



On the heels of its triumphant screenings in London, Washington and Toronto,

## ***The Divided Brain***

The film one half of your brain doesn't want you to see

**Premieres Sunday September 22, 2019 at 9 p.m. ET, 6 p.m. PT on *documentary Channel***

***THE DIVIDED BRAIN*** is a filmic quest to discover if our society has been hijacked by the left hemisphere of our brains, and what can be done to restore balance. The film makes its broadcast premiere on Sunday September 22, 2019, at 9 p.m. ET, 6 p.m. PT on *documentary Channel*.

This subversive theory is the brainchild of Dr. Iain McGilchrist, a neuroscientist and psychiatrist who argues that over centuries, the values of the left hemisphere have slowly been gaining influence in society – especially since the industrial age.

McGilchrist's revolutionary concept is surrounded by great controversy, earning him comparisons to Freud and Darwin. Some scientists and prominent thinkers believe he is on to something, others are loudly opposed to his theory.

***THE DIVIDED BRAIN*** follows McGilchrist on a journey to meet his biggest champions and critics the world over, testing his big and controversial ideas against leading thinkers from England, the U.S., Switzerland, Scotland, Germany, and Canada.

Actor and comedian, **John Cleese**, makes a special appearance in the film, and has called McGilchrist's book on the topic, *The Master and the Emissary*, "probably the most interesting, most important book I've ever read."

Inspired by brain studies of stroke patients who have lost function in one of their hemispheres, McGilchrist argues that the left and right hemispheres of our brains have radically different world views. Unlike the old pop-psychology beliefs of what the right and left hemisphere do, we now understand that they are both involved in most functions. However, the way they perceive reality is very different.

The left hemisphere likes rules, procedures, technology, and systems. On the positive side, the left has given us science, literacy, and technology. But it cannot solve logical problems, feel empathy for others or connect with nature. It does not understand context. For the left hemisphere, the world is made of separate parts; it can't make connections. Details are important, not relationships.

However, the right half of our brain thinks in holistic terms; it has intuition, judgement and interpretive skills. It excels in seeing the big picture, reading faces and non-verbal cues. It understands context. It's the world of the imagination. The right is concerned with living things, while the left prefers the mechanical.

A healthy brain relies on both halves. When they work in balance, individuals and cultures thrive. While society searches for solutions, McGilchrist argues that the real problem is inside our heads.

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***The Divided Brain*** features a special appearance by actor **John Cleese**.

### **Reactions from the film's London premiere:**

*"I thought the film terrific. You managed to keep our interest rapt in a complex, abstract thought, which is a tremendous achievement -"* **NICHOLAS SHAKESPEARE**, Best-selling British novelist and biographer

*"a powerful documentary that has not shied from including critical voices"*  
**SUNIL KUMAR, PhD, Former Dean, London School of Economics**

*"a superb introduction to Iain's brilliant book. Thoroughly recommended"*  
**PETER FUDAKOWSKI**, Producer of the Academy Award®-winning film, **TSOTSI**

### **About Matter of Fact Media Inc.**

*Matter of Fact Media* is an Emmy®-nominated and award-winning film production company. Recent credits include ***The Divided Brain*** for documentary Channel, ***Into the Inferno***, a Werner Herzog co-production for Netflix; ***Undercover Jihadi*** for TVO, featuring Mubin Shaikh, a reformed Jihadi; ***The Woman Who Joined the Taliban***, for the CBC. ***Leslie Caron: the Reluctant Star***, an arts documentary for ARTE and TVO. In development: ***Arctic Vets*** with eOne and ***Beast Hunters of Rome***, for ZDF. And a dramatic mini-series, ***Charles Dickens and the House of Fallen Women***, with Back Alley Film Productions, for Muse Entertainment. Other credits are ***The Musical Brain***, featuring Sting for CTV and Nat Geo.

### **About documentary Channel**

*documentary Channel* is Canada's signature destination for provocative, thoughtful, and entertaining factually-based programming. Canada's only documentary channel, it brings viewers documentary programming 24 hours a day, seven days a week. [documentarychannel.ca](http://documentarychannel.ca)

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