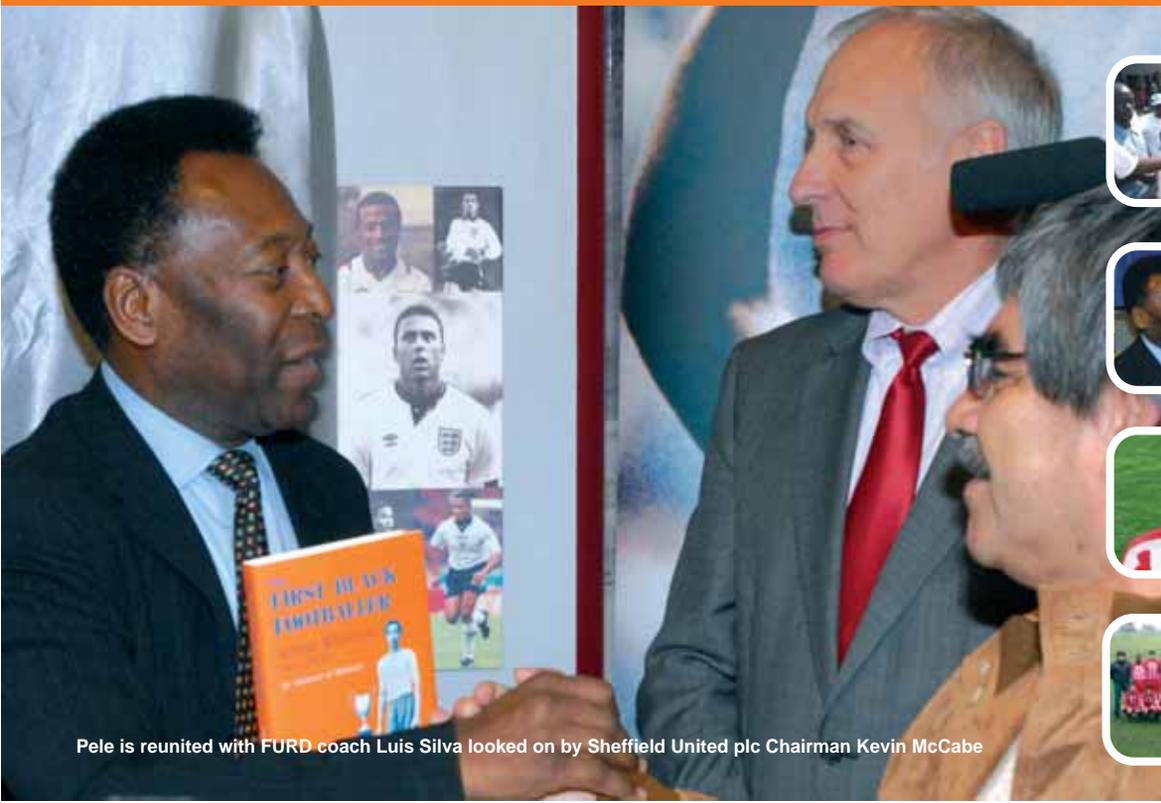


# unity



Football Unites Racism Divides Newsletter 2008



Pele is reunited with FURD coach Luis Silva looked on by Sheffield United plc Chairman Kevin McCabe

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# Welcome...

to the 2008 newsletter of Football Unites, Racism Divides.

Football Unites (FURD) is a community project and charity based in Sheffield and working locally, nationally and internationally to combat racism and increase understanding between different communities.

Inside you'll find lots of inspiring stories about what we've been up to and how ordinary people can make a positive difference to their own and other people's lives.

Keep up with us by visiting our website or contacting us directly.

How to contact us:

**Football Unites, Racism Divides**

The Stables Connexions Centre

Sharrow Lane

SHEFFIELD

S11 8AE

England

Tel: 0114 255 3156

email: [enquiries@furd.org](mailto:enquiries@furd.org)

For volunteering enquiries: 0114 2553165

We will probably be moving in summer 2008 but we won't be going far! Sheffield City Council is selling the building we've been based in since 1997. It's likely we'll be moving in with our neighbours at The Hub Connexions Centre, Sitwell Road, Sharrow, Sheffield S7 1BG. Check our website for up to date details [www.furd.org](http://www.furd.org)



## Success for Local Teams



2007-8 has been an outstanding season for three teams supported by Football Unites.

