



## **Mission Statement**



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## Lampshade Mission statement

Last year we asked ourselves a few questions.

Why is it, in an age where we take communication for granted, so many people still have little or no voice in the media? Why is it, that with all the latest technology, we are still excluding people in telling their own stories? And why, with all this information at our fingertips, do we still have so little understanding and respect of other nations cultures?

In a time where Western perceptions are often shaped by the mainstream media's focus on the negative aspects of developing societies such as war, poverty, famine and HIV, the need to see the normality of the local people's every-day lives, their thoughts, aspirations and creativity, becomes all the more important.

Theirs are the voices that will make up Lampshade's video web site. Using local intermediaries we will set up facilities to support community filmmaking around the globe. Lampshade will create a deeper understanding and paint a more complex picture of what is sometimes called the third world, highlighting the similarities rather than the differences. The video clips will provide a unique insight into the lives of each different community through their own narratives. In short Lampshade will be a cornerstone in neighbourhood filmmaking

In motivating people to develop ideas and work together as a team we aim to encourage people to question and think about the environment in which they live. People living with censorship and in poverty will have to structure their videos according

to their milieu. This could lead to deeper awareness and knowledge of social and political factors, and give them skills and confidence to tackle and solve other projects and problems.

One example of this is in 2005 eleven women were brought together with the Non Government Organisation 'Video Volunteers' in Southern India. All the women had been married as children, so they decided to put together a video magazine highlighting why child marriage must end. The screenings to some 1,000 villagers helped to raise awareness and encourage participation in debates that had never before been spoken about. Their motto became "Speaking about our problems is the first step in solving them" (Video Volunteers' Sneha Praja Video Project)

One of the things that has struck us at Lampshade is how few websites bring all these organisations together. Wouldn't it be good if you could click on a clip and its page brought up lots of relevant information, links to other organisations, news items, forums, messaging, blogs and local statistics. We think it's essential that people, communities, businesses and groups traditionally excluded or ignored through lack of literacy, education or from differing political, religious and cultural backgrounds have as many means to communicate as possible.

We also believe that by sharing some of our advertising revenue with the contributors we can directly help improve their standard of living and bring social issues to the forefront of public debate.

All in all, a vocal community working together is hard to ignore.



## Uniqueness

We want to create a video website business for developing communities. Much of our news from these places could and should be made by the people themselves. We understand that for people often surviving on a "dollar a day" this will only happen if we provide the means and support. We believe the film makers should and can be recompensed for their creative efforts.

Lampshade as a business will set up facilities and offer media training through local intermediaries to people normally excluded from communication technologies. Lampshade wants to promote sustainability and believes in the individual's right to make a living. We want to work in partnership with local businesses and organisations as we believe they play an integral part in helping communities reach their full potential.

Lampshade provides an important platform from where these often excluded and ignored voices will be able to be heard on their own terms. Through moving images people from differing religions, cultures, nations and social divides, will be able to communicate on equal terms.

We are unique in providing an all-round service from concept, creation, promotion and remittance for communities without the means or facilities to create and screen films to a global audience. Our aim is to be a portal for socially based media, taking the concept of YouTube a step further and including more interaction with our audience. The site will host chat-rooms and blogs. The clips will be linked to news items, relevant organisations, country profiles and be available in different languages.



*Filming "Jinnah" Karachi, Pakistan 1997*

*Jason Wingrove©*

We want our site to be as socially active as possible. For people not to just see it as a valuable source of information but as a way to engage with other cultures and communities. An example of this would be diaspora families keeping in contact through video diaries. As a video-site with a conscience, we will act as an irreplaceable gateway for people interested in searching an array of news outlets, articles and other relevant information dealing with issues brought to light in the film makers video clips.



## Personal Profiles

Hanna Gezelius, BA, MA, Partner (aged 29)

As a child, Hanna and her friends set up a club and a magazine dealing with endangered animals and the rain forest. Even though most of the money raised was spent on sweets and stickers it did ignite a life long interest in social issues. This led to her involvement in the work of Amnesty International and their Media Group. Completing a course in Culture Studies at Lund University in 1998, she gained employment at a local television station where she was given the task of writing, presenting and editing local news reports. These skills secured her a place on a BA in Journalism and Video Production course in Britain, where she further developed her media skills in radio, television and the press. During her free time she worked at 'Index on Censorship' an international publication dealing with freedom of expression. It was from here she was given an opportunity to work as a journalist for a local newspaper in India that covered community issues.

