocolate magnate Milton S. Hershey. The Hershey Company Chocolate founder was born 159 years ago today while the late author would be celebrating his 100th birthday if he were still alive.

But the legend of both men lives on in Canadian cannabis culture thanks to Tweed - a medical marijuana producer licensed by Health Canada to supply cannabis to approved patients. When Tweed began operating in 2014, the company stood out from other legal cultivators by setting up shop in the old Hershey factory in Smiths Falls, Ontario.

The operation made a particular impression on award-winning filmmaker Ezra Soiferman, who was captivated by the revitalized facility.

"I was fascinated by how Tweed had bought the old Hershey's chocolate factory and decided to make a medical cannabis factory in there," the Montreal-based director told Civilized. "And I thought that that was a brilliant twist to the cannabis industry - a kind of repurposing something that was a celebrated factory but had fallen on hard times when Hershey's left. It was great that they were going to put it to good use."

But the factory still maintains a number of relics from the old Hershey days. Here's how Soiferman - Tweed's inaugural artist-in-residence - described his first tour of the plant.



But those metal drums are now used for mixing Tweed's house cannabis blend. Just as coffee shops mix different beans together to create signature tastes, Tweed mixes different strains to create a distinct cannabis experience: the Copper Pot Blend.

And that's not the only throwback to the factory's past. Jordan Sinclair - Tweed's Director of Communications - told Civilized that they use an old Hershey oven in their extraction process, and the mixers in the nutrient baths once mixed Jolly Rancher syrup. On top of all that, there's old signage throughout the plant.

"On the walls inside their lobby, they've got a bunch of Hershey's posters - like old memorabilia. Also they've got a 12-foot wide Hershey's Canada sign in the lobby as well," Soiferman told Civilized.

No wonder Tweed's founding CEO was unofficially known as the Willy Wonka of Weed.

Source: https://www.civilized.life/articles/roald-dahl-hershey-factory/

Cinéclub Film Society

Depuis / Since 1992: Conservation. Projection. Imagination.





Programme / Program

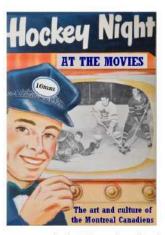
Billets / Tickets: 8\$ Regular, 6\$ (Étudiants/ Students, 65+)

Cinema VA-114: 1395 René Lévesque O. (Métro Lucien l'Allier) H-110 (Alumni Association Theatre): 1455 de Maisonneuve O. (Métro Guy)

Sunday, October 9th 6:30pm HOCKEY NIGHT AT THE MOVIES

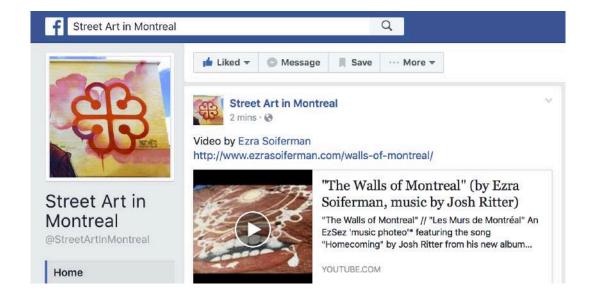
Cinéma VA-114

(Canada/Québec, French and English)



Specially-gathered for you here is a collection of 16mm shorts and clips related to our glorious Canadiens hockey team, some of which have never been viewed by a public. (In fact, most of what we are screening, you have likely never viewed.) This is our national sport as seen through the lens of talented animation, experimental and documentary filmmakers that will thrill fans and non-fans alike. (Have fun spotting the old star players!) As a bonus, our friends at Archive Montréal will supply one-of-a-kind home movie footage of our team in action from decades ago. Our guest speaker is NDG filmmaker, photographer and Tweed.com Artist in Residence Ezra Soiferman ("Grass Fed", "Man of Grease") who recently published a coffee table book of his photos of the fans, staff, soul and structure of the old Montreal Forum during

the last Canadiens hockey game played there 20 years ago. Signed, extremely limited-edition copies of his book "Last Game at the Forum/Dernier match au Forum" will available (\$99, cash only). More info on his project (and a video bringing his Forum photos to life too) at: http://www.ezrasoiferman.com/lastgame







Tourisme Montréal @Montreal · 59m Take a tour of the city's murals with "The Walls of Montréal" by @EzraSoif bit.ly/2byhsYl #MTL #streetart