The FURD Positive Futures Under-18 team, managed by Luis Silva, came very close to winning their division of the Sheffield DB Sports Under-18 League, and indeed did the double over the eventual champions Worksop Boys Club. Abdul Karim was outstanding at centre half, and spent half the season playing for the Sheffield United Academy Under-16s.



African Dream Team marked their first season in the Meadowhall Sheffield and District Sunday League by running away with the Division Three title, as well as making it to the semi-finals of the Tinsley Charity Cup. Manager Ishaq Heywood and captain Larry Babs Mohamed deserve great credit for the rapid improvement shown by the team.



Pride of place must go however to Sharrow United, who, less than eight years after their formation, made it to the final of the prestigious Meadowhall Sunday Cup Final. Top Premier League sides Royal Earl and Crosspool were beaten 7-0 and 3-2 respectively on the way to the final, which was played at Sheffield United's Bramall Lane ground.



# Community Day

Sunday 18th May 2008  
10am-4pm  
Bramall Lane  
FREE ENTRY



Since 1999, Football Unites has teamed up with Sheffield United to run an annual Community Day at United's Bramall Lane stadium to encourage the ethnic minority communities which live around the ground to feel welcome at the club. The day is usually on a Sunday in May just after the end of the football season.

The event gives hundreds of local youngsters the chance to play in 6-a-side football tournaments on the pitch, with lots of other multicultural entertainment, music and dance, children's activities, stalls and food on offer.

The 2008 Community Day on 18th May was the most ambitious yet, thanks to greater involvement from Sheffield United. This has come about through the club's launch of the United Initiative, a new community outreach team set up to help the club engage with as many groups in the community as possible. The day saw the return of cricket to Bramall Lane with a celebrity 20-20 style cricket match between Sheffield Friends and Sheffield United, a boxing exhibition, and basketball sessions with the Sheffield Sharks.

In 2007, around 20 of FURD's young volunteers attended an NVQ training course in Football Stewarding and Events prior to Community Day and worked as stewards on the day. This we feel led to an increased sense of ownership by the local community and helped the event to run smoothly - as well as enabling young people to gain qualifications and improve their job opportunities and self-esteem.

The Community Day is now being used as a model by other clubs, with Barnsley and Notts County both holding their first Community Days in 2007.

# Education and Youth Work

**Football like all sports has clear lines meaning each person is given a fair chance to succeed. Unfortunately racist attitudes, behaviours and actions decrease these opportunities. However, through consistent efforts and focus on the positive aspects of the beautiful game, football has a unique ability to engage millions.**

The FURD education worker, funded by the Football Foundation, seeks to raise awareness of racism by utilising young people's interest in football. The anti-racism sessions are delivered in schools, youth centres, colleges, probation teams, prisons, youth forums and neighbourhood associations.

The packages range from single 45 minute presentations to group work sessions conducted over a period of six weeks. The group work combines learning in class with learning on the pitch - a twin package that involves participating in anti-racism lessons followed by practical football delivered by one of FURD's football coaches. The class work address issues around identity, cultural awareness, heritage, racism, football and its impact on a global scale.

## Case study:

The FURD education worker and Positive Futures coach have been teaming up to deliver workshops in Norfolk Park Community Primary School. The class of 30 Y4 pupils worked extremely hard to get through all the issue based work and learn



the practical football skills. The classroom learning methods have ranged from discussion groups, creative arts and individual presentations. The football coaching and its progress at the school was measured on the Community Day at Sheffield United FC on the 18th May when the Norfolk Park Community Primary School All stars entered the under12's tournament!!!

FURD's education worker, youth worker and football coach have also been busy in prisons. They delivered education and football programmes at Lindholme Prison as part of their diversity week and through the positive responses from the prisoners and governors have been invited to deliver additional workshops in various HMP &YOI Institutions across Yorkshire and Humberside.