Having witnessed the importance of media coverage and the effects it can have on everyday lives, Hanna's MA thesis in Asia Studies concentrated on a tribe in Borneo and how Malaysia's censored press affects them in relation to the country's economic development.

Returning to settle in Britain, she now works as a researcher for an international company. With Lampshade she wishes to use her skills in a more meaningful way and realise a lifelong ambition.

Jason Wingrove, Partner (aged 37)

Jason has been involved in film making since 1986. A passion was born from making home videos in the garden shed. He went on to study film production at Lighthouse Film and Video Brighton and took a video course at Sussex University in 1991. In 1993 he secured a placement on FT2, a two-year industry funded training scheme. Since completing the course he has worked on many productions as 1st Assistant Cameraman. His work has included feature films, TV dramas, commercials, and adverts. His work has taken him to many countries including Pakistan, China, India and Bosnia.

In 2002 he set up a production company, Glue Factory Films Ltd. with three other partners. The aim was to establish itself as an art based organisation working with artists to promote fine art and films. From setting it up he gained valuable knowledge and know-how in how to run a business. In tackling the inevitable difficulties that arise when running a small company has left him better able to foresee and identify obstacles and importantly, to come up with innovative solutions when dealing with people and problems on a day-to-day level.

Other experience includes eight years as a qualified electrician. Involvement with Komedia theatre Brighton, Somerset Film and Video and the Engine Room Bridgewater.



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## Example of Lampshade's web pages.

The screenshot shows a web browser window displaying the Lampshade website. The browser's address bar shows the URL [www.lampshade.tv/srilanka/bakundammovie.mov](http://www.lampshade.tv/srilanka/bakundammovie.mov). The website has a green and white color scheme. At the top, there is a navigation menu with links for HOME, ABOUT, NEWS, COUNTRIES, LANGUAGE, LINKS, SEARCH, sign in, and PASSWORD. The main content area is divided into three columns: FACTS, SPONSORS, and CLIPS.

**FACTS**

**SRI LANKA**

Full Name: Democratic Socialist Republic of Sri Lanka  
Population: 19.4 million (UN 2000)  
Capital: Colombo (commercial)  
Sri Jayawardenepura (administrative)  
Area: 65,610 sq km (25,332 sq miles)  
Major languages: Sinhala, Tamil, English  
Major religions: Buddhism, Hinduism, Islam, Christianity  
Life expectancy: 73 years (men), 77 years (women) (LNU)  
Monetary unit: Sri Lankan Rupee  
Major exports: Clothing and textiles, tea, gems, rubber, coconuts  
GDP per capita: US \$1,160 (World Bank 2005)  
Internet domain: .lk  
International dialing code: +94

**NEWS**

- Aljazeera
- BBC
- CNN
- Daily News
- The Island
- Daily Mirror
- Deenana - Lanka
- Jankadees
- Jakkama
- Uthayan
- Wakelan

**LINKS**

- Government of Sri Lanka
- Peace process (government site)
- Sri Lanka Tourism Board
- Water questions

**SPONSORS**



UMNC decided to build the Bakun Dam in order to meet the rising demand of electricity on the path towards development.

Project proposed 1986  
Approved by cabinet 1994  
Shelved 1997  
Revised 1999 - from 2400 MW to 500 MW  
Revised again 2001, back to 2,400 MW, but without the 600 km of underwater cables.  
Land inundated 69,640 hectares

The dam is situated on the longest river in Malaysia, Rajang (or Rajan) river at the Bakun rapids. The many complaints surrounding the project has not only concerned the displaced inhabitants, but also concerns about new waterborne diseases, potential collapse of the dam, earth tremors etc. Moreover there has always been some doubt as to whether Malaysia actually needs so much electricity.

A newspaper report in the Edge (part of the Star daily) on September 26, 2005 says that

**CLIPS**

-  Details: Jewellery sale, M&A...  
Date: 11/05/2006
-  7-year-old girl of the...  
Date: 11/05/2006
-  The Bakun Dam project...  
Date: 11/05/2006
-  Hanna Gezelius...  
Date: 11/05/2006