
I am London

**2012 short films
made by and celebrating the people of London
projected onto iconic buildings as a pervasive urban installation
broadcast globally online
evolving through user generated content**

I am London celebrates the people, diversity and passions of London through autobiographical films broadcast online and screened in public spaces during the 2012 Olympics.

Curated to feature a representative cross-section of London life, the idea celebrates the ordinary as monumental and puts every-day stories in the public arena.

A collaborative development process will result in genuine insights into Londoners' experiences, be they Olympic stars or stars of their local communities.

Bringing diverse people together during the creative journey, the project will be a learning experience for all involved.

Led by Dan Chilcott and Jennifer Gunstone, a team of film makers will facilitate participants in devising their shorts during mixed group workshops and to take on the role of 'client' or 'director' during the shoot/edit.

Selected films will be screened in public spaces after a vote by participants. The screening sites will be selected by a panel comprising experts, participants and young people.

The films will be broadcast online through a sophisticated platform, searchable by interest, to encourage and inspire local and international audiences to upload their own responses.

I am London is for everyone, it fulfills the creative objectives of the brief and shares the same values as the Cultural Olympiad:

Celebrating London, it's openness and diversity through the films created

- ➔ Inspiring and involving young people through developing the participative process with them, featuring them in the films and targeting them as the key audience to upload their own I am London stories.
- ➔ Generating a positive legacy through the content created and broadcast online, skills developed in participants / film makers and encouraging social cohesion through making work, and sharing it with diverse groups of people.

The project supports a number of the Cultural Olympiad themes:

- ➔ Encouraging audiences to take part by uploading their own responses and films to the I am London website.
- ➔ Making public spaces exciting by screening films onto iconic buildings at random and seemingly unscheduled times
- ➔ The project is an innovative collaboration using participatory film to engage and celebrate the work of individuals and communities.
- ➔ Young people will be engaged throughout the project, and we would welcome the opportunity to develop their involvement along side the Cultural Olympiad education program.