If you would like any further information on any of the packages described above please do not hesitate to contact FURD.

**Best wishes to Lisa, our Education/Youth Worker, who is going on maternity leave at the end of May 2008.**

Look out for our summer programme of activities for young people in Sheffield!

## Training

FURD can offer training to groups of young people or professionals, tailored to the needs of the group. Packages include:

- Introduction to Youth Work
- Developing Communities
- Diversity
- Anti-Racism
- Conflict Resolution

Contact FURD for more information.





**MORE**

### Young people's forum

Are you a young person living in the Sharrow, Broomhall or Abbeydale areas of Sheffield? Want to get an issue off your chest in your local community? Join in our **young people's discussion forum** to tell us what you think.

Scroll down the page for 'Young people's forum'

## Young People Tell Us What You Think

FURD has recently appointed a part-time Voice and Influence Participation Worker, Jahanzaib Ali, to work with young people in the Sharrow, Broomhall and Abbeydale areas of Sheffield. His role is to help young people find ways of getting their views heard by the people who make decisions and run services locally.

One way young people can get things off their chest is by using the new online discussion forum on the FURD website. Go to the home page at [www.furd.org](http://www.furd.org) and click on the link to 'Young people's forum'. Or contact Jahanzaib at FURD to find out about other ways of getting involved.

## Local Youth Work Developments

Since November 2007 FURD has been hosting Georgia Bright, Youth Strategy Development Officer, who is working across the Broomhall, Nether Edge and Sharrow areas of Sheffield. Georgia is employed through the Sharrow Partnership which is part of Sheffield City Council, and has set up a Youth Providers' Network to work in partnership on developing youth strategy and provision in the area. Her work also includes co-ordinating information about activities and services for young people, and programmes of activities in school holidays.

Of FURD, Georgia says, "It's a huge benefit to me to be based in the Football Unites office. I get a better sense of what the issues are for the voluntary youth sector locally than I would do based outside of the area, and it's a really vibrant place to be. It does get a bit noisy sometimes, but then that's part of what gives it such a friendly atmosphere! And having the odd chat with the young people that are part of FURD keeps me in touch with what real life's like for some of the young people that live around here."

To find out more about the Youth Providers' Network in Broomhall, Nether Edge and Sharrow; or any other aspect of Georgia's work, get in touch with her on **07854 894 749** or email [georgia@furd.org](mailto:georgia@furd.org)



Georgia Bright - Youth Strategy Development Officer

# Pele Bigs Up FURD!



*Pele with Howard Holmes, Sheffield United PLC Chairman Kevin McCabe and FURD coach Luis Silva*



*Pele with FURD co-ordinator Howard Holmes*

**The world's greatest ever footballer, Pele, gave his full support to Football Unites during a visit to Sheffield United on 8th November 2007. He joined FURD and Sheffield United staff at the Legends of the Lane museum to officially unveil the new exhibition about Laurie Cunningham and the history of black footballers in Sheffield. We presented him with gifts including a Football Unites, Racism Divides t-shirt and a copy of the book 'The First Black Footballer: Arthur Wharton 1865-1930'.**

The Brazilian legend said: "This is an important moment not just for me, or the club, but for everyone, and I thank God that I can be here.

"In 1958 I was 17 when I went to Sweden with Brazil for the World Cup. At

that time I met the England team, and the Sweden team, and lots of other teams, and there were no black players. I could not understand that - I asked why but no one had an answer for me.

"But after '58 I started to notice a change and we started to have players from all over the world. Today's event shows how football brings people together and I am proud to be part of that."

Pele was in Sheffield to celebrate the 150th anniversary of Sheffield Football Club and to promote a new development partnership between Sheffield United and former World Club champions, Brazilian club Sao Paulo.

# Resources and Information

## A Wealth of Information

**Football Unites** runs a free public library and information service from its office in Sharrow. If you would like anti-racist posters, stickers or more in-depth resources like films, books and teaching packs, or have an enquiry about racism or related subjects including black history, youth work and women's football, why not visit, phone or email Ruth, our Resources and Information Worker.

