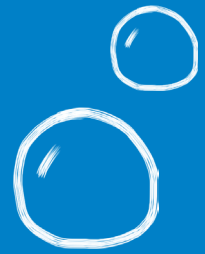


The Pool Movie Project

2016 Summer Arts Lab



The Pool Movie Project Summer Arts Lab was a seven-week community-oriented documentary media lab, designed and led by filmmaker Vicky Funari and funded by Haverford College's Hurford Center for the Arts and Humanities Tuttle Fund. The lab engaged community members, students, advisors, and field experts in a collaborative design process for the Pool Movie's engagement campaign, website, and web content.

THE PROJECT

The Pool Movie is a documentary film-in-progress about a group of people who find strength, grace, and community in an aquacize class at a local swimming pool. The project consists of three elements: a documentary film, a community engagement campaign, and a partner website. The film itself is currently at the rough cut stage, and the purpose of the 2016 Summer Arts Lab was to engage in a collaborative process on initial envisioning of the other key elements of the project: the engagement campaign and the participatory website.



THE LAB

The production team invited the aquacize class members who are in the movie to apply to be summer fellows. The fellows made a commitment of 70 hours of work and received an honorarium. We ended up with a wonderful group of nine Community Fellows. Haverford College students applied to be Student Fellows and five were selected based on their filmmaking and team skills. Student filmmakers and community participants made up the core Lab group, led by director Vicky Funari and lab manager Hilary Brashear. We also invited any others in the group who could not make the time commitment for the fellowship but wanted to be part of the Lab to participate in any lab activities they wished, so that group, the Community Advisors, dropped in for various activities.

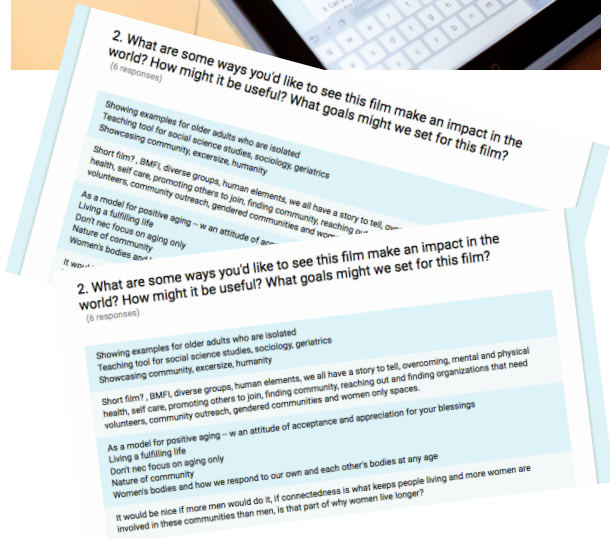
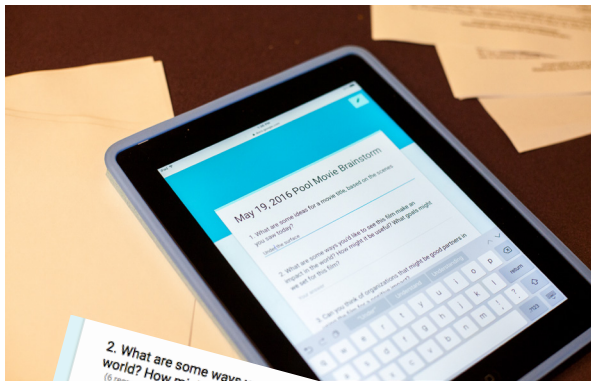
GOALS & ACTIVITIES

With this Lab we hoped to generate a fertile space of discussion across generations, areas of knowledge, and life experiences, all with the goal of making the project fully expressive of the community from which it arises and deeply addressed to older adults and those who love and care for them. The lab had three main activities:

- to begin envisioning an engagement campaign that will launch when the film is done
- to envision the project's website and make an initial site map for it
- to create content for the site: short videos, photos, graphics, textual biographies



ENGAGEMENT CAMPAIGN

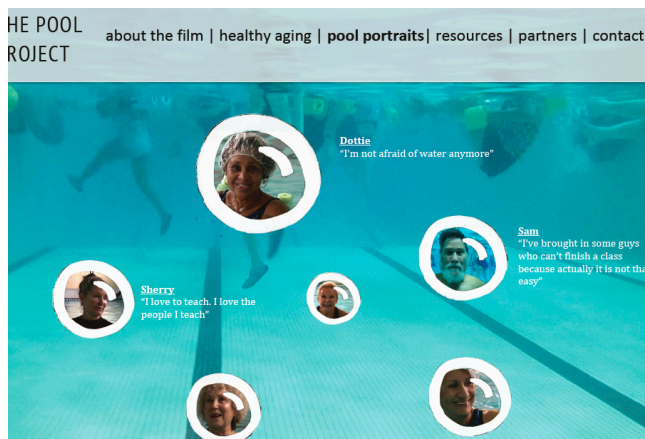


To deepen our understanding, we brought in community engagement specialists Laura Deutch and Aggie Ebrahimi Bazaz to teach the fellows about engagement campaigns: what they are and how they function. We used the answers and knowledge our discussions generated to shape our work during the lab and beyond.

