



Title: American-Egyptian Independent Film Festival (AEI Film Fest)

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The Challenge

There is a lack of understanding of American and Egyptian cultures resulting from false media rhetoric, a new wave of Islamophobia, and a lack of interest in the other. To spur interest in realities on the ground in both countries and counter stereotypes perpetuated by the media in both countries,

we will screen independent films at various locations across the country to show a wide array of audiences the true Egyptian and American experience.

Project Overview

The American independent films will be shown in Cairo, Alexandria, and Beni-Suef, while the Egyptian independent films will be shown in New Jersey, New York, and Washington, DC. The films will be secured through a call out message and through various film contacts of the team in the United States and Egypt. By working with partners like NeueHouse in New York City and American University Cairo, the team will create an aggressive outreach campaign to attract participants.

The Goal

The films will educate Egyptians and Americans on life, culture, art, and society in the other country, generating genuine interest and further exploration. In order to measure attitudinal and perception changes, we will disseminate surveys after each film screening.

Population Served

Through six film screenings (three in each country), a diverse population will be served. In New York, an Egyptian film will be screened at NeueHouse, a private workspace for creatives and entrepreneurs, attracting working professionals in the film and art industries. In New Jersey, the film will be screened at Drew University, attracting students, mostly from our partner at the Center on Religion, Culture, and Conflict. The final screening will be at the Egyptian Embassy in Washington, DC for international security, policy, and diplomacy professionals. The same target audiences will be mirrored in Egypt. The screening at the American University Cairo or Beni-Suef University will primarily target students. Egyptian professionals in foreign policy will be invited to a screening at the US Embassy. Finally, the screening at the Library of Alexandria will attract researchers and professors of humanities and culture.

Project Milestones

Phase 1: Film Selection and Location Scouting (2 months)

The project team will choose the films to be screened and the location of each viewing will be secured.

Phase 2: Media Creation (2 months)

The team will create an aggressive outreach campaign using technologies including Eventbrite, Canva, and social media. Flyers will be distributed at similar events prior to our Spring screenings.

Phase 3: Film Screenings

The film screenings will take place over a 6-week period, alternating between each country.

Expected Outcomes

- Show 6 independent films to small audiences (approximately 100 at each showing), with 3 showings in the United States and 3 in Egypt.
- Educate the audience on daily realities in each country, spurring conversation and ongoing dialogue.
- Inspire an interest in further learning and exploration in each country and the broader regions in which they reside.

Furthering the Foundation's Mission

This film festival will build bridges between Egypt and the United States by showcasing life and culture to the other. Considering the Gabr Foundation was originally inspired by oriental paintings, the team is proud to incorporate an art form as part of this action project.