

GRANDMAS PROJECT



sharing the world's
most delicious heritage

SHORT SYNOPSIS

Grandmas Project is a collaborative web-series inviting young filmmakers around the world to do a film (8min) about their own grandmother, using the transmission of a beloved recipe to explore their relationship and their family's heritage.

The films and recipes are released on our website

www.grandmasproject.org

People at large are also invited to share photos and memories of their grandmas, thus constituting a global collection of grandmothers' stories and recipes.

In January 2016 Grandmas Project received UNESCO's patronage for its work « raising awareness among the general public to the intangible cultural heritage through digital means ».





LONG SYNOPSIS



“Hi Nano, can I come over to film you making the molokheya ?”

“Sure honey. Do you want to stay for lunch ?”

“With pleasure.”

“What do you want to eat ? Liver ? Fish ? It’s all fresh, I just bought it at the market this morning.”

“Liver is fine. With salad.”

“Liver with salad. I’ll also do a zucchini gratin. Your wife loves it, I’ll make you a doggy bag.”

Almost everything I know about my family’s history (Egyptian Jews on my dad’s side, Polish Jews on my mom’s) was recorded as I filmed my grandmas cooking. Their love, anxieties, character... I captured it all during the delightful moments I spent with them in their kitchen.

10 years ago I wanted to do a feature documentary about the two of them, recreating the dialogue that their diverse origins have created within me, a grandchild of migrants from all parts of the Mediterranean.

But my Polish grandma passed away while I was living in New York (I grew up and live in Paris). As I turned 30 and my Egyptian grandma turned 80, I realized I could trigger this global dialogue on food and history by inviting other filmmakers to do films about their own grandmas’ recipes – and everything they encapsulate.

Grandmas Project is a 21st century project (collaborative, interactive and transmedia) celebrating one of the most ancestral and universal act of transmission: the teaching of family recipes from one generation to another.

In April 2016, we launched an international call for filmmakers to gather the best and most diverse collection of films and recipes. 8 applications have been selected by a prestigious jury and are actually under development. Grandmas are from countries where food and cinema are quintessential parts of the local culture : France, Balkans but also Brazil, India and USA.

- Jonas Parienté



SELECTED FILMMAKERS FOLLOW THE SAME THREE RULES

1 - FILMING THEIR OWN GRANDMA

This is the signature of Grandmas Project. Having filmmakers do films on their own grandmas invites us – as spectators – in the intimacy of these families, in the warmth of these kitchens all around the world. It opens up to very personal tales about the great transformations of the 20th century, whether it is migrations, wars, feminism or more private situations. We feel as if all of these grandmas become our grandmas.

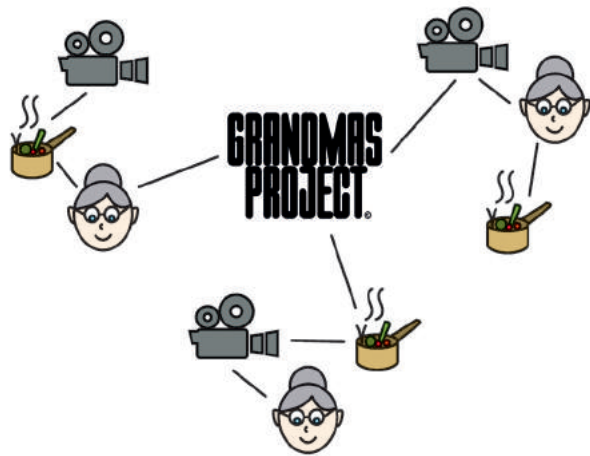
2 - DEMONSTRATING ONE RECIPE

Each film revolves around the making of one recipe. Not only is this yummy and narratively efficient (it has a beginning and end). It is also one of the most natural and universal way we address our grandmas and learn about our history. The recipe is the doorway to the story and vice versa. This also provides an amazing way to reach out to a global audience of people looking for authentic recipes.

3 - IN A 8 MINUTE FILM

Grandmas Project has always been imagined for a web/mobile/tablet use. 8 minutes is long enough to create a rich narrative experience and short enough to be watched on a subway ride. Along side each film, filmmakers will provide a written version of the recipe, video and photo bonuses.

Everything else (style, tone, format) will be left for each filmmaker to decide. Our dream is to receive proposals for an animation film, a black and white piece, a comedy, a cranky grandma, etc.



