

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. Project planning, implementation and outreach will be guided by experts in fields as diverse as cross-cultural dialogue and communication, media arts education and urban development.

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

This document includes the following sections:

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



OVERVIEW

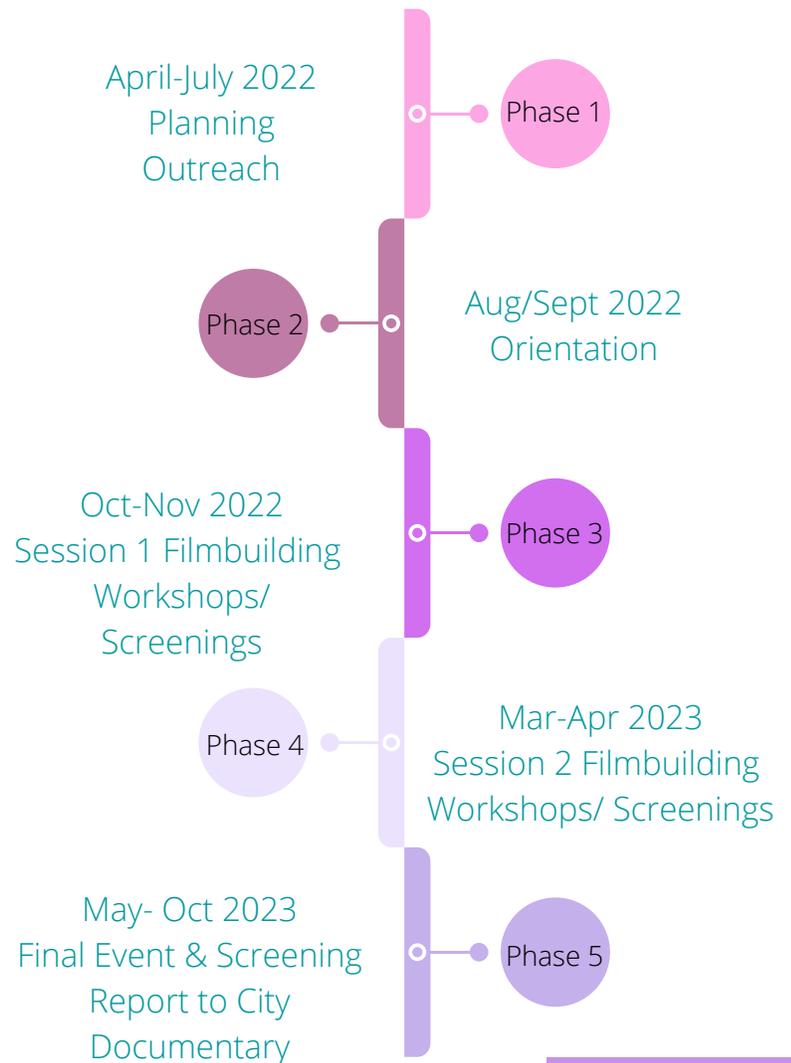
Filmbuilding Malden: Our City in Motion, is a creative placemaking project that will take place in 2022/23. It is a city-wide series of collaborative filmmaking programs and screening events aimed at strengthening the community's cohesiveness and bolstering the local economy.

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.



B BACKGROUND

As with so many other communities, 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 in order to rebuild a sense of place, connections and hope for economic recovery, demonstrating to other communities how the arts and culture can be a catalyst for change.



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)

In this project, the programming and long term 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 *Filmbuilding* approach emphasizes a barrier-breaking collaborative process that, according to past participants, builds awareness of others, encourages compassion, and increases confidence to create and share ideas or point of view.



2020 Filmbuilding participants do a silly pose on Zoom.



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 lead to innovative ideas for progress and a renewed sense of place.

GOALS

CONNECTION TO CITY: SENSE OF PLACE

Filmbuilding illuminates different ways of experiencing the city and enhances people's sense of place across Malden neighborhoods.

Filmbuilding activates underutilized public spaces and vacant buildings, connecting these spaces through new encounters and artistic/cultural expressions/

CONNECTION TO COMMUNITY: SOCIAL IMPACT

Filmbuilding creates a platform for Malden residents to share their stories and foster co-creative relationships with a diverse cross-section of Malden community members.

Filmbuilding promotes collaborations and partnerships with City government, local businesses, community organizations, and creatives to further integrate arts and culture into citywide initiatives.

CONNECTION TO COMMUNITY: ECONOMIC IMPACT

Filmbuilding creates new opportunities for local businesses and creative entrepreneurs.

Filmbuilding centers and invests in Malden residents through the Community Advisory Team and as Filmbuilders, in addition to Filmbuilding mentors.

CULTURAL EQUITY

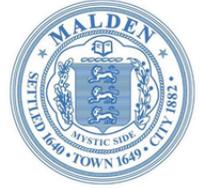
Filmbuilding provides the opportunity for all people to participate in and create artistic and cultural expressions that are meaningful to their lived experiences.

Filmbuilding amplifies the stories and perspectives of historically underserved and systemically excluded people.

Filmbuilding develops pathways to consider broader equity and inclusion efforts in partnership with the City.

T EAM

The City of 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. [cityofmalden.org](https://www.cityofmalden.org)



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 filmmaker and educator Tom Flint, who has brought this signature program to various parts of the world and has partnered with organizations such as the Refugee Dream Center of Providence, RI, Children Meet Cinema of Japan, and the Cineteca Nacional of Chile. [filmbuilding.org](https://www.filmbuilding.org)



UMA, Urban Media Arts, formerly known as MATV, Malden's Media Center, is an interconnected hub of creativity, dialog and evolving community, both virtually and through local physical spaces. UMA's mission is to connect community, promote civic engagement, and nurture arts and culture by offering media resources, training, creative opportunities, events, and networking. Located in Malden, it extends its programs and offerings to the surrounding area and global community of which it is a part. [urbanmediaarts.org](https://www.urbanmediaarts.org)



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. [whatisessential.org](https://www.whatisessential.org)



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 (Community, City, or External) to provide support expertise in event planning, community development, media/arts management, fundraising, marketing, arts/culture impact measurement, or knowledge about Malden and its residents and businesses.

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 in teams of 4-5 to co-create short films that the project will revolve around. Though no filmmaking or arts experience is required, Filmbuilders should be able and willing to commit to the filmmaking 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..

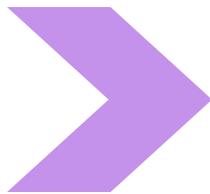
ENGAGE

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

urbanmediaarts.org/filmbuildingmalden

EXPRESS INTEREST AND LEARN MORE...

Complete an Interest form



Complete an **interest form**. We will respond individually to inquiries and will set up time to discuss, as appropriate.

STAY UPDATED AND CONNECTED

**Sign up for Filmbuilding
Malden mailing list**

[@urbanmediaarts](#)



[@filmbuilding](#)

