

The Bridge: Building Bridges through Art

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The Challenge:

- After the huge rising of terrorism the relationship between East & West became critical.
- The massive control of politics and media of people on both sides while there are people living there and if they got connected this will be the great dialogue.
- People to people communication is missing and when people connects to people they really understand each other challenges, fear and ideas and if we all did that we will promote peace & dialogue without intermediates.

Project Overview:

Art is one of the easiest ways to deliver messages, values, and it affects people deeply. It's not politics that connects countries, there are many peaceful factors that can bring people together (share knowledge, exchange culture ...etc).

The project is a short film that focuses on building the bridge between East and West. The goal of the project is to utilize art as a way to spread peace, encourage people to people communication and highlight common things between cultures. The film includes 2 families (one from the west and one from the east), who live in the future trying to build a damaged bridge between them after the vanish of all resources and under war's aftermath ruin.

The aim is to create a film that communicates with both cultures, in a way that relates with younger generations, through actors who are half Americans half Egyptians performing in both languages. The opening will be performed in Egypt and then it will be taken to the U.S. Social media will be used for the play for viral sharing and outreach.

Project Goal:

- Encourage dialogue between people not only governments.
- Finding ways where East and West can live together regardless political interests.
- Highlighting similarities between both Eastern and Western cultures.

- Simply show what will remain after wars, economical fights, vanish of resources and mass destruction except people where they will start over again, so why not to communicate now?
- Utilize entertainment as means of education and bridge building.
- Reach out to as many young people as possible around the globe.

Population Served:

- Internet users from youth who watch movies online.

Project Milestones:

Phase 1: Script writing and Fundraising

Phase 2: Recruitment of Film Director and Actors

Phase 3: Table Reading & Rehearsals

Phase 4: Music, Costumes, Décor & Final Rehearsals

Phase 5: Shooting

Phase 6: Editing for final product

Expected Outcome:

- Viral viewership on social media
- Change of perceptions about both eastern and western cultures
- Encourage people for more human-to-human communication

How the Project Contributes to the Foundation Mission:

Through the project we promote peace and dialogue between East and West and also communication between people exchanging culture and ideas.