As a group, we began to imagine how we might use the finished film and a partner website to create real impact on people's lives.

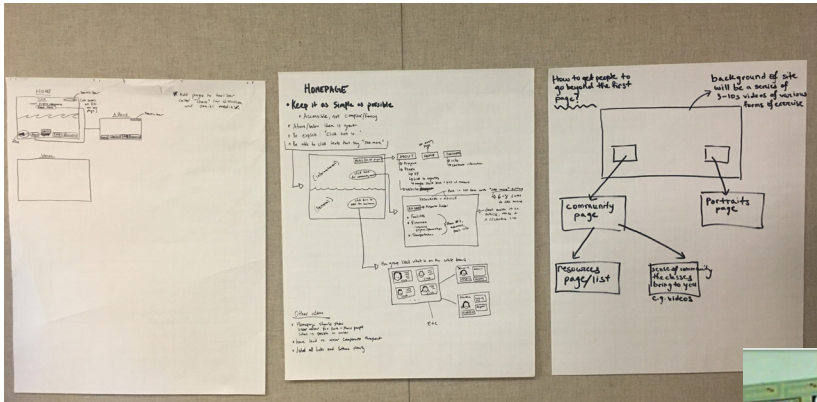


We asked these questions: How we could use this film to promote healthy aging? What do we want people to do after seeing the film or after visiting the website? What are specific ways the finished film might be useful in educational and organizational contexts? What organizations or institutions in your own lives have an impact on your physical and mental health and your experience of aging, and how can you imagine them using this film and website?



WEBSITE

To develop the website during the lab, we explored existing web-based documentaries, test-driving them and discussing what features were most effective for users over 65 and what might create barriers for that population. Media activist Darcy McKinnon guided the process and taught us what a site map is and how to build one.



We brainstormed ideas for our site and turned those ideas into draft site maps, finally gathering them into one site map that best expressed the group's ideas. We imagined the site not as a promotional site for the film, but as an expansion of what the film could do, an expanded documentary in and of itself.

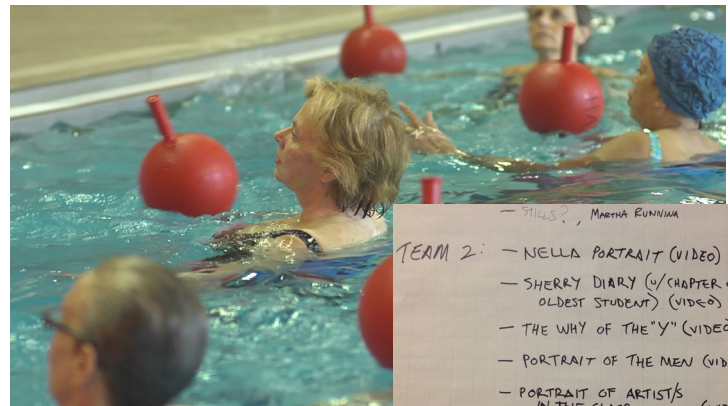
Our vision for the website is one that will promote positive aging and healthy lifestyles. It will feature video, photo, and textual portraits of aquacize class members, showing the active and engaged lives we lead, and forming a collective memoir of the group. It will provide links to participating organizations, related websites, information on health and exercise, and local resources and support. Using social media platforms, site visitors will post their own images and stories. This crowd-sourced content will be curated to ensure coherence and connectedness of ideas.



A web developer has begun initial sitebuilding work based on the envisioning done during the lab, and web development will continue as funding allows.

CREATING CONTENT

We formed two working teams of fellows, each with a mixture of student and community fellows. Each team brainstormed what kinds of short videos they wanted to see on the website and then worked together to produce the videos from start to finish. The teams created seven video vignettes for the website, on topics ranging from "the healing power of water" to "the men of aquacize."



