



CELEBRATING SOLIDARITY

BUDAPEST FLASHMOB

13 JUNE 2017

SUMMARY

Our flashmob is actually not a classic flashmob, it's a prank. The goal is to provoke people on the streets of Budapest to confront us, and defend solidarity. The output (the product) is a promotion video that we will use in our online campaign promoting the Museum of Solidarity.

We will provoke people both in English and Hungarian, disguised as promoters (sandwich-man) of negative messages, so people would approach us and start a debate, or just express their revulsion. We will be able to show some of the results at the event (raw cut from the same day), and we will produce a video ad that will hopefully become viral in all our countries.

GOAL

The main message of our video will be **that people do care about solidarity**.

Thus we need recordings a few passionate, or even angry people explaining why, or just expressing their feelings.

4 TEAMS

We will form 3 teams of 4 people each. Each team will 'promote' a negative message.

Team roles:

- Provocateur (1)

Sandwich-man with a provocative message on the boards, shouting out the message, and giving out fake flyers.

- Support/recording (2-3)

The support team records interaction on video with their phones, and intervenes if necessary, to explain and calm down potential indignants.

There will be both English and Hungarian teams.

3 THEMES

We will finalize the 3 themes together on the preparatory workshop. Our suggestions are the following:

- F the poor
- F refugees
- F victims of natural disasters
- No need for non-formal charities
- Leave the unemployed

The narrative is always: why do we as people have to help these, our government should take care of these issues, we pay our taxes, etc. Self-organized charity groups are uncontrolled, they just do what they think is right, and so on.

We are of course open to find less offensive phrases than 'fuck the poor', but keep in mind that the message still has to be somewhat provocative. Also, the short message on the flyers should focus on messages like 'there is no need for citizens self-organizing or volunteering' to provoke the right reactions.

RECORDING

Sound: each sandwich-man will be equipped with a sound recorder (to have good sound recordings, where the conversation is understandable).

Video: mostly phones of the support team, maybe one or max. two hidden cameras.

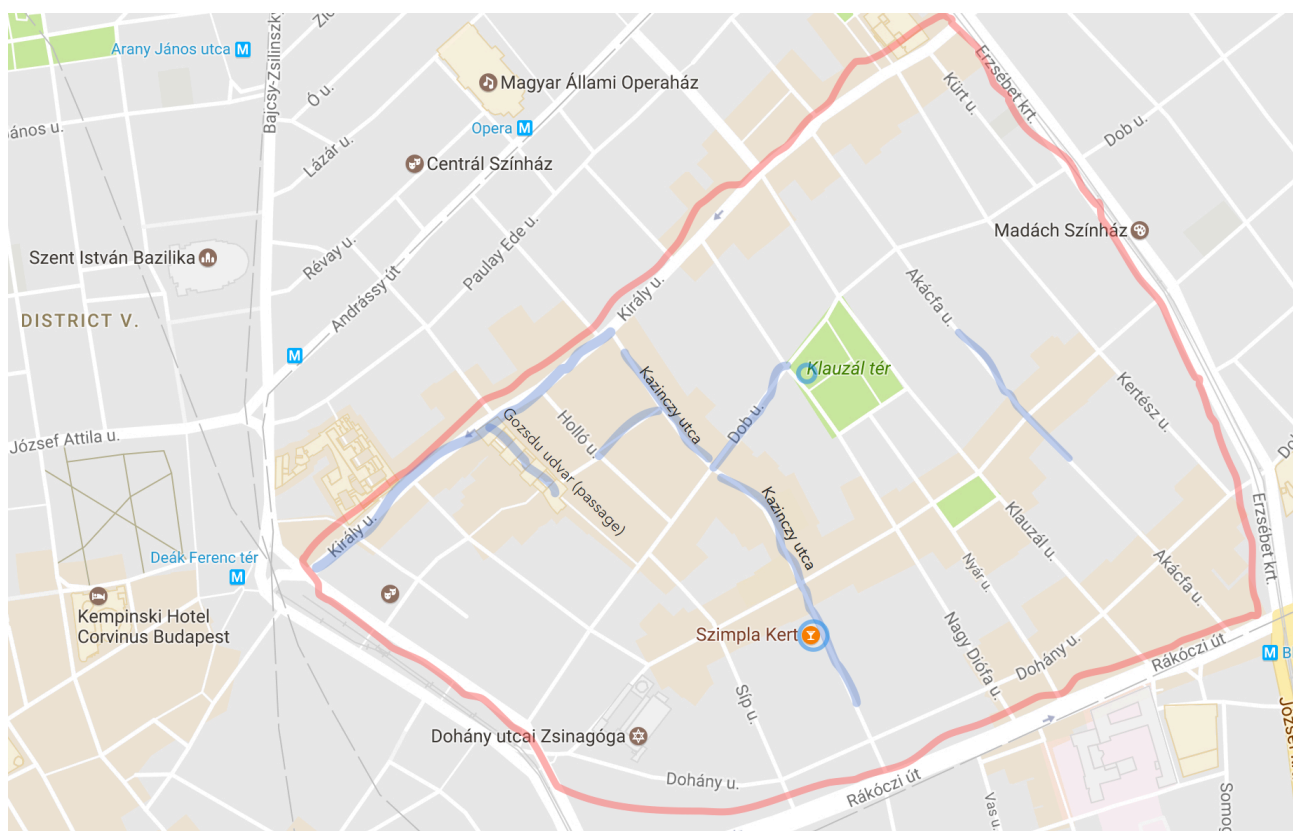
Recording with your phone looks natural if you make faces, expressing 'this is outrageous!' or 'I can't believe this!'. So while you're recording you are one of the surprised/outraged passerbys.

INTERACTION


- In each conversation the sandwich man should ask questions like: but why? Why is it important to help these people? Why citizen initiatives? Why are NGOs needed? If you volunteer to be a sandwich man, keep in mind, that you will have to keep the conversation on, and provoke answers and opinion with arguments and questions. We will have a short workshop on how to create a 'distopia' for a prank like this.
- Every interaction should end with explaining this is a prank.
- After every conversation we have to ask if we can use the video with their faces visible, or should we cover them in post-production.
- If you spot tourists from your own country, try to engage them on your own language! This way, we can have some footage on the languages of project countries, and even make different versions of the video.


VENUES


We will split up, but stay close to each other. We will do everything in the 'party district': District 7.



 The party district

 Most frequent places, probably the best to go

 Klauzál tér, where Heti Betevő shares food

 Szimpla Kert, our venue for the event the same night

RESULT: VIDEO AD

The video we will produce and use in the online campaign promoting the Museum will be similar to this one:

https://www.youtube.com/watch?v=eBuC_0-d-9Y Ok, maybe slightly less offensive :)

We will use a very similar message at the end: We know you care.

The video will be distributed on YouTube, Facebook, and possibly Instagram, with links to the website. We will use subtitles on all your languages.

OPTIONAL

If you wish to repeat the prank in your countries, we can provide you with ready-to-print designs with the same look on your own languages, and provide you a how-to list.