Our resources catalogue can be searched on the FURD website, which has a wealth of information about our work and about the wider issues we work with. Also visit our website to take part in quizzes, polls and discussions. You can also find us on Facebook and Myspace.

We have **3 exhibitions** available for hire:

**Pioneers, Past Masters and Future Challenges**, produced by Kick It Out, which charts and celebrates the progression and achievements of black and Asian players in football while exploring issues of equality and diversity facing the game today. Panels include



## Black Footballers in Sheffield Heritage Project

**Bryan Robson, Brian Deane and George Santos** were among the guests at the launch of the Laurie Cunningham Project at Sheffield United on 25th October 2007.

This is an oral history project to collect the memories of local black people about playing and watching football in the 1960s and 1970s - including the night when Laurie Cunningham visited The Hub, a local African-

Women's Football and Faith and Football. **The History of Black Footballers** tells the story of black and Asian players' contribution to football in Britain from the beginning of the professional game in the late 19th century to the present time. **The Arthur Wharton Exhibition** is about the world's first black professional footballer and world record-breaking sprinter and was created by Doncaster Museums.



*Kevin Titterton, Gordon Brown and Desbon Bushiri.*

Now we've been going for a while, we've started to feature in some of the resources in our collection. In 2007, shortly before becoming Prime Minister, Gordon Brown brought out a book called '**Britain's Everyday Heroes**', about ordinary people whose commitment to a cause or a community has informed and inspired him. Two of the people featured in the book are our coach Desbon Bushiri and volunteer and Sharrow United secretary Kevin Titterton. You can of course borrow the book from our library.

Caribbean youth club, after making his debut for England Under-21s at Bramall Lane in 1977. Several people who met Laurie were filmed talking about it at the launch and he clearly became an inspirational role model for many of the young people he met that night. Sheffield United's manager at the time, Bryan Robson, was a team mate and friend of Laurie's and had some stories to tell about going out clubbing with him and Cyrille Regis! Brian Deane also contributed to the video footage describing Laurie as one of his heroes. Des Smith spoke about the establishment of the Caribbean Sports Club in 1967 and the racism faced by the football team, particularly in the early years. We're still looking for more people to contribute their stories so please get in touch if you can help with your memories or photos.

The event also included the unveiling of a display at the Legends of the Lane museum at Sheffield United about black footballers in Sheffield and beyond since the 19th century. The exhibition was officially opened by none other than Pele!

# FURD Community Coach Returns to Africa to Aid the Young

## His goal? To bring peace through soccer

**Desbon Bushiri, a community coach at Football Unites, Racism Divides, recently travelled to the Democratic Republic of Congo to set up a football coaching centre, working with children whose lives have been ripped apart by civil war, tribal and ethnic conflict in the South Kivu region of the country.**

Sud Kivu is one of the largest provinces of DR Congo and 60% of its population still live in displaced areas both within and across the frontiers, whilst more than half of young people between the ages of 6 and 20 are orphans from war, conflict and disease such as HIV and malaria. Around 70% of young people are without access to education.

The 'Football Inter-Communaire' (FIC, or Football between Communities) project uses football as a tool to encourage peace and reconciliation in one of the worst war conflict areas since World War Two. Five million people have died in the last decade.

Desbon, who is originally from Burundi, which borders DR Congo, said: "I believe that football can bring people together in a positive, shared activity regardless of nationality, community, religion and gender, particularly young people in difficult situations caused by civil war, disease and conflict."

"Sport is an educational tool and can play a vital role in improving lives of individuals and whole communities, particularly those living in the midst of poverty, disease and conflict".

Funding to set up the project was provided by FIFA, via FARE (Football Against Racism in Europe) but future funding is needed for the FIC project's vital work to continue. Despite the financial barriers, FIC will endeavour to carry out its work. It has a big event (South Kivu Unity Festival) planned for September 2008.