— STILL? , MARTHA RUNNING
TEAM 2:
— NELLA PORTRAIT (VIDEO)
— SHERRY DIARY (U/CHAPTER ON HER OLDEST STUDENT) (VIDEO)
— THE WHY OF THE "Y" (VIDEO)
— PORTRAIT OF THE MEN (VIDEO)
— PORTRAIT OF ARTIST/S IN THE CLASS (VIDEO)
— SHERRY AND TO VIDEOS
ALL:
— BRAINSTORM WEBSITE
— BRAINSTORM CAMPAIGN



"That's not a problem - I have a lot of girls who are married and have children. They still can dance. Well I guess I can then. I'll have to talk to my husband."

shows now. I can't remember the name now - another name I can't remember. I sang between dance shows. In the back of the club they had another big cocktail lounge, a piano, and a pianist always playing. Between shows I ended sitting at the piano because I like music and I loved listening to the piano. One day someone said "Oh Jeannine, why don't you sing a song?" Oh was I happy.

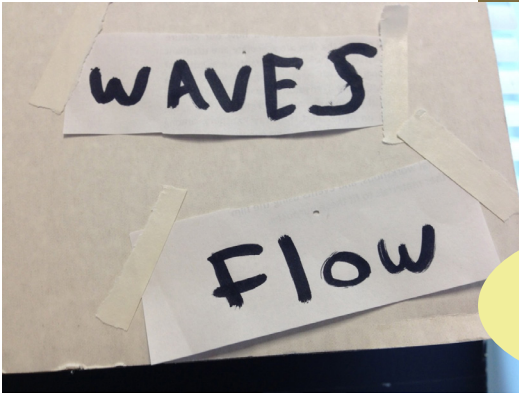


But I was very happy when I got home to my babies too. I had an opportunity to go on a trio with the

In addition to making videos, one team created a text and photo memoir of one group member, Jeannine, by working with her to record her life story, scan a lifetime's worth of photographs, and then edit her interview transcripts and photos into a memoir. We liked this development so much that we are now working on more memoirs of other project participants.

WORKSHOPS

We brought in specialist teachers and held skill-building workshops for both student and community fellows: Photoshop, InDesign, basic coding skills, community engagement, and web design. The working teams applied these new skills in all of their summer work.



We also brainstormed possible titles for the film— *stay tuned!*



STAKEHOLDERS' SUMMIT



We explored what kinds of activities and resources would be beneficial for their constituencies. We will re-convene with this group periodically as we continue planning the campaign and website, and will consult them on rough cuts of the film. Through the Summer Arts Lab and our ongoing collaborative approach, we believe the Pool Movie Project will be a powerful work of art with an equally powerful impact in the world.

The lab culminated in a session with Philadelphia area organizations and professionals involved in healthy aging: the Ralston Center, Beaumont Retirement, Abramson Center and Hospice, KleinLife, Healthplex, Physical Therapy Plus, sports medicine and geriatrics specialists, and others. During the summit, we showed the scenes made during the summer and began collaboratively envisioning how these potential campaign partners might want to make use of the film.



SUMMER ARTS LAB TEAM

Project Director: Vicky Funari

Lab Manager &

Emerging Artist-in-Residence:

Hilary Brashear '14

Student Fellows:

Harlow Figa '16

Nick Gandolfo-Lucia '16

Nishat Hossain '18

Marcelo Jauregui-Volpe '18

Sarah Moses '16

Academic Advisor:

Terry Snyder

Community Fellows:

Jean Clemons

Dottie Colzie

Shellie Herdan

Lorraine Lopresto

Jeannine Mermet

Joel Noumoff

Martha Noumoff

Patricia O'Halloran

Sherry Witman

Community Advisors:

Marlene Kapolka

Gail Loeb

Lisa Pauciello Rowe

Ruth Pulwer

Ben Schranze

Carolann Straubinger

Nella Vizzarri

Strategists/Specialists:

Amy Cliett

Laura Deutch

Aggie Ebrahimi Bazaz

Darcy McKinnon

Charles Woodard

Summit Participants:

Dotty Brown, Journalist

Jean Churchman, Beaumont Retirement

Michael Churchman, Beaumont Retirement

Ann Danish, Philadelphia Corporation for Aging

Diana DiMeglio, Beaumont Retirement

Deborah W. Frazer, Ph.D, Friends Foundation for the Aging

Sean Gregson, Abramson Center for Jewish Life

Barb Isaacs, Healthplex Sports Club

Anthony Marziano, Jr., MPT, Physical Therapy Plus

Mary Frances Reilly, YMCA

Jennifer Russell, Ralston Center

Barbara Shotz, KleinLife

Michele Stake, Physical Therapist

Neville Strumpf, Ralston Center

Joan Thayer, Beaumont Retirement

Dr. David Webner, MD, Sports Medicine Physician

Dorothy Weisbord, Beaumont Retirement

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Tuttle Summer Arts Lab

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