ELECTRONIC PRESS KIT

Running Time ........................................................................................................................................ 47 min
Genre ................................................................................................................................................ Documentary
Year ..................................................................................................................................................... 2015
Language .............................................................................................................................................. English
Country of Origin ................................................................................................................................ USA
craig@bcworkshop.org
Press Inquiries .........................................................................................................................................
Press Stills ............................................................................................................................................... Click here or visit Official Website
Official Trailer ........................................................................................................................................ vimeo.com/151188967
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SYNOPSIS

The latest in our Neighborhood Stories program, this film explores the Bonton and Ideal neighborhoods in South Dallas. Initially a series of segregated developments built for black Dallasites, the neighborhoods have a rich legacy of soulful music, black-owned businesses, and close social ties. As with other segregated neighborhoods in the American South, Bonton and Ideal have struggled with the effects of political decisions aimed to isolate the neighborhood physically, socially, and economically. The love and dedication of long time residents has spurred city-led revitalization, though not always with the neighborhood’s interests in mind.

CREDITS

bcWORKSHOP presents A Dallas Neighborhood Stories Film

**Director and Editor** - Craig Weflen

**Writers** - Craig Weflen, Thomas Simpson, Elizabeth MacWillie

**Producers** - Craig Weflen, Elizabeth MacWillie, Brent Brown

**Starring** - Jerry Hoover, Jackie Mixon, Sherri Mixon, Gerald Britt, Milton Baker, Mary Evans, Clifton Reese, Eather Ingram-Watson, Henrietta Ingram, Willard T. Dotson, Marilyn “Miss Bird” Kimbrough, Mildred Pride Edwards, Ethel Harris, and Donald Payton

**Narrated by** - Vicki Meek

**Associate Producers** - Jasnik Moreno, Jamie Vahala

**Sound Technician** - Jamie Vahala

**Graphics** - Craig Weflen, Michael Cochran, Elizabeth Jones

**Research** - Jamie Vahala, Craig Weflen

**Drone Footage** - Charlie Kaye, Charlie K Media LLC

**Analytics** - Bernardo Salazar

This film was produced in conjunction with the thesis work of Briana Payne:
WHAT IS BCWORKSHOP?

The buildingcommunityWORKSHOP (bcWORKSHOP or [bc]) is a Texas based nonprofit community design center seeking to improve the livability and viability of communities through the practice of thoughtful design and making. We enrich the lives of citizens by bringing design thinking to areas of our cities where resources are most scarce, recognizing we must first understand the social, economic, and environmental issues facing a community before beginning work.

Our digital productions and film unit focuses on issues of equity within the built environment. This unit works to empower residents, neighborhood organizations, and other stakeholders through the use of film + digital media products.

DIRECTOR’S BIOGRAPHY

Craig Weflen is [bc]’s Media Associate, and manages the Neighborhood Stories program from our Dallas office. The Neighborhood Stories program strives to celebrate the unique cultures and histories of Dallas’s neighborhoods.

Craig’s body of work includes the award winning documentary short Out of Deepwood (2014). His work has screened at many festivals including SXSW Eco & the Big Sky Documentary Film Festival. This is his first production over 30 minutes in length.

DIRECTOR’S STATEMENT

I’m really excited about “Bonton + Ideal,” the newest film in our Neighborhood Stories program, because it is so indicative of neighborhoods across the American South. Bonton and Ideal were built in a segregated era, on land deemed undesirable by the white political class. The struggle that resulted from this action - and many future actions - illustrates the struggle against social, economic, and physical isolation faced by Black Americans across the country. At a time when race relations are at the forefront of our national discourse, this is an opportune time to reflect on the way we’ve built our cities, and ask ourselves whether these conscious decisions have resulted in just, equitable living environments.
FILM FACTS

• Bonton + Ideal is the seventh film in the Neighborhood Stories program, and the first to focus on the symbiotic relationship of two adjacent but distinct neighborhoods.

• The film is told through the eyes of long-time residents and stakeholders - this process helps to empower neighborhood residents to take back the narrative of their neighborhood, focusing on the real experts - the residents - point of view.

• The film was produced alongside the anthropology thesis work of Briana Payne from the University of North Texas. The two similar projects shared resources while working towards two separate and unique outcome products.

• The music from the film is all from artists with South Dallas ties. David “Fathead” Newman is a legendary jazz and blue saxophonist who grew up in the neighborhood. He spent twelve years with the Ray Charles Band in addition to decades with his own band. Ray Charles himself rented a house just north of the neighborhood, and several members of the Ray Charles band are from Bonton. Bobbi Humphrey, the “First Lady of Flute,” grew up in the projects and graduated from Lincoln High School before her career took her to New York. The Pair Extraordinaire were both also graduates of Lincoln High School, and Blind Willie Johnson’s famous “Dark was the Night (Cold was the Ground)” was recorded in Dallas in 1927.

• The crew was unable to find photos of many of the neighborhood’s prominent structures, such as Lincoln Theater, in their prime - and so Michael Cochran, a fellow at [bc], used various photos taken decades later and descriptions from film participants to recreate these structures as line drawings.