

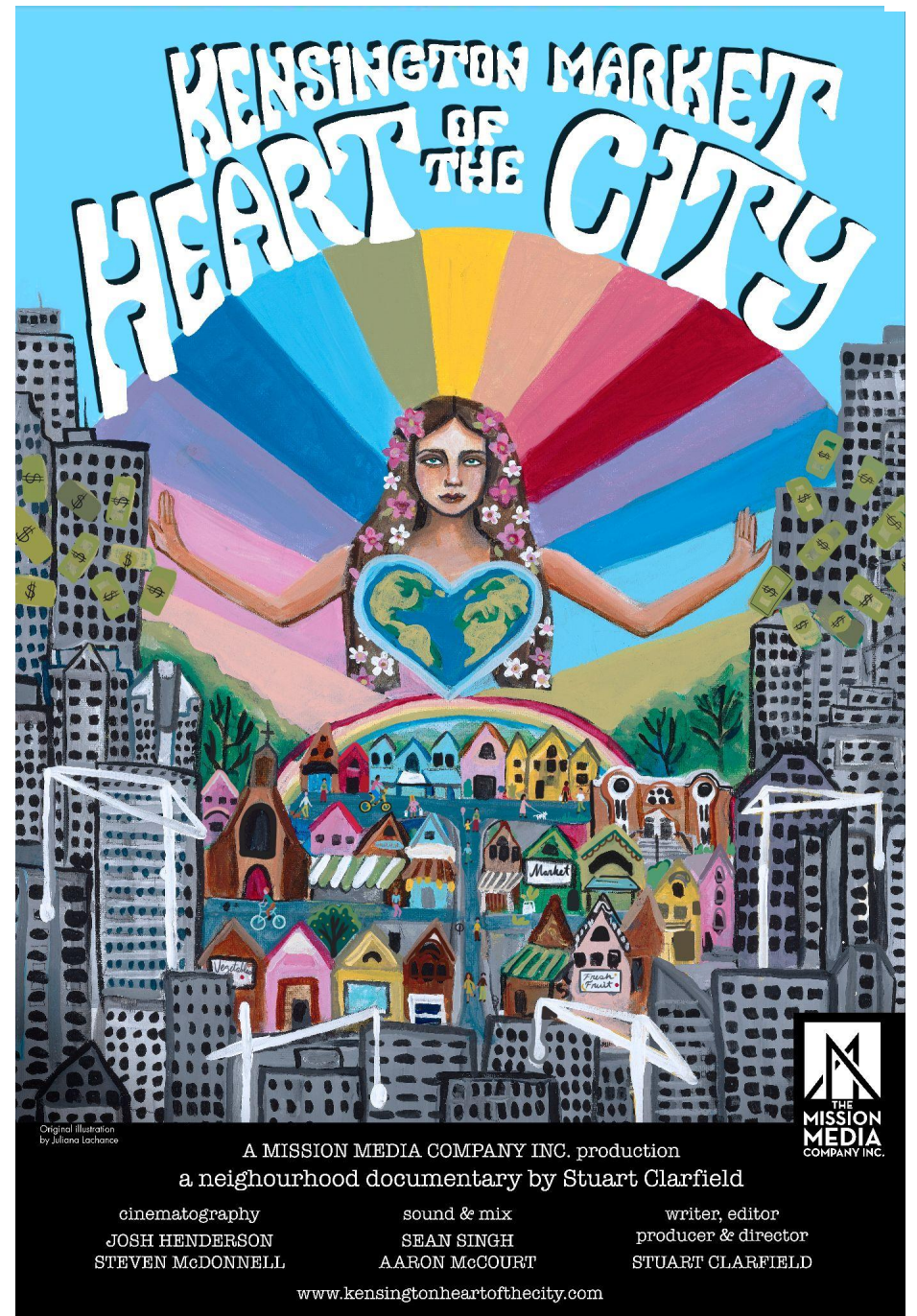
KENSINGTON MARKET: HEART OF THE CITY

A neighbourhood
documentary

MEDIA KIT



Version Sept 18 2024



A MISSION MEDIA COMPANY INC. production
a neighbourhood documentary by Stuart Clarfield

cinematography
JOSH HENDERSON
STEVEN McDONNELL

sound & mix
SEAN SINGH
AARON McCOURT

writer, editor
producer & director
STUART CLARFIELD

www.kensingtonheartofthecity.com

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THE FILM: KENSINGTON MARKET: HEART OF THE CITY

“**Kensington Market: Heart of the City**” tells the story of the many generations of immigrants who have made Kensington home for over 150 years, explores the personalities in the market today, and observes the forces that are threatening the market’s survival.

Today, Kensington is a delightfully human and colourful alternative to the skyscraper-draped metropolis that is shooting up around it. Through numerous incarnations, the market has managed to hold onto its unique, eclectic charm and it’s free-spirited nature. But as always, the times are changing, and quickly.

Kensington Market is now being threatened by a new arrival – gentrification and greed. Developers, landlords, and real estate speculators are pushing prices beyond the reach of most residents, putting the heart of the Market at risk. Will it survive?

The film captures the rich history of the Market, the chaotic, artful present community and the gentrification pressure facing it. We hope it will activate audiences to protect the Market for future generations. Or act as a requiem for it’s indescribable loss.