*Desbon in Africa*



*The Sharrow to Soweto gig*

A fundraising gig, 'From Sharrow to Soweto', was held at the Tunnel Bar at Sheffield United on 4th April 2008. The event, organised by friend of FURD Moony Wainwright, was an absolute success, fusing music from Africa and Europe and showing what can be achieved when people from different backgrounds work together. It showcased sounds from local act Sparras and Sheffield-based Khula African Arts Collective, who then joined together as Furdworld to perform several tracks, including the anti-racist anthem "Love Football". Sheffield's music royalty also got in on the act, as Arctic Monkeys, Richard Hawley and Reverend & the Makers all donated raffle prizes. The gig raised almost £500.

Desbon said: "I am very grateful that Football Unites has used the Sharrow to Soweto event to raise funds that paid for the transportation of football equipment to Sud Kivu, DR Congo."

*"football can bring people together in a positive, shared activity regardless of nationality, community, religion or gender"*

FIC and its staff team are looking forward to all their plans for the upcoming years and would like to thank all its supporters and request that if you would like further information or to make donations to this remarkable project, please do not hesitate to contact Desbon Bushiri via [desbon@furd.org](mailto:desbon@furd.org) or on 0114 255 3156.

## FURD Angels

FURD, in association with Sheffield & Hallamshire County FA, is running free dedicated football coaching sessions for ethnic minority women and girls of all ages and abilities, with qualified female FA coaches. Here's what one of the women involved has to say about it:



"Before I joined the FURD World FC I was a keen football fan. I know there are many women out there who want to play but can't because of cultural reasons. FURD has given us the opportunity and confidence as ethnic minority players to play the game that we love. The Sunday session at Heeley is an indoor activity, female only which gave us the privacy that we needed to feel comfortable in an environment where we could play. FURD has helped me to achieve my true potential and I am very glad to be part of a unique team. I have already gained a Level 1 coaching qualification, and in the future I am looking forward to getting involved in coaching younger girls, organising small-sided tournaments for women and girls, and doing First Aid courses." *Sophina, aged 20.*

*"We have applied for additional funding to be able to maintain this football coaching programme for girls in the area."*

Julie Callaghan, the girls and women's football development officer for the County FA said "We have applied for additional funding to be able to maintain this football coaching programme for girls in the area. It is proving to be very popular and I believe it's vital that girls from all walks of life have the opportunity to play football"

Would you like to join us? Then please contact Mehrun at FURD. [Mehrun@furd.org](mailto:Mehrun@furd.org)

## Liban Abdi's Breakthrough

**Football Unites runs coaching sessions at Sheffield United's Academy, which put us in an ideal place to recommend any talented youngsters to Sheffield United coaching staff.**

This link is now paying off with several FURD trainees now signed up by United and other clubs. FURD protégé LIBAN ABDI, aged 19, celebrated his call-up to the Blades first team in March 2008 with the winning goal on his debut against Hungarian side Ferencvaros in a friendly match in Budapest.

FURD coaches are thrilled at Liban's breakthrough, and are sure that he will act as an inspiration for young Somali footballers in Sheffield, many of whom attend FURD coaching sessions at the Academy.

Also in March 2008, another FURD graduate and United professional, 18-year-old AYMEN TAHAR, made his international debut for the Algerian Under-20s in the 1-0 win over Tunisia. Liban, Tahar and KYLE WALKER have all been playing for the Blades Reserves and Under-18 sides, while MUKHTAR MOHAMMED (Sheffield Wednesday) and WARREN BURRELL (Mansfield Town) are both doing well with their Under-18 teams.



## Coaching at the Academy

**Sheffield United's Academy in Shirecliffe is the main host of regular coaching sessions led by Football Unites coaches.**

Youths from across Sheffield are welcome to attend sessions on Sundays: 2-4pm for 8-14 year olds and 4-6pm for 14s and over.

We also run sessions on Mondays and Wednesdays from 4pm to 6pm for particularly talented players identified at the Sunday sessions.

FURD community coaches also deliver a range of football coaching sessions in communities to show the project's commitment to its local organisations and community group partners. FURD works with Broomhall Forum to run coaching from 4pm to 6pm on Wednesdays: at Sheffield Hallam Collegiate Crescent for over-13s and at Springfield School for under-13s. There's also a session on Thursday with Stubbin Community Centre in Firth Park from 4.30 to 5.30.