Last but not least, we want grandmasproject.org to be available for free globally. Our philosophy is that these grandmothers' recipes – and all the stories they encapsulate – are a world heritage that belongs to all of us. In an era of constant migration and cultural exchanges – but also of wars and clashes of civilizations – we believe this is a strong and important message that the millennial generation should be carrying.



WATCH THE PILOTS



Molokheya, a recipe by Nano, a film by Jonas Pariente
<https://vimeo.com/110231073>



**Lait de poule, a recipe by Mamie Yoda,
a film by Irvin Anneix**
<https://vimeo.com/140759362>



Mehchi, a recipe by Rosa, a film by Mathias Mangin
<https://vimeo.com/132810562>



Knedle, a recipe by Dragica, a film by Iva Radivojevic
<https://vimeo.com/132795165>

THE RECIPES

🕒 8h | 16 to 20 people

Ingredients

400g of onion
50g of garlic
2.8kg of beef (chuck)
4 teaspoons of sugar
500g of tomato sauce
1.2kg of frozen molokheya
3 handful of dry molokheya
50-60g of coriander seeds
50g of fresh coriander (rinsed,
without the branches)
salt
1 teaspoon of harissa
the juice of 2 lemons
a pinch of pepper

SHARE ON FACEBOOK

SHARE ON TWITTER

1. Leave the onions and garlic in boiled water for 3 mins to reduce the acidity. Cut the meat in individual portions of appx. 150g Grill the meat in a pot (just a tiny drop of oil) with the onion
2. In a large pot ("couscoussière"), put the grilled meat, garlic and onion, and pour water all the way to the top so everything is immersed. Boil it until you can take off all the skim. Leave it on low fire for about 4h, more if the meat isn't tender enough. Take out the onions, they will be used later. Take out the onions, they will be used later. Chop the fresh coriander and add it to the stew.
3. Grill and then grind the coriander seeds, and then mix it in the grinder with the boiled onions and some garlic. Add salt (Nano use "marine salt") in the stew as well as in the grinded mix (coriander seeds, onions and garlic).
4. Add 1 teaspoon of harissa. Add half of the grinded mix. Add the lemon juice.
5. TASTE and see if it needs more salt and/or lemon and/or grinded mix. Fry the other half of the grinded mix in a pan and add it in the stew.
6. Rinse 3 handfuls of dry molokheya, let it soak in water so the dust comes down the bowl and strain it. Add it to the stew.
7. Add more salt and lemon if needed. Add a big pinch of pepper
8. Heat the stew with a medium fire until it boils, and cut the fire off.
9. Add more salt, lemon and harissa if needed.

MOLOKHEYA

A recipe by Nano

A film by Jonas Pariente

EGYPT - FRANCE



* Recipe from the website

THE RECIPES

🕒 1h | 4 people

Ingredients

1kg of vine leaves
500g minced meat
1 glass of white rice
Salt & Aleppo pepper
2 tomatoes
Butter or olive oil

SHARE ON FACEBOOK

SHARE ON TWITTER

1. Boil some water and add vine leaves for 5 to 7 minutes. Then, leave them to cool. It's an important step to make them smooth and be able to roll them after.
2. Mix the minced meat and the white rice. Add salt and Aleppo pepper.
3. Cut the leaves stalks, place them the vein in front of you.
4. Set down a spoon of meat on the bottom of the leaf; put down the two slides of the leaf into the middle, roll until the end of the leaf.
5. Fill the bottom of a pot with the vine leaves in order to easily turn them out at the end. Arrange them very tight and in circle. That way, they won't fall apart during the cooking time.
6. Peel the 2 tomatoes, cut them in slices and put them on the top of the stuffed vine leaves.
7. Pour 7 fl oz of water in the pot, a trickle of olive oil and a knob of butter.
8. Cover the pot and let it cook at least 2 hours. Add some water if needed.

