

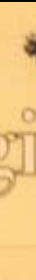
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preservation of memory • understanding the present • celebrating
difference • pursuit of shared vision • technology as a bridge between
people • developing media & narrative experiences • common humanity
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GenArt

The creation of a
sustainable and lasting
heritage for the 21st
century
a heritage of the
people...

00:00:00:02



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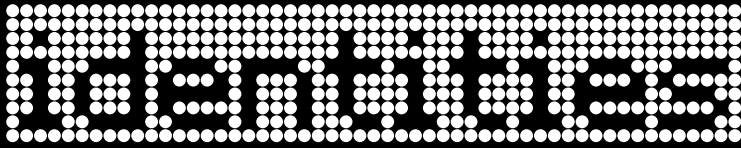
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Metaphor



00:00:00:03



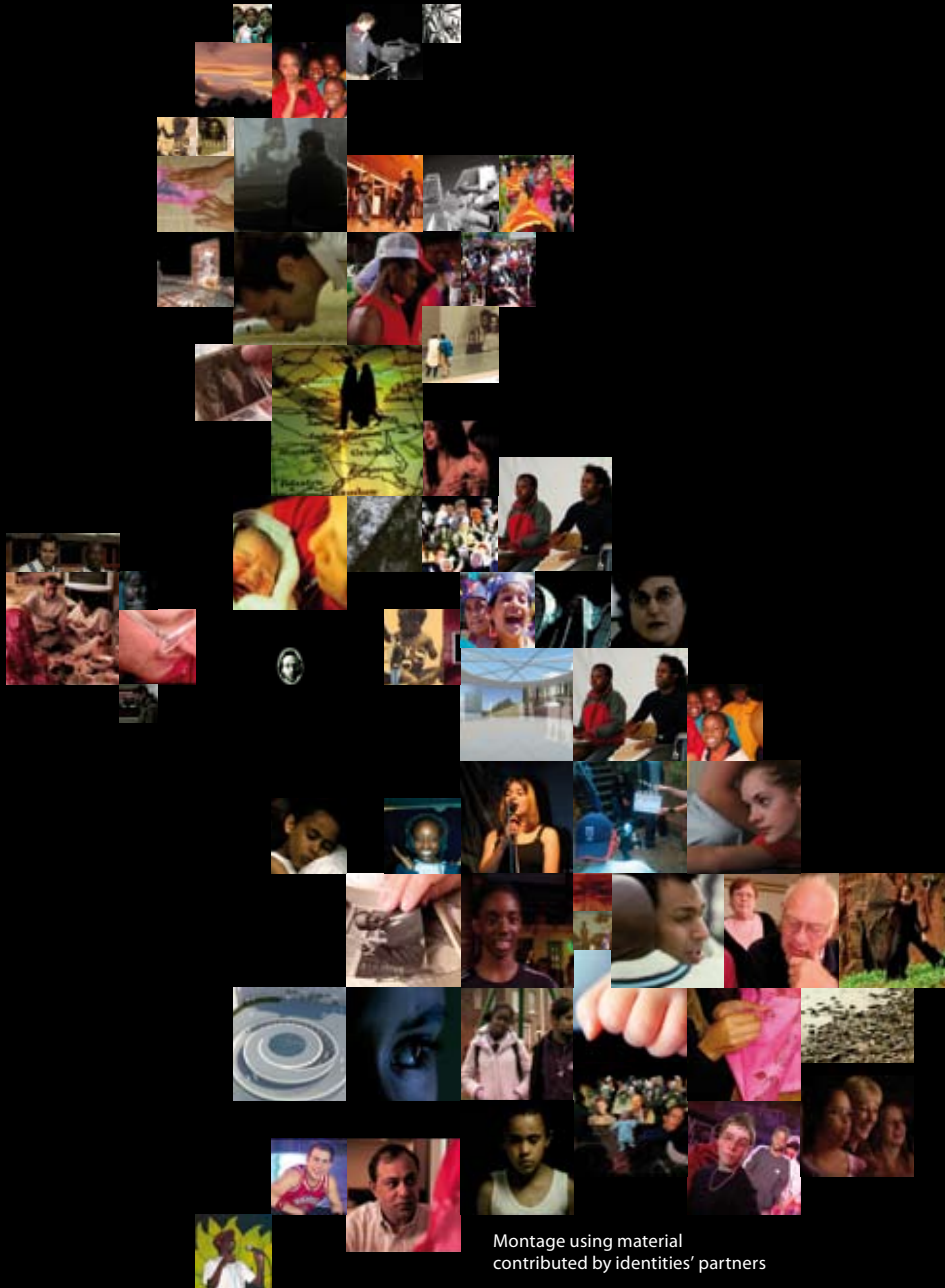
The identities project is a national programme, developed in the regions, which gives voice to diverse UK communities, across the generations, to create dynamic screen-based media material generated with and by them for dissemination. Connecting their past present and future through a series of spaces reflecting the diversity of social and cultural experiences and perspectives.