**All these times are subject to change so you're advised to check before you turn up.** FURD's coaches also work alongside FURD's youth workers in schools and prisons to deliver a twin package of educational work and football coaching.

For more information about football coaching, please contact: [desbon@furd.org](mailto:desbon@furd.org) or 0114 255 31 56

# Volunteering

## Volunteering with FURD

Up for a challenge? Have a few spare hours a week in the day, evenings or weekends? Do you want to have fun and make new friends whilst having a go at a whole range of exciting new activities? Age 16 to 25? Then get involved in v.

### What is v?

v is an independent charity launched in April 2008 to champion youth volunteering. Its aim is to inspire a million more 16 to 25 year olds to volunteer. It has replaced the Millennium Volunteers scheme that we used to run at FURD.

FURD is now operating a v involved project and aims to provide flexible volunteering opportunities that are accredited through a recognised national body.

### What can you do?

You can volunteer on a short term, part time or full time (up to 30 hrs a week) basis

### What's in it for you?

- Access to free training
- v certificate for volunteering and award after completing 50hrs of voluntary work
- Meeting new people
- Trips to cinemas and if you're lucky Alton Towers!
- Personal and community development skills
- Employability skills

### What can you do?

- Sports coaching
- Deliver anti racist workshops in schools
- DJ at music events
- Youth work
- Organise young people's events.
- Campaign and lobbying
- Help with publicity, newsletters and websites and anything else you want to do

### How do you get involved?

Contact: [Mehrun@furd.org](mailto:Mehrun@furd.org) or call 0114 2553156/65

## Abdi Honoured for Voluntary Work

Football Unites volunteer Abdi Hussein was presented with a prestigious award for voluntary work by former England manager Graham Taylor at a star-studded ceremony in Belfast in March 2008.



*Abdi receiving his Community Champion award from Graham Taylor*

He was nominated as the Community Champion to represent England at a conference organised by Football Without Frontiers, a UK and Ireland-wide body which pools the expertise of organisations committed to using football as a hook to tackle racism and sectarianism. Abdi has given many

hours of his own time to voluntarily coach and manage a local under-18 team in Sheffield, Surud United, which is made up mainly of Somali players. Abdi is pictured here being presented with his Community Champion Award by Graham Taylor, who commented: "Abdi's decision to postpone his playing career in order to coach younger members of the Somali community in Sheffield is a wonderful example of putting other people's needs in front of your own, and makes him a true Community Champion".

## In Honour...



This photo shows the fruits of the labours of some of our volunteers, who helped lay out cards on thousands of seats at Sheffield United's ground on 8th April to enable fans at the Sheffield United v Sheffield Wednesday derby to honour local football legend Derek Dooley, who died recently.

## Shaikh Makes His Mark

Since April 2008, FURD's been offering short term tasters and part-time and full-time (up to 30 hours a week for 3 months) v placements. Shaikh is one of our first full-time v placements.

### How did you get involved with v at FURD?

A friend recommended it. At first I was in two minds but I came in to talk to Mehrun at FURD and after that I thought, why not, it's a challenge and I'll be helping the community.



### What have you been doing as a v?

All sorts. I've been going into schools with FURD's education worker, organising a school cricket team, doing drugs workshops with kids at a youth club, coaching at a girls' boxing club (I'm a qualified boxing coach), taking kids to Laser Quest and organising a cricket tournament in the local park. I'm hoping to do more work as a voluntary youth worker at local youth clubs.

### Would you recommend v to other people?

Definitely. I've gained so much experience and met loads of new people. I've also been signed up by an agency that supplies teaching assistants and that's mainly as a result of everything I've done with FURD. Also I'm hoping to get into university in September to do a course in youth and community social work.

## FURD Positive Futures

The FURD Positive Futures (PF) project adopts a holistic approach to working with young people, and aims to provide a wide and varied range of sporting, educational, social and cultural activities for young people. It also seeks to provide 'inclusive' activities that lead to improved life opportunities and widened horizons for young people.

Football remains central to our PF activity, with coaching sessions, tournaments and Streetkick (mini inflatable football game) events taking place throughout the year. The FURD PF scheme has also been involved in the setting-up and running of a number of local football teams that currently play in affiliated leagues.

