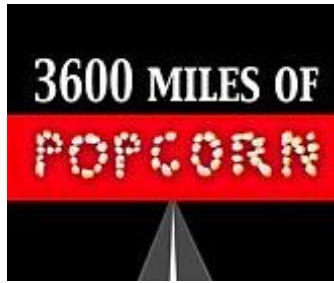


Shaan Couture ('98): www.wediawix.com



After finishing my B.A. in Sociology in Montreal, I decided to enroll in a Communication Masters program. At the same time, as it might be in my genes, I have always wanted to evolve in the audio-visual sphere. I remember when I started the photo club at the LFNY; any opportunity to take my camera out was a good one --parties with friends, spring fairs at the LFNY, teacher-parent meetings, the prom, the gates in Central Park, anything. Nowadays, people seem to always be in a hurry and for many of my generation, reading has become mainly a means to an end. Using visual content seems to be more appropriate as a way to mix entertaining and information. With Daniel Duchene, an alumnus of the French International School of Washington D.C., I decided to create **WEDIAWIX**, a mixed media collaborative company. Relocated in San Diego, CA, **WEDIAWIX** uses a diversity of methods of expression to share information through media in the purpose of creating social awareness, entertainment, and a platform for contributive exchanges. Built on our strengths and experiences, **WEDIAWIX** enables us to share a passion and a vision of the world.

Our motto is “*Activate Your Generation*”. We – as a generation – face new challenges that no other generation has confronted before. Still under the shadows of one of the worst economic crisis in our modern society, we are supposed to enter the real world and pull the planet out of this mess. We are also learning, the hard way, that the promise of a bright future after achieving a high level of education does not apply to us anymore. We are bound to fall into debt by spending a fortune in an education that does not insure any economical stability. And, as if all of that was not enough, we are also facing complex environmental issues, to which we are expected to find immediate solutions if we want to make sure that we will live past 50 years old.

With that in mind, “**activate your generation**” is a shout full of consciousness to our generation to stay active, for **staying active is the only thing that will get us out of this chaos**. Even though times are tough and the rewards do not show immediately, we have to keep giving ourselves projects and goals. **We have to stay active, in our brain and in our body**. We have to keep creating awareness. We have to keep educating ourselves. We have to keep travelling the world and learning from each other. We have to stay curious. We have to find the worthy things still present in our society and rebuild from it. We have to assume the challenges presented to us. We have to take over...

Working with “active friends” such as Yamee, Alix, Carlotta, Laurent, Sydney and others, we hope to strengthen human bonds and show how we can all survive by staying ACTIVE !

Our blog will make you travel through different videos and photo projects. The last two projects are called “3600 Miles of Popcorn” and “I Got to Go” (you can find them on Youtube). Both cross the USA, from New York to San Diego, and give you a creative way to discover the country we live in.