Initially piloted in five English regions, the East Midlands, Cumbria, the South West, South East and London, but with national and international reach.

The programme is led by the UK Film Council and managed by Era Ltd.

KEY VALUES COMMON HUMANITY AND ACCESSIBILITY
CURIOSITY AND CREATIVITY INSPIRING UNDERSTANDING
AND COMMUNITY COHESION RECONCILING PAST
PRESENT AND FUTURE ADDRESSING CONFLICT
CELEBRATING DIFFERENCE PURSUING COMMON
VISION CHANGING COMMUNITIES AND LOCATIONS

00:00:00:04



Montage using material
contributed by identities' partners

00:00:00:05

The soul and heart of the project is the production of film and moving image content focussed on identity and memory in Birth, Childhood and Adolescence, Adulthood, Future Vision and Aspiration.

Through the themes of:

Identity and gender, reconciling past & present, how we understand ourselves, how we are viewed, transition, integration, transformation and managing change, through the creation of...



SHOWCASE FOR SOCIAL
& CULTURAL IDENTITIES

Creating the first international project to capture, produce and showcase individual and community stories, memory and knowledge from the past, understanding of the present, visions of the future.



DIGITAL
REPOSITORY

Transferring these experiences and products into a pioneering, integrated and interactive virtual repository, preserving stories for future generations.

00:00:00:06



TOOL FOR RECONCILIATION AND UNDERSTANDING

Promoting new & dynamic methods of mutual cultural understanding, cultural reconciliation and cross-cultural exchange across wide networks of communities.



FOCUS FOR EMERGING MULTICULTURAL TALENT

Acting as an inspiration for emerging talent particularly in diverse communities, assisting in the creation of a next generation of screen-based media industries, connected to diversity and heritage.



LOCAL ACCESSIBILITY TO INTERNATIONAL CULTURE


Improving access to cultural heritage for communities, governments, and educational partners, with new awareness and appreciation of the richness and depth of these cultures.

We are born out of darkness
into light.

From innocence the long journey
of experience and self-discovery
begins. Who we are, how we
perceive ourselves and those
around us, how we are perceived
by 'others', is an ever-evolving
process. Throughout our lifetime
boundaries are built up, shifted
and pulled down - by ourselves
and by others.

We are works of art for whom the creative
process never stops.

00:00:00:00



"Our achievements of
today are but the sum
total of our thoughts
of yesterday."

Blaise Pascal

'Source' Directed and Produced by Roxana Freeman. Screen Agency: South West Screen
Produced as part of Screen Shift Scheme 2005

00:00:00:09

This constant evolution happens on an individual and collective basis. The changes bring fear and elation, confusion and understanding. They are sometimes in the foreground, at other times very much in the background, but they are always there.



1



2



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4



Credits:

[1 - 10] 'Source' Directed and Produced by Roxana Freeman. Screen Agency: South West Screen. Produced as part of Screen Shift Scheme 2005
[11] 'Stantonbury Boys Dance Group' Director: Rosemary Hill

[12 & 14 - 16] 'Explosions' Director: Hammad Khan
Producer: Alex Feakes. B3 Media.
[13] 'Bro 9' Director: Juliet Ellis.
Producer: Nilgun Arif. B3 Media.
[17] Slough Borough Council



11



00:00:00:10

"Snowflakes, like people, are all different and beautiful, but they can be a nuisance when they lose their identity in a mob"

James Arthur Baldwin, American Essayist, Playwright and novelist, 1924-1987



5



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17

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We are many things to many people.

At any one time we have a multitude of identities: mother, daughter, father, son, sister, brother, lover, friend, colleague, old, young.

Our history is part of our identity as is our present and potential future. Not just our personal history but also our family's history, our culture's history, the unspoken history of our world.

