



Interfaith Boxing Project

What

JUJU Productions will facilitate taking a mixed group of 4-6 observant Jews and 4-6 observant Muslim boys aged 16-25, to see Amir Khan (British faith conscious Muslim) defend his title from Dimtriy Salita (observant New York Jew from Russia) Newcastle on Sat 5th Dec 2009, filming how they get on. The envisaged film length would be 30 mins.

How

We will document the process by which the two ostensibly disparate groups come together in jovial rivalry on a journey from London to Newcastle. They will go to each others' respective places of worship on the weekend away, find they have loads in common despite their differing faiths, possibly meet the boxers after the fight, while discussing the unifying aspects of sporting techniques instead of differences.

Why

We would like to create a positive, entertaining and educational cross-cultural film to be viewed by as many teenage boys as possible. We would hope for a unified outcome where sport could assist in overcoming cultural difference, as a starting point and a focus of mutual regard and understanding. It would appeal to groups hardest to reach.



Who

There are a range of individuals and organisations coming together to make this project reach it's full potential:

- Juju Productions will facilitate this project providing all equipment and logistics management as well as film production expertise. Please refer to end of this document for portfolio details with extensive event and youth work credits.
- Rabbi Lewis of Newcastle is keen to realise the project and has offered support by facilitating religiously compliant catering and accommodation, and cultural exchange.
- We have been in contact with Asif Vali, business manager of Amir Khan, who has expressed support for the project and will be of as much assistance as is possible for the team.
- We are in conversation with Laurence Field at the London Jewish Cultural Centre, who is keen to offer as

- We are in a positive conversation with Muslim boxing group of boys from North London's Muslim Community Centre, consisting of teenage boys.
- London Borough of Tower Hamlets East End Film Festival organiser Alison Pollock, is exceptionally supportive of the project and would be delighted to screen the film at the festival.

Benefits for Participants

We are offering a group of boys and young adults the opportunity to participate in this unique experience. At this stage, we would be looking for 4-6 fairly observant Jews who:

- Are passionate about the sport and the cross-cultural basis of the project
- Will be prepared to take part in open discussion and be filmed, mindful that our proposed intention is to document realistic and positive interaction around the commonality of shared interest around the sport
- Need to be available on two separate occasions before the weekend of December
- Need to be prepared to travel to, and spend the weekend in, Newcastle under the auspices of Rabbi Lewis from Fri 4th to Sun 6th Dec

They will benefit:

- By being able to represent their faith in a positive and interesting way to help promote Jewish identity in areas where it is possibly misunderstood
 - By being a part of an innovative youth project working with professional filmmakers
 - The opportunity to experience a unique sporting event with the possibility of meeting the boxers
 - The chance to discuss and engage with young Muslim boys about sport and religion
 - All travel, catering and accommodation costs will be covered by Juju Productions and religious traditions respected

FOR FURTHER INFO OR TO GET INVOLVED, PLEASE CONTACT: olivia@juju.co.uk

Juju Video Production Clients

Open House London: Promotional video for this organisation that ensures annual access to London-wide Architectural gems (in development)

Ministry of Sound: Promotional video of a live gig for their major artist Basshunter on their Hard2Beat website

Hever Castle : Promotional video of their annual Jousting Tournament for use on their official website (in development)

Royal Gunpowder Mills : Promotional video for use on official website

Secret Garden Party : Music Festival Promotional Video (Jarvis Cocker headline act) (in development)

NORWOOD : (Charity for Children) Promotional Video for use on official website (Patron, Her Majesty the Queen)

Hamish Morrow : (Internationally recognised fashion designer) Promotional video for use on website

Street Dance Competition : Promotional video for Presenter, Beverly Gabriel at the **Brixton Academy**

Music performances : Various artists at venues such as **The Jazz Cafe, Cargo, The Soho Revue Bar, Gibson Studios**

Poetry in Wood (charity for adults with learning difficulties) Promotional video for use for fundraising

Juju Youth Projects

History Channel/English Heritage Competition “ **Our History, My Heritage**”

Worked with students to produce representative videos in schools across three London Boroughs, including the following schools,

Hackney	: Homerton Technology College/Lauriston Primary
Chelsea and Westminster	: St Thomas More School

Tower Hamlets : **Mulberry Girls School**
Achievement of note : **Mulberry Girls submitted an Award winning submission**

Focus e15 Hostel for young adults Stratford

Delivered an arts-based program enabled confidence building, life-skills and work experience, fostering team working skills , adherence to deadlines and project delivery to high standard.

Particular achievement : secured work placement for disabled young woman in the BBC.

Royal Society "Communicating Science to the Public" : Created an educational video by disadvantaged youth featuring Sir Patrick Moore

Achievement of note: flighted on ntl Cable Television

Groundwork Hackney and Haggerston School : "Safe Routes to School"

Produced a video documentation of safety issues for presentation to decision-makers, involving working to strict school restrictions, feedback to client.

AOL Awards in the Community : Re/presenting the history and development of the built and natural environment of Hackney through archive material, documentary footage with schoolchildren and community members, found materials and artistic interpretation.

Crouch End Festival Choir / Get Reel

Delivered a week workshop for Get Reel project with schoolchildren producing a promo video of the Crouch End Festival Choir to encourage young black boys to join the choir

Platform 1, Islington : Delivered taster workshop for fastracking talented Year 10 schoolchildren with an aptitude for film.

CSV /Springboard Hackney : Delivered video-making courses for excluded schoolchildren.

Raindance Kids Summer School Lambeth Council : Tutor for 11 year olds in film-making

Rising Tide Education Trust, Ocean Music Venue, Hackney Tutored for and consulted on production of a promo DVD

Epping Forest Council Summer University

Delivered Film making workshop for group of 12 disadvantaged and those with learning difficulties, aged between 11-18

Asset (Advice,Support Services for Employment and Training) Lambeth : Delivered taster Film making courses for adults

Marketing Expertise

SSBA Spitalfields Small Business Association (Social enterprise landlord) Marketing consultant / **Abney Park Cemetery Trust** Co-ordinated Management Conservation plan / **heba** (charity for socially excluded women) - PR and Marketing Consultant

TESCO STORES Project managed above and below the line TESCO Christmas 98 print campaign, including billboards, posters, point of sale materials as wellas mechanised Xmas display windows / **KENVELO** nation-wide chain of 25 Jeans stores –brand manager for **BIG STAR JEANS** and developed KENVELO as own brand / **LE PATIO** – Marketing and special events consultant chain of unique decorative furnishing stores /**CENTEX** (Czech Republic’s largest retail clothing chain) Marketing consultant / **KOTVA** Prague’s leading Department Store – Marketing Manager / **BATA Shoes** - world's largest shoe retailer Special event and Flagship Store Marketing manager, introduced **GAP** range