



Our City in Motion

Strengthening the Malden community through
collaborative filmmaking projects, film screenings,
and public media art events

City Council Presentation | March 28, 2023

Good evening Madam President and Malden City Councillors. I am Ose Schwab, lead of the Filmbuilding Malden Our City in Motion project and Director of Marketing at Urban Media Arts. I thank you for this opportunity to speak to you today about this innovative program and its potential impact for Malden.

Thank you

ARPA Subcommittee: Outdoor Recreation
and Programming

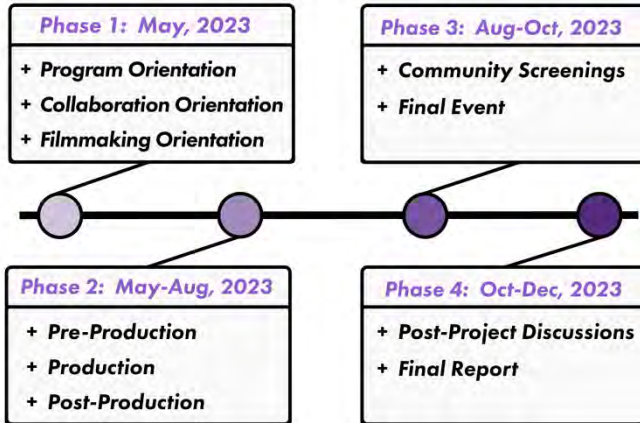
Jadeane Sica, Joseph Levine, Maria Luise

\$59,900

Before we share about the project, I want to acknowledge the ARPA subcommittee on recreation who at the end of 2021 astutely anticipated that the people of Malden would need to get out, have fun and be together as a community. They invested in this project and we are committed to providing a good return on the investment which we will talk about in this presentation. I will simply say that one of the clear benefits of a program like this is that it stimulates the imagination. And hope for anything, including hope for self and the place you call home requires imagination.

Who Is Malden ?

Timeline



Deliverables

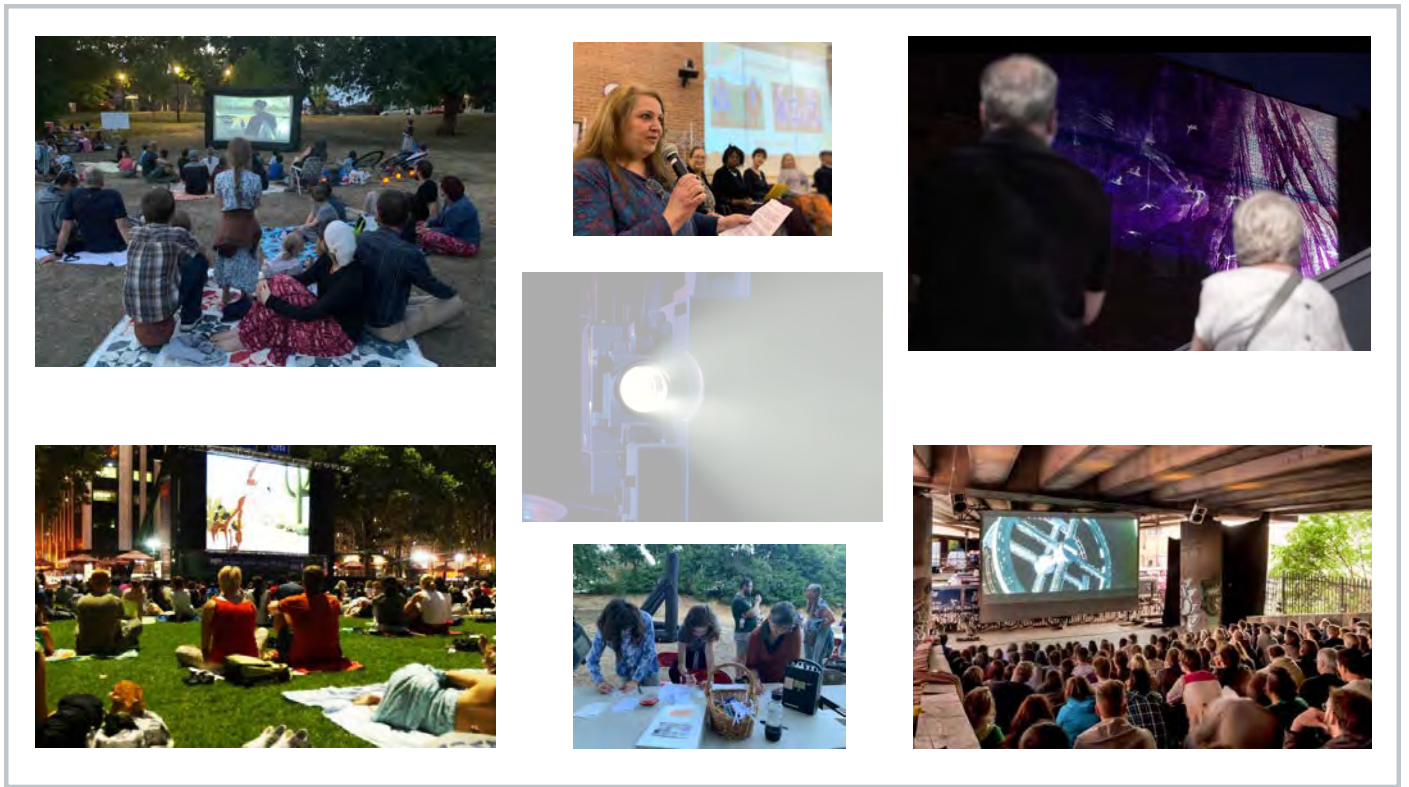
- ***6 completed short films***
- ***6 individual screening events***
- ***Final event***
- ***Final report***