'Bro 9' Director: Juliet Ellis Producer: Nilgun Arif. B3 Media

00:00:00:12



00:00:00:13



"Do you really see me
or are you just looking?"

'Bro 9' Director: Juliet Ellis Producer: Nilgun Arif. B3 Media

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Knowing and exploring one's
own identity gives strength and
understanding not possible if one
simply accepts others' viewpoints.

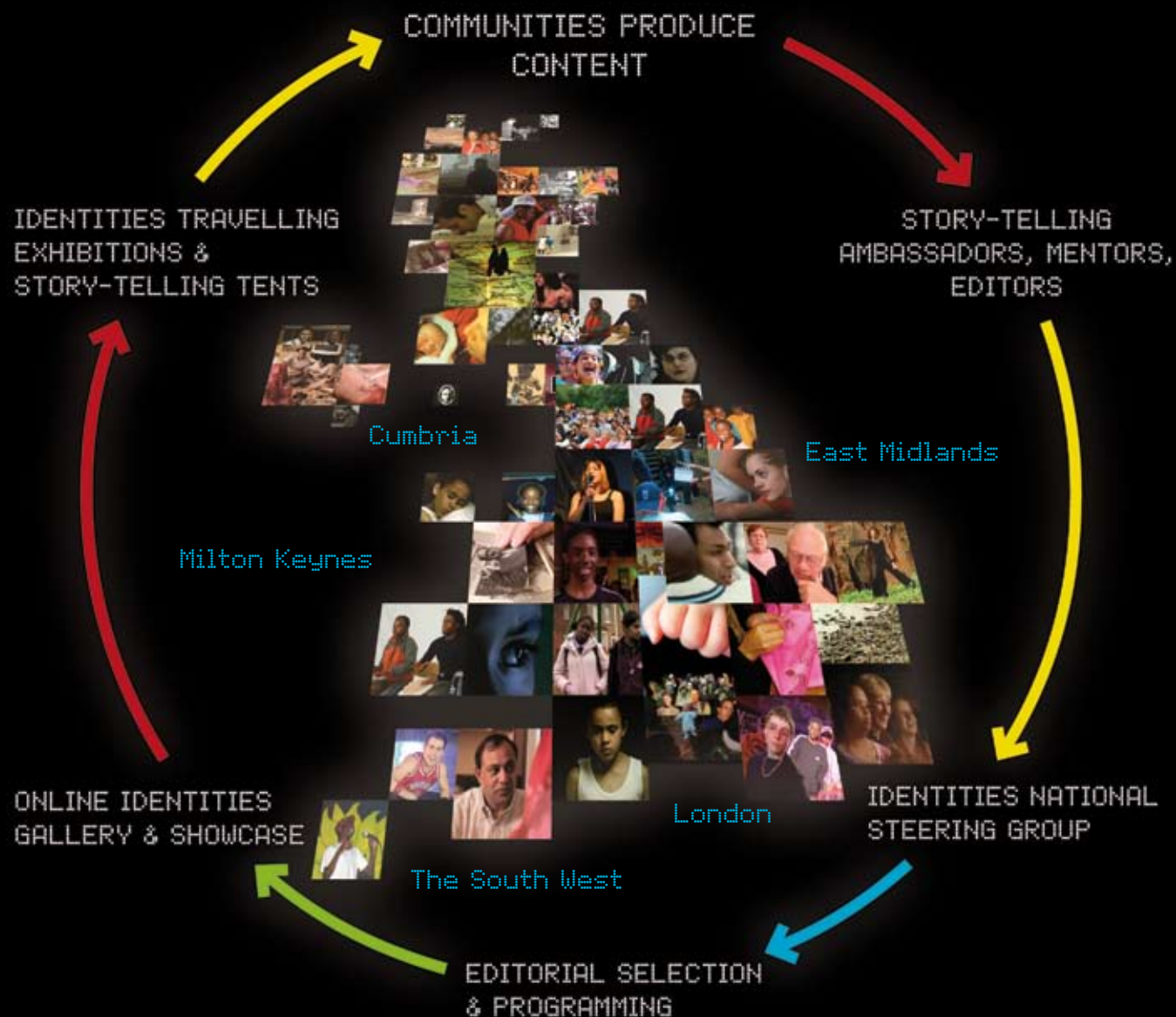
Stories, whether told orally or in
images, speak to us and to our fellow
beings - about who we are, about who we
might be, about who we might become.