MEHCHI

A recipe by Dona Rosa

A film by Mathias Mangin

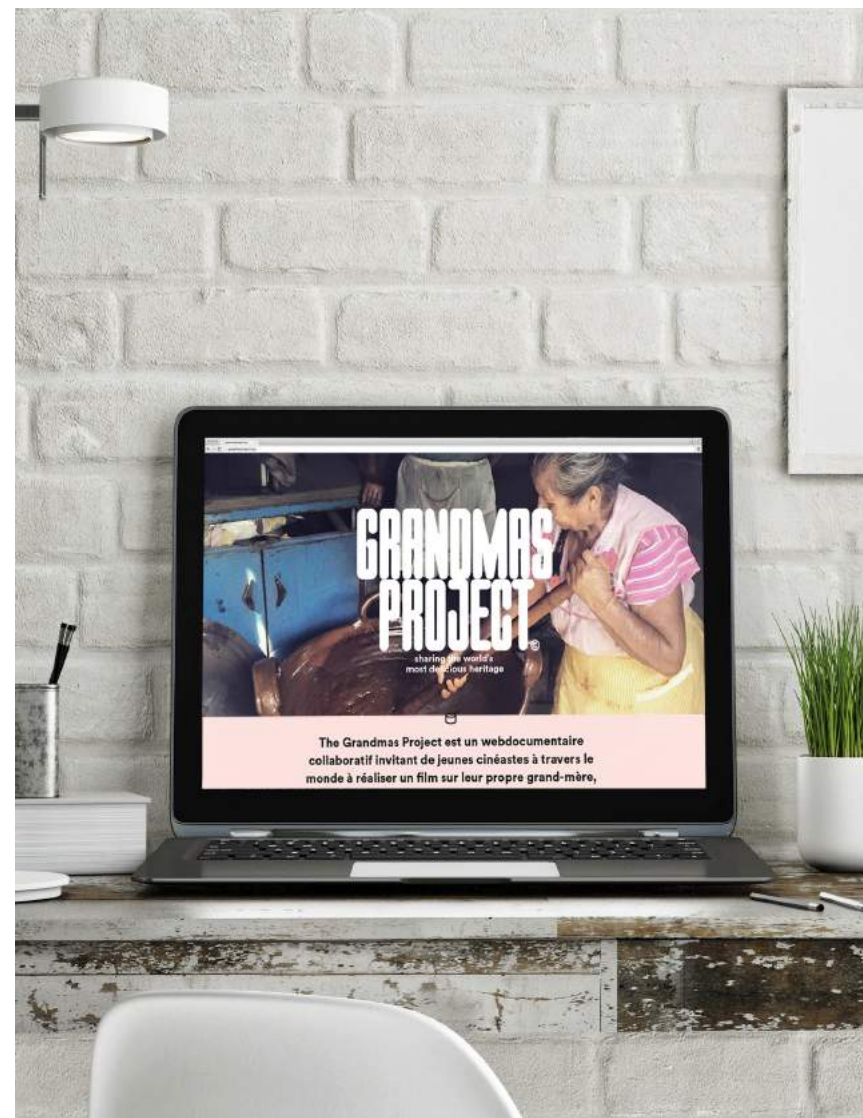
BRAZIL - LEBANON



* Recipe from the website

CALENDAR

2017	
June - October	End of production + post-production of Season 1 films
October - July 2018	Season 1 release (one film per month)
2018	
January	Call for Filmmakers - Season 2
May	Selection of 10 films
June - December	Production + post-production of Season 2 films
October	Release of Season 2 starts



A CROWD-SOURCED PROJECT

CALL FOR FILMMAKERS

One of Grandmas Project's purpose is to create a vibrant community of filmmakers and storytelling artists engaged in inter-generational transmission. With the help of film schools, film festivals, partners like Vimeo and the media - as well as our own digital effort through social networks - we want to reach out to as many talents as possible.

The three main selection criteria are :

- the geographical diversity of the films and recipes
- the experience and talent of the artists (based on their previous work and a written proposal)
- gender parity

We also want to invite at least one famous filmmaker per season (see our "wish list" below). For season 1, we received 100+ applications for 25+ countries.

BOOK

An obvious output for Grandmas Project will be a beautiful book encapsulating the authenticity of the collected recipes as well as the strong storytelling behind each filmmaker's contribution.



CONTRIBUTIONS BY NON-FILMMAKERS (WEBSITE AND APP)

Non-filmmakers are also invited to share stories and recipes of their own grandmother. As of June 2017, we have received more than 40 contributions.

An effortless contribution tool on our website lets the visitor upload a photo of his or her grandma along with a short text (1500 characters).

At a latter stage we want to launch a smartphone app that would guide the user through several steps to easily share information, videos and photos of a grandma and her recipe(s).

CONTRIBUTIONS



Huevos Rancheros de Soccoro Limon

by David J. Limon

MEXICO

« My Grandmother was born in 1930 in Juchipila, Zacatecas, Mexico. She was married by age 20 and moved to California where she raised six children.

