

## Film Intervention in Transforming City Spaces

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### ABSTRACT

*Sembilan Matahari Film in partnership with the British Council, the Jakarta City Government, and Fictionary Films produce a 15-minute Video-Mapping Projection. The Video-Mapping was projected onto the façade of the Jakarta Historical Museum, visually transforming the Old City's most important heritage into a non-narrative multi-media spectacle. The project responded to the Jakarta City Government's aspiration to revitalize its Old City quarter by turning it into the capital city's creative industry hub.*

*For the 25,000 spectators, the event provoked a journey of images and discourses: about the transformation of the building's function over time; the change in its economic and cultural significance to the people of Jakarta; and it's yet uncertain future. For the artists, the research-project forced them to take their creative collaboration outside the conventional cinema, studio, and gallery.*

*The thought behind this project was not merely to produce a video or a film, but to prompt a new standpoint amongst public regarding public space. The research-project shows how design thinker, design strategy take upon the role for competitive advantage within complex context of creative thinking to unleash creative policy solution and place making collaborations among public and its stakeholders.*

*The result is a revelation of the potential transformation of existing structures and spaces that were originally built for political and economic purposes into the new "canvas", "screen" or "stage" for practitioners and consumers of the new creative economy—a 21<sup>st</sup> Century urban alternative for the increasingly expensive and elitist art infrastructures.*

*The revelation tests the hypothesis of how film and creativity are able to lead the change of a 'thing' as well as the way we 'think' by helping us—spectators, authorities, and artists—"see film differently" and "see differently through film". The project shows how creative people, creative policy, as well as digital media and information technology can unleash creativeness and place making collaborations between communities and government—two social elements, which has been at odds for close to three decades.*

*The key is to link the two. This Project is an experiment towards finding that key.*

**Keywords:** *collaboration, video mapping, film intervention, public space, creative playground*