"If you don't tell your story,
someone else will..."

Patrick Neate, novelist

00:00:00:15

PROJECT OVERVIEW



00:00:00:16

IDENTITIES NATIONAL STEERING GROUP

- UK Film Council
- Era Ltd.
- Sheppard Robson
- Metaphor
- Film London
- South West Screen
- EM Media
- Cumbria Institute of the Arts
- Tribal CTAD
- Cumbria Vision
- Madcap
- B3 Media

Film making skills and training opportunities.

Online access to identities gallery and showcase.

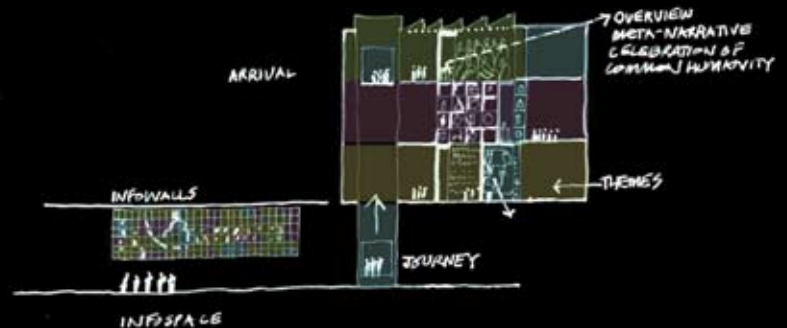
Presentation and exhibition through a series of spaces and places.



Sheppard Robson Storytelling pod concept



Metaphor Exhibition concept



00:00:00:17

CREATING A NATIONAL DIGITAL HERITAGE



Tribal CTAD

"The world is made up, not of atoms but of stories"

Muriel Rukeyser

Collated into an interactive screen-based media repository which gives voice to diverse communities, preserves and communicates their cultural and heritage output.



Tribal CTAD

00:00:00:18

CREATES A VIRTUAL COLLECTION FOR
REDISCOVERY AND SHARED USE FOR PRESENT &
FUTURE GENERATIONS.

OFFERS RAW DATA DISSEMINATION: FILM CLIPS,
VIDEO, TESTIMONIES, VIRTUAL INSTALLATIONS
& HAS SITE-SPECIFIC COMMERCIAL & NON-
COMMERCIAL APPLICATIONS.

CONNECTED TO A £20M DIGITAL E-COMMERCE
LEARNING AND SHOWCASING PLATFORM:
'I-CREATE'.

AN £20M NETWORK FOR CREATIVE INDUSTRIES AND
BLACK MINORITY ETHNIC COMMUNITIES.

PART FUNDED BY THE EUROPEAN SOCIAL FUND
UNDER THE EQUAL COMMUNITY INITIATIVE.

PIONEERED IN 2003-5 IN THE UK, ITALY AND
BELGIUM.

NOW REACHING OUT ACROSS SLOUGH, BIRMINGHAM,
LIVERPOOL, SHEFFIELD, LONDON, FINLAND,
GERMANY AND ITALY.

00:00:00:19

SHARING & SHOWING STORIES

'An imagined world has no end'
Tom Gatti, The Times



Metaphor



Sheppard Robson



00:00:00:20

SHARING & SHOWING, REACHING OUT IN
A SERIES OF SPACES THROUGH:

INFO BOXES LIVE STREAMING WEBCASTS

REAL-TIME CONNECTIONS SCANNING BOOTHS

ALTER IMAGE CUBES MEDIA STORY-TELLING

TENTS INTERACTIVE, IMMERSIVE AND HIGH

QUALITY FILM AND DIGITAL IMAGE

PORTABLE MEDIA STORY-TELLING TENTS

TRAVELLING & TEMPORARY EXHIBITIONS MEDIA CENTRES

INTERNATIONAL & NATIONAL STATE OF THE ART

DESTINATIONS OFFERING MULTI-DIMENSIONAL

IMMERSIVE ENVIRONMENTS WITH: FILM, DIGITAL MEDIA,

EXHIBITS, PERFORMANCE AND INTERACTIVE PRODUCTS.

IN SCHOOLS, COLLEGES, LIBRARIES, PLACES OF

WORSHIP, SUPERMARKETS, POST OFFICES, MUSEUMS.

00:00:00:21

EMPOWERING DIVERSE COMMUNITIES WITH
NEW VOICES, PRESERVING & COMMUNICATING
UNIQUE CULTURAL & HERITAGE OUTPUT.

ENCOURAGING CREATIVITY & INCLUSION VIA CAPTURE,
SHOWCASING OF STORIES, MEMORY & KNOWLEDGE.

OFFERING DISSEMINATION TO MANY DESTINATIONS TO
TRANSFORM LOCAL ENVIRONMENTS & AMENITIES.

CONNECTING PAST THROUGH REAL AND VIRTUAL SPACES.

REFLECTING DIVERSITY OF CULTURAL EXPERIENCES AND PERSPECTIVES.

OFFERING WIDENING HORIZONS, KNOWLEDGE & UNDERSTANDING
& OPENING UP DIVERSE CULTURAL DIALOGUE.

ASSISTING LOCAL COMMUNITIES TO GROW IN CONFIDENCE; FIND NEW WORK
AS THEIR TALENTS ARE SHOWCASED NATIONALLY & INTERNATIONALLY.

PROMOTING NEW METHODS OF MUTUAL CULTURAL UNDERSTANDING.

ENCAPSULATING VISIONS & ASPIRATIONS.

INSPIRING TOLERANCE & RECONCILIATION.

CREATING ARCHIVE FOR COLLECTIVE USE OF PRESENT & FUTURE
GENERATIONS, NEW AWARENESS OF THE RICHNESS & DEPTH OF CULTURES.

SUPPORTING FEDERATION WITH EDUCATIONAL INSTITUTIONS
& OTHER PRIVATE & PUBLIC SECTOR PARTNERS.


CREATING NETWORKS OF PEERS & USERS TO FORM
CENTRES OF EXCELLENCE ACROSS REGIONS; ADDING
VALUE & EXCHANGING KNOWLEDGE.

00:00:00:22

"Without the
transformational
moment of saying
'this is who we are'
there could not be a
moment of artistic
creation...
This is about what
greatness can look like."

Jude Kelly OBE

00:00:00:23



Identities is a national partnership led by the UK Film Council and chaired by Marcia Williams Head of Diversity. UK Partners include: the UK Film Council, EM Media, Tribal CTAD, South West Screen, Film London, Cumbria Vision, Cumbria Institute for the Arts, B3 Media, Madcap, Equal, the British Film Institute, the Commonwealth Foundation, Era Ltd, Metaphor and Sheppard Robson.

The identities partnership is supported by and works closely with a federation of regional co-ordinators and agencies who work regionally with communities to undertake and animate the possibilities for the project in the regions. These include: producing content, developing educational and social events, training and activities around the unique touring exhibition spaces and mobile story-telling tents.

The identities partnership is actively seeking other partners, sponsors and dissemination agencies in the private, public and voluntary sector to work with it.

00:00:00:24



Nurturing and growing talent is
dear to our hearts

Reflecting a diversity of
social & cultural experiences
& perspectives to connect the
past, present and future of
worldwide communities..

00:00:00:25

IDENTITIES - A NATIONAL PROGRAMME WITH INTERNATIONAL REACH WHICH GIVES VOICE TO DIVERSE UK COMMUNITIES TO CREATE DYNAMIC MATERIAL GENERATED WITH AND BY THEM.

The identities partnership is actively seeking new sponsors and partners to take the project to the next stage. There are four major ways in which partners can become involved:

1. By sponsoring or generating new partnerships to produce new material such as stories, histories, showcases, exhibitions to join the existing national identities partnership and network
2. By sponsoring or purchasing individual story-telling tents for establishment within communities and projects through which stories & histories can be developed, exhibited & communicated. The tents offer opportunity for virtual connection between communities
3. By showcasing & exhibiting the identities collection of film clips, video, testimonies, virtually and through specific travelling and other exhibitions
4. By contributing relevant screen-based material that communities or individuals have already produced to the on-line network

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CREDITS

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"What we give to the future are
the choices we make today"

Edward Burtynsky, Photographer



UK FILM | COUNCIL

metaphor

SHEPPARD ROBSON

madcap
ARTS ENERGISED



FILM
LONDON

em media



Equal

TRIBAL

cumbriavision

CUMBRIA
Institute of the Arts



British Film Institute

packerpunch media consultancy



Commonwealth
Foundation



The Open
University

Transit Projectes, Barcelona
Museum of Yugoslav History, Belgrade
Heritage Museum, Malta