So, FM is a community-wide project aimed at connecting the people, places and stories in Malden through collaborative visual storytelling.

Community residents (aka “Filmbuilders”) will team up across differences to co-create films that explore the theme: Who is Malden?

They will be mentored by professional filmmakers, who are now being interviewed, as they go through the entire filmmaking process - exploring Malden and its people with their smartphone cameras, capturing and highlighting unique aspects and stories of our community.

All this work will result in six wholly original short films that will be premiered at different sites around the city toward the end of the summer.



The goal with these public screening events is to activate carefully chosen locations in Malden (green spaces, parking lots, cafes, etc), and inspire audiences to explore new ways to engage with their community through panel discussions, innovative city maps, and other opportunities for cross-sector and cross-cultural dialogue.

A final community-wide event will be held in the fall to celebrate the success of the project and provide further opportunities for meaningful connections.

Filmbuilding Malden Imperatives



As part of our contract with the City, we will be documenting the project and providing a full-scale report of its impact and learnings, with the hope of having it ripple out beyond Malden.

It's worth noting that nothing like this has ever been done before, so we feel as long as Filmbuilding Malden is marketed, executed and publicized successfully, it has every possibility of establishing Malden as a truly innovative arts and culture leader in New England. Never before has the moving image been used to develop important community connections in such a co-creative way through both making and responding to film.



We are excited about this project for so many reasons. Apart from the generous financial backing we have received for this project from the City's ARPA funds, we have also partnered with organizations and individuals that are as enthusiastic about this project as we are.

Our Filmbuilding Malden Orientation, set to kick off the project on May 20, will be facilitated by Essential Partners, a Cambridge-based organization that specializes in strengthening relationships and deepening belonging among people and their communities.

We have had numerous opportunities to see what visual storytelling can do to empower people with a point of view, and engage audiences in new ways. I think some of you here were at our Mapping Malden screening event held in January.



As Tom mentioned, this project will strengthen a sense of community and connection to Malden through the making of the films and the public screenings. Malden is already an emerging hub for arts and culture in the Greater Boston area. People already come here specifically for that. We have media outlets already interested in covering a story about the screenings. Through this publicity Malden will be presumably even better positioned to be a cultural and community building trailblazer and creative hub. As you know, arts and culture has been shown many times to be an economic engine, generating economic growth dollars more than double the original investment, and this project can give Malden yet another boost to thrive more deeply by leaning into projects just like this one.

In addition to economic benefits, this project specifically has tremendous potential to develop stronger community bonds, build bridges across cultural divides, and help us define our place and purpose in our community and in the world. And the cool thing about it is that this project has never been done anywhere. Nowhere else has anything quite like it. It will (and already has) gathered people from different communities, forging new relationships and opportunities, as we build momentum for Filmbuilding Malden. So I would like to thank you for listening to all the ways we're excited about this project, and we invite you to be excited about it too.




This program is for the City that you lead. Therefore, we need your help to make sure it reaches all corners of our city. We offer you a handout that has more detailed information about the program which includes a link to the filmbuilding web page where you can find a toolkit for sharing this information with your constituents. We are happy to meet with you and discuss ideas for how to outreach your particular community. We end with this short promo about what a filmbuilder is and then invite your questions and comments. The film was produced by Keren He.



What is a Filmbuilder

 Share



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