Her and my Grandfather opened a restaurant in Northern California, « La Zacatecan » where she perfected her recipes but was known for her Huevos Rancheros. This recipe is a family favorite which she loved to make for the Familia on Sunday mornings. With an endless line of hungry kids, grandkids, friends and neighbors showing up for her famous breakfast, she always served a consistent tasting meal while never following a written recipe! As she grew older, her eyesight worsened.

One weekend, I took advantage of her condition and secretly video-taped her making breakfast. This is what I ascertained from the video and her eyeballing the measurements. I still watch the video every so often just to take me back to when I was younger and was able to hang with her. She passed in 2009 and the family thought the recipe had gone with her. I recently invited my Father (her Son) over for Father's Day breakfast where I surprised him with her Huevos Rancheros. He was beside himself as soon as he walked in the door and could smell the familiar dish. I showed him the video as well and It was the best Father's Day he & I have ever had. »

CONTRIBUTIONS

Astrid's Fish

by Stina Gromark

SWEDEN

« Astrid, not just a grandmother, a woman that has been my most important source of inspiration.

She brought me and my cousins to our summerhouse in South of Sweden, taught us to enjoy breathing the sanatorium air (where pine forest meets salty ocean water) and sang the song about cows, sheep and where the love is living, she gave us manner by the dinner table, went with us to the fisherman and picked up fish that she prepared for lunch, baked the most amazing buns from her granddad's recipe.

For every dinner she lit a candle to make life more cosy and opened her door for everyone and dinner was always served for more guests than planned. I can still smell her, her cinnamon buns and the browned butter for the fish. She lives inside me, inside all of us that had the privilege to feel her unique aura. »



CONTRIBUTIONS



Olha's Kholodets

by Nadia Parfan

UKRAINE

« In a way, I am vegetarian. At least, my grandma believes so. Born and raised in rural Galicia (Western Ukraine), she has kept her meatless peasant diet for half-century of urban life. Her daily food includes potatoes, grains, beans, vegetables, dairy products. However, whenever I visit my grandma she offers me a generous slice of salo (lard). She insists that salo is lenten, i.e. vegetarian. Grandma knows what she is talking about. For her, food is the deepest expression of love: the more nutritious the more loving. Why would I doubt the person who saw the famine, the war, the collapse of Soviet Union ? I tend accept my doze of fattening vegetarian love. My grandma is quite austere when it comes to Orthodox fasting. She avoids many things in order to celebrate them when a Holy Day comes, but this is not the whole story. It is equally important to cook something special for real occasions. One such thing is kholodets (aspic). It takes a while to cook kholodets – and she does it exactly while rigorously fasting. She asks her meat dealer to get her pig hooves, ears, head and all the anatomy which makes for a sound jelly. She boils it good and proper – and the whole house is immersed in a smell. She pours it in transparent jars and leaves them at a frosty winter balcony to wait in the wings. The morning after lenten Christmas eve, she is there to offer the family kholodets for breakfast – the ultimate expression of love and sanctity, the most vegetarian of all the meat dishes. »

MORE DEVELOPEMENTS

EVENTS

In September 2015 we launched a series of events called “Bring Your Own Grandma!”.

The two first editions took place in some of Paris most respected cultural institutions : Palais de Tokyo and Le 104.

We now want to team up with more cultural venues and private organizations to set up more events blending film screenings, grandmas cooking and festive features.



PARTNERSHIP WITH FILM SCHOOLS

Beside the films production by professionnals filmmakers, we are planning on developing several partnerships with film schools on all continents.

Grandmas Project provides a hands-on framework for participating faculty, especially those teaching documentary classes. In return we will review and potentially select films from more emerging filmmakers.

These partnerships would also be very much in line with the project's philosophy, encouraging young artists to collect and share their elders' heritage.



FILMMAKERS

JONAS PARIENTE

Based in Paris, grandma from Egypt
Director of “Next year in Bombay” (documentary, international premiere at Palm Springs Intl’ Film Festival)

> <http://www.imdb.com/name/nm3803563>



EMMA LUCHINI

Based in Paris, grandma from Denmark
Director of “La femme de Rio” (short film, won French Oscar for Best Short Film)

> <http://www.imdb.com/name/nm2131278>



IVA RADIVOJEVIC

Based in Brooklyn, grandma from Croatia
Director of “Evaporating Borders” (documentary, official selection of SXSW, Hot Docs, Intl’ Film Festival Rotterdam, ...)