Non-football activities include: generic youth work sessions that take place at the Stables Connexions Centre; short courses around art-based activities such as dance and music; workshops and issued-based training.

Holiday programmes take place during school holidays and include sports taster sessions, trips and residentials, and music and BBQ fun days. Anti-drugs education is built into much of the scheme's activities, and usually takes the form of 'soft sell', for example distributing drugs education/information leaflets during events.



## Streetkick

Streetkick is a mobile, inflatable football pitch that enables FURD to take football into local communities.

Streetkick aims to increase participation and reduce disadvantage in football.

In more specific terms the main aims are:

Combating Disadvantage - Targeting areas of poverty and/or with relatively high numbers of Black, Asian and Minority Ethnic (BAME)

young people, where these young people get few opportunities

to participate in organised football; anti-racist education work - targeting areas with known racial problems and/or areas with relatively low numbers of BAME young people - in order to raise racial awareness; distributing anti-racist and other relevant educational materials e.g. drugs information; community cohesion - bringing young people from different ethnic, cultural

and religious backgrounds together in order to break down barriers.



Streetkick events usually involve mini football tournaments/events with a musical element to them. A culturally diverse team of youth work trained staff and volunteers engage with young people during events and act as positive role-models.

Following two highly successful trips to the Euro 2004 finals in Portugal and the World Cup finals in Germany in 2006, a FURD team will be taking Streetkick to Austria and Switzerland in June 2008 to provide fun, friendly football games for fans of different countries to promote a good atmosphere at the Euro 2008 finals.



## The United Initiative U&I Working Together

**The United Initiative is the community arm of Sheffield United, working in education and social inclusion using sport and sports development, in particular football, to connect with the community. The key aim is to build links between the football club and the community using the appeal of football and sport in general.**

The United Initiative aims to encourage girls and boys of all ethnic groups to enjoy and take part in all football-related activities regardless of their ability, work with schools and colleges to use the appeal of sport to improve academic achievement, run programmes which support the development of personal and employability skills, work to promote healthy and active lifestyles, work with a range of community groups regardless of age to encourage social cohesion and attract fans for the future.

The United Initiative Team is headed by Sue Beeley. The team includes former players Mark Todd (Community Development Manager) and Adrian Littlejohn (Football Community Development Officer), club legend Tony Currie who assists in his role of Club Ambassador and George Harrison (Social Inclusion and Education Officer).

The United Initiative and FURD are natural community partners and joint projects are well underway. One example is a much-enlarged role for SUFC in the annual Community Day, whilst the United Initiative are to be the major sponsors of Sharrow United for seasons 2008 - 9 and 2009 -10. Meanwhile FURD coach and Sharrow United player Keith Ward has been appointed as the Kickz Coordinator, another sign of the developing partnership between FURD and SUFC.

### Kickz Project

The KICKZ programme was established by SUFC in consultation with other core strategic and local partners such as S.Y.Police, Activity Sheffield, Football Unites Racism Divides, Sheffield Futures, YOTS, Sheffield Homes, S.Y.Fire and Rescue Services. These partners form the Kickz Steering Group.

The project has started in Sharrow which is a police priority area but an area with good community links and partnership base.

The area identified has a very high population from the black and ethnic communities and SUFC and FURD have engaged with these communities in promoting social education and youth activities using football as the "tool" The pilot started in July 2007 working with young people, aged 11 to 18, who hang around and gather around the Mount Pleasant play area and this group in particular

have engaged with the football coaches. Some young people, particularly of Asian background, are interested in sports such as cricket and boxing, and Kickz has been instrumental in signposting young people to these and other activities.



### Matchmaker

This trailblazing national arts project, piloted in Sheffield, has demonstrated the power of arts in bringing diverse communities together in creative activities centered around the beautiful game.

Matchmaker, pioneered by Sheffield United, with financial backing from the Arts Council England, the club and Sharrow Community Forum, plus support from the Federation of Stadium Communities, has studied the effect a matchday has on the club's neighboring community of Sharrow, displayed through an exhibition of visual art, film, photography, sound and words.

#### Supported by:

