

INVITATION TO ENGAGE



**a creative placemaking project to
take place in the City of Malden
2022-2023**



INTRODUCTION

In partnership with The City of Malden and Filmbuilding, Urban Media Arts (UMA) is launching a creative placemaking project in 2022/23 called Filmbuilding Malden: Our City in Motion — a series of filmmaking projects and screening events aimed at citywide community-building and the enhancement of economic opportunities in specifically targeted neighborhoods around the City of Malden, Massachusetts.

Using a unique discovery-based approach to filmmaking referred to as Filmbuilding, this project is grounded in developing critical connections inside and outside the community. Implementation and outreach will be guided by experts in the field of cross-cultural dialogue and communication.

The purpose of this document is to relay enough information about the project to excite interest among potential advisors, collaborating businesses and community groups, media professionals, and sponsors to play a role however large or small in the development and implementation of this project.

This document includes the following sections:

- Project Overview
- Opportunity
- Team
- Opportunity
- How to engage



OVERVIEW

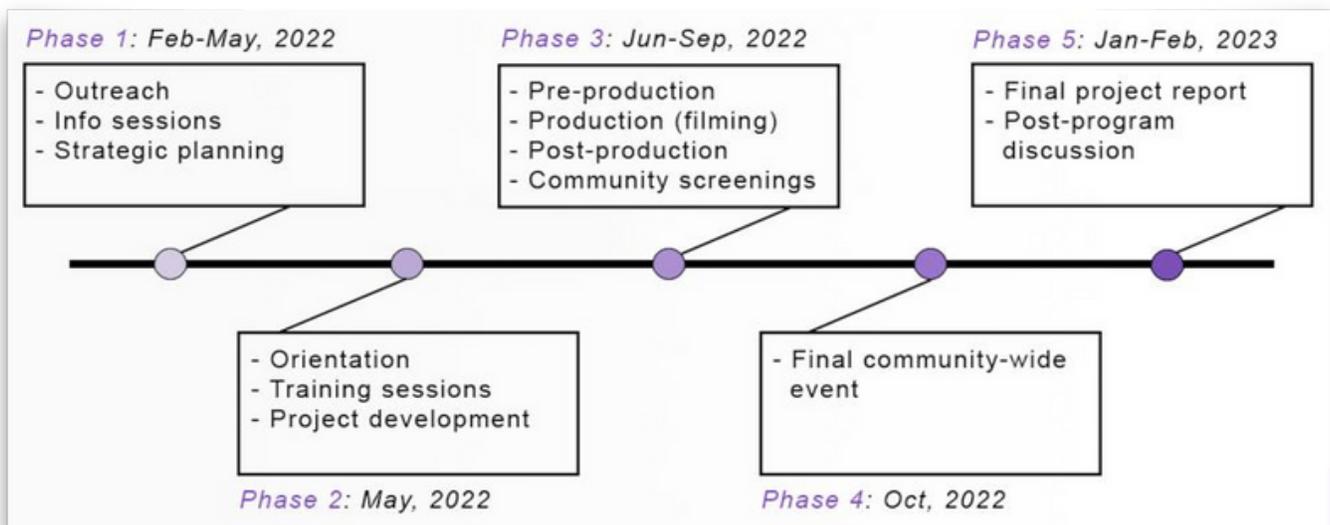
Filmbuilding Malden: Our City in Motion, is a creative placemaking project that will take place in 2022/23. It is a city-wide series of collaborative filmmaking programs and screening events aimed at strengthening the community's cohesiveness and bolstering the local economy.

With guidance from the city and various cultural groups in Malden, the project will invite a diverse cross-section of community members to form six small groups to co-create short films which explore timely themes that stir the imagination and envision what an equitable and thriving Malden might look like.

Each film will be screened in various locations in Malden. These screenings will reimagine the filmgoing experience by engaging audiences in dialogue and participatory programming while activating public spaces and local businesses.

The project will culminate in a final screening event in which all completed films will be screened as one, and memorialized through site-specific programs aimed at enhancing opportunities for cross-cultural and cross-sector exchange as well as overall commercial development.

Throughout the project, we will gather feedback from the community and collect data to capture the impact of the project in its various aspects. A report to the City as well as a documentary chronicling the process will be finalized in 2023.



BACKGROUND

As with other cities, Malden, MA has been deeply affected by the pandemic. City leaders in Malden believe it is important to invest in efforts that can bring the community together - to recover connection and renew a sense of place, togetherness, and hope for economic recovery especially for businesses.



Filmbuilding screening in Malden with Mayor Gary Christenson

Substantial funding from the City of Malden’s American Rescue Plan Act (ARPA) funds has been granted to this project on the basis of providing unique opportunities to residents, organizations and businesses within the City, particularly those which have traditionally lacked representation.

“The cinema as a cultural phenomenon is creating and functioning within a common cultural space that does not admit any political, ideological, religious and racial borders. That’s why cinema must be treated as an effective instrument of cross-cultural dialogue and mutual understanding in the contemporary world. We should use the unlimited resources of film in the attempt to strengthen the cultural cooperation around the world and change our communities.”

- Susanna Harutyunyan (President of Armenian Association of Film Critics)

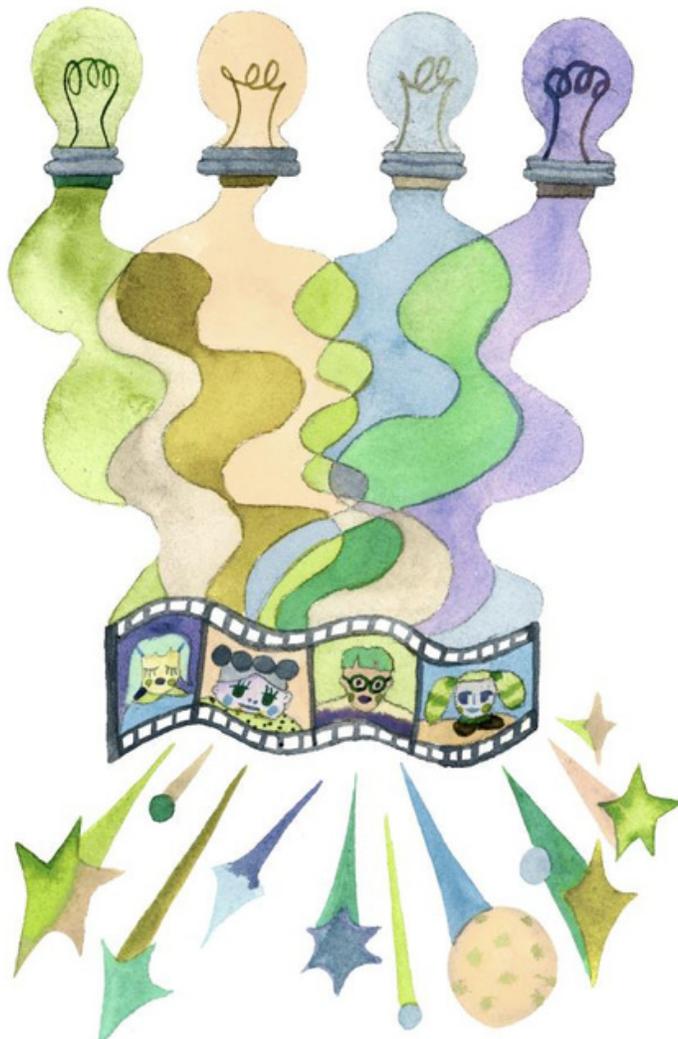
At a time when people are splintered because of Covid and various other divisive trends, the need for approaches that can build bridges of connection is essential. In this project, the programming and longterm application for better cross-cultural collaboration will be enhanced by the help of Essential Partners, Inc. Their trademark methodology "empowers people to have healthier, more complex, more inclusive conversations about polarizing differences of values, beliefs, and identities."



The inspiration for this project was born of the impacts Tom Flint's discovery-based approach to filmmaking has had on youth, adults, and groups around the world, including China, Chile, Japan, US.



The *Filmbuilding* approach emphasizes a barrier-breaking collaborative process and according to past participants, builds awareness of others, encourages compassion, and increases confidence to create and share ideas or point of view.



PERSPECTIVE

Citizens representing a diverse cross-section of Malden are brought together to exchange ideas and learn from one another. The carefully curated environment fosters mindfulness, empathy and curiosity.

PROCESS

Working in groups, participants co-create a series of short films that envision what a more united and prosperous Malden might look like. Participants are encouraged to explore various areas and aspects of their community in order to build an understanding of Malden's identity and sense of place.

PRODUCT

The finished films become capsules of individual and collective identity, representing the unique diversity and dynamism of Malden and its people. The films will serve as a guide to helping the community make more informed decisions moving forward.

PERCEPTION

Film exhibition and distribution are wholly re-imagined as targeted areas around the City are activated through community-oriented screening events. Further dialogue and arts-based initiatives result, leading to innovative ideas for progress and a renewed sense of place.

GOALS

The Educational Imperative

(engendering critical, creative, collaborative and conceptual thinking;
expanding possibilities within moving image education)

The Cultural Imperative

(telling personal, original and meaningful stories; embracing diversity of
cultures; challenging established doctrines of media arts)

The Technological Imperative

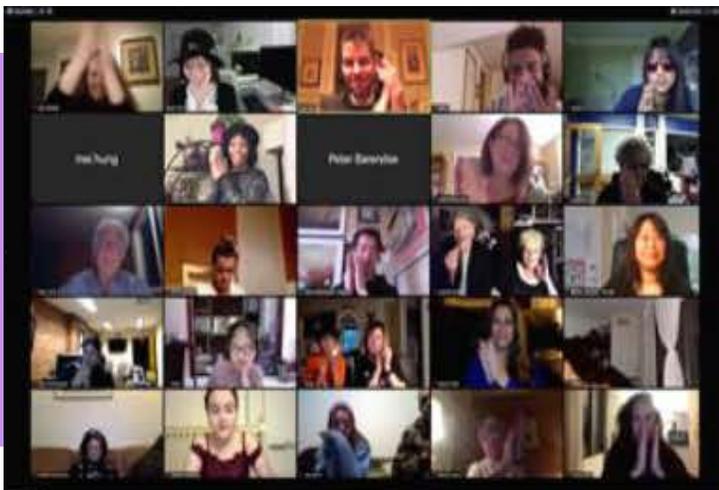
(moving image communication and literacy; virtual learning; current
availability and accessibility of technology)

The Economic Imperative

(building partnerships and communication channels;
creating opportunities for local businesses; activating community spaces)

The Peace Imperative

(engendering empathy and understanding; strengthening diplomacy and
security; confronting complex demographic issues)



T EAM

City of Malden

Malden is a densely populated gateway City, located north of Boston in Middlesex County, Massachusetts. At the time of the 2020 U.S. Census, the population was 66,263 people. Known as a diverse city, over 43% of the population were born outside the United States. Malden's downtown has undergone a major transformation over the past years, developing numerous new residential apartment and condo buildings, drawing new businesses, and building a multi-use city, commercial and residential complex connected by a bridge. This change offers benefits and challenges to Malden's community.



Filmbuilding

Filmbuilding is an educational community and media offering that curates discovery-based filmmaking experiences to build bridges of change. The program explores the collaborative aspect of movie-making for the purpose of connecting people across differences. It was developed by film maker and educator Tom Flint, who has brought this signature program to various parts of the world, including Japan where he lived for over ten years. He offers it through local institutions like the Cordova Museum, recently the Umbrella Arts Center, and of course in Malden through Urban Media Arts (UMA).



Urban Media Arts

UMA, Urban Media Arts, formerly known as MATV, Malden's Media Center is a 501(c)(3) non-profit organization that offers TV/video production resources, media education workshops, citizen journalism, podcasting, multimedia storytelling, a physical and virtual art gallery, a community reading program, and networking opportunities, both online and in-person. Proudly based in Malden, MA, UMA serves the city of Malden and extends its programs and offerings to the surrounding area and global community of which it is a part.



Essential Partners, Inc.

Founded in 1989, Essential Partners equips people to live and work better together in community by building trust and understanding across differences. EP's trademark methodology empowers people to have healthier, more complex, more inclusive conversations about polarizing differences of values, beliefs, and identities—whether that polarizing issue is the role of race in a public school curriculum, COVID vaccination policies, or refugee resettlement plans.



OPPORTUNITY

We at UMA are truly excited about the myriad opportunities this project will provide for those directly involved and the community of Malden at large. As a creative placemaking project integrating elements of collaborative visual storytelling and cross-cultural and cross-sector bridge-building, we believe Filmbuilding Malden can lay the groundwork for sociocultural and economic development.

In order to take full advantage of the opportunity the City of Malden has granted this initiative, we are looking for input, resources, and participation from individuals and groups to help us plan, develop, implement, and document this groundbreaking project. We also seek help to identify and reach the potential participants and facilitators of the various events and workshops. Key roles (some paid) we seek to fill are:

Advisors to provide support and insight into strategic and thoughtful in planning, outreach, and implementation of this project. We hope to learn from individuals with expertise in event planning, community development, media/arts management, fundraising, marketing, arts/culture impact measurement, or other relevant fields.

Community or cultural groups in and around Malden who can help inform our outreach, programming, and other decisions relevant to the project.

Businesses and organizations who can work with the team or sponsor the project with financial support or in-kind donations of space, venue, materials, services, networking. We also seek businesses located in some of the neighborhoods the project will target to be a part of the events and offer feedback about the project effects on their work or business.

Filmbuilders to work together in teams of 4-5 to create short films on a theme relevant to what Malden could be. Filmbuilders should represent a diverse cross section of Malden's community. Though not required to have any film or arts experience, they should be able and willing to commit to the workshops and screenings. Stipends may be available for certain filmbuilding applicants.

Filmbuilding Facilitators (paid) are filmmaking professionals with experience and interest in working with diverse groups and mentoring novice filmmakers who may come from various backgrounds. Facilitators will support the small teams of filmbuilders as they imagine, prepare, complete, and screen the films.

Filmbuilding Assistants (paid) will work with the facilitators to support the filmbuilders in a hands-on manner. They should be familiar with filmmaking and editing as well as feel comfortable with the tools used in this project and interacting with individuals from diverse backgrounds..

ENGAGE

Complete an interest form

We invite anyone interested in this project to complete an **interest form**. We will respond individually to inquiries and will set up time to discuss, as appropriate.

Attend an information session

We will also invite all interested parties to attend one of several information sessions in February/March if schedule permits. Check website for dates.

Visit the project website

A **project website** exists to provide updates on all associated events, developments, role opportunities, and fun reports. Visit this website for all available details.

Subscribe to the mailing list

Sign up for Filmbuilding Malden mailing list to receive updates directly to you email inbox. Connect by social media:

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