> <http://www.imdb.com/name/nm3587698>



MATHIAS MANGIN

Based in São Paulo, grandma from Lebanon
Director of “Next year in Bombay” (documentary, international premiere at Palm Springs Intl’ Film Festival)

> <http://www.imdb.com/name/nm3804988/>

MONA ACHACHE

Based in Paris, grandma from Austria
Director of “The Hedgehog” (feature film, won Best Film at Seattle Intl’ Film Festival)

> <http://www.imdb.com/name/nm2130235>



FRANKIE WALLACH

Based in Paris, grandma from Poland
Actress

> <http://www.imdb.com/name/nm1690853/>



IRVIN ANNEIX

Based in Paris, grandma from France
Director of “Photo de classe” (webdocumentary, won Best Web Project at Montreux Festival)

> <https://www.linkedin.com/pub/irvin-anneix/67/a93/3a0>



CHLOE LEDOUX

Based in Britain, grandma from France
Director of “Un dimanche à...” (serie of documentaries, sponsored by Jan Gehl)

> <https://www.linkedin.com/in/chlo%C3%A9-le-doux-99262958/?ppe=1>

FILMMAKERS



ELSA LEVY

Based in Brussels, grandma from France
Director of “L’amour à trois têtes” (documentary, won Young Jury Prize at 8th Education Film Festival)
> <https://fr.linkedin.com/in/elsa-l%25C3%25A9vy-4b089641>



MILA TURAJLIC

Based in New York, grandma from Serbia
Director of “Cinéma Komunisto” (documentary, won Golden Hugo at International film Festival of Chicago, premiered at Tribeca Film Festival, ...)
> <http://www.imdb.com/name/nm2043219/>

ESTHER BENSADON

Based in New York, grandma from United States
Director
> <http://www.imdb.com/name/nm6381438/>
> <http://estherbensadon.com/>



NANI RODRIGUEZ

Based in São Paulo, grandma from Brazil
Co-Founder, videomaker at Doberman Estudio
> <https://vimeo.com/dobermanestudio>



NATASHA RAHEJA

Based in Dallas, grandma from India
Director of “Cast in India” (short documentary, official selection of Margaret Mead Film Festival and DOC NYC)
> <http://www.imdb.com/name/nm6381438/>



LAURE PROTAT

Based in Paris, grandma from France
Writer of “L’indifférent”, screenwriter of “L’enfant bleu” (official selection of the Gan Foundation)
> <https://fr.linkedin.com/in/laureprotat>

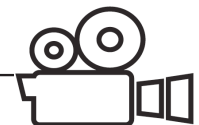
IVANA BARISIC

Based in Rotterdam, grandma from Bosnia
Director and anthropologist
> <https://www.linkedin.com/in/ivana-barisic-0a623b49/>
> <https://vimeo.com/ivanabarisic>



+ OUR FILMMAKERS “WISH LIST”

Gia Coppola (USA), Benh Zeitlin (USA),
Anurag Kyashap (India),
Gael Garcia Bernal (Mexico),
Xavier Dolan (Canada)...



AWARDS & ACHIEVEMENTS

In 2013 Grandmas Project was selected for the pitch sessions at Sheffield Doc/Fest and Dok Leipzig.

In June 2014 Grandmas Project won the Soft Spot Award (under the name “Share your grandma”) at Sunny Side of the Doc.

In May 2015 Grandmas Project completed a successful Kickstarter campaign, raising \$21,250 from 274 backers living in more than 15 different countries.

In January 2016 Grandmas Project has received UNESCO’s patronage for its work “raising awareness among the general public to the intangible cultural heritage through digital means”.



PRESS COVERAGE

“Our grandmas, their food, our culture”
Newsweek (USA)

*“Grandmas Project preserves a piece of our history,
one signature family recipe at a time.”*
Global News (Canada)

“It is not only spices and olive oil but memory and transmission”
LeMonde.fr (France)

“It’s very engaging and very moving”
Globo (Brazil)

*“Grandmas Project perpetuates the flavour of childhood and the
family memory”*
Télérama.fr (France)

*“It’s turning out to be a celebration of one of the most ancestral and
universal acts of transmission - the teaching of family recipes from
one generation to another.”*
The Hindu (India)

“An idea both endearing and appealing !”
HuffingtonPost (France)

“What’s trending right now is to participate to Grandmas Project”
Le Grand Journal, Canal + (France)

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