THE PLACE: KENSINGTON MARKET

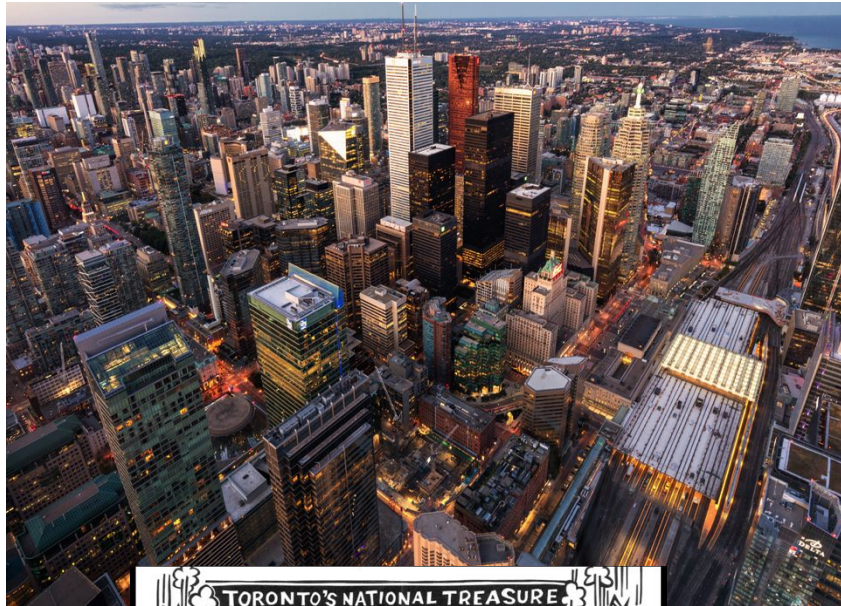
Kensington Market is an intimate six-block neighbourhood in the centre of Toronto's downtown core. Originally built as modest 2-story Victorian family residences, it was soon transformed into a busy, vibrant, community and commercial hub. It has also played a vital role in providing generations of newcomers their start in Canada.

For many, it is **the village where their families first laid down roots in Canadian soil.** From its founding in 1858 to its incarnation as 'the Jewish Market' in the 1920's & 1930's, the welcoming arms to post WWII immigrants from Portugal, Hungary and Europe, then immigrants from the Caribbean, Asia and now South America, the Middle East and Africa. The City's artists and activists soon joined them.

Together, they've created a colourful tapestry of languages, music, art, food and crafts – all colliding in a few small blocks of the inner city. Despite its numerous incarnations, the market manages to hold onto its unique, human eccentricities are charm. You are welcome here! Or, you were....

Now, money talks.

THE SITUATION: TORONTO



The City of Toronto was built by generations of new Canadians coming together peacefully from all over the world. That foundation built the character of the City and our communities. Toronto was **the place we fondly called “People City”**.

Kensington Market is the best example of immigration and diversity as the heartbeat of our Toronto identity. A Toronto landmark, thousands visit from across Canada and around the world every day, adding to the colour and diversity in the narrow streets of Kensington.

Toronto is changing quickly. Real estate prices have increased exponentially, separating the wealthy from the rest of us. The middle/working class is being threatened. **The built form is being demolished.** Former low-rise homes, stores and businesses are being replaced by high-density, high-rise condominiums and rental units. Transformation in the last ten years has been unrecognizable on many main streets and is now creeping into neighbourhoods.

The reality unfolding in Toronto brings profound change. Massive redevelopment, gentrification and inflation are tearing up the social fabric of the city - redefining those who can afford to live here. That changes the chemistry of our culture and our community.

Toronto is facing a character crisis. The price of development – price inflation, blockbusting, demolition, tenants being forced from their homes, in a fight to stay, or to maintain financial sustainability – is the reality playing out across the downtown core but nowhere more so than in Kensington Market. ‘People City’ is turning into Money Metropolis.

The film asks the question: Where is Toronto going?

Is this the city we can call home, the city we want? Or is that disappearing...

PROJECT BACKGROUND:

The film “Kensington Market: Heart of the City” began with a team residency in Kensington Market, gathering research, connecting with residents and undertaking a brief but needed crowd-funding campaign. Several supporters stepped forward, and initial shooting was started, with significant input and effort on the part of a number of volunteers, led throughout by producer Stuart Clarfield.

Production on Kensington Market: Heart of the City took place over a four-year period to mid 2021. Editing was carried out over three years. There were over 70 hours of footage shot, translating to 700 pages of text transcript. Editor Stuart Clarfield was supported by Post Production consultants, documentary editor David McGroarty, and dramatic feature film editor Craig Nisker.

The film combines formal interviews, street performances, events unfolding, tours of spaces, archival stills and footage, and the music of eras spanning over a century. It is knit together by the people who have made Kensington home since 1858.

The film was made entirely with artist and community support, effort, creative services and determination. There is not 1\$ of government funding or commercial financing. This is a purely dedicated effort to tell the story of the people of Kensington Market and the people of Toronto by the community, for the community.

That said, it takes time and stubborn dedication to undertake, produce, complete and share a film like ours. It could only be done through the generous efforts of many. We will do our best to share the film with the people of Toronto in as many ways as possible, as **this is our story, 165 years & counting.**



OUTREACH:

Our film is the collective story of the Kensington community, and the film's process directly involved the people of the market. We will now promote and share the project with a wide community across the GTA; those who visit the market, cultural communities with roots in the market and the millions of Torontonians who want to know more about our history, our current situation and the city that is being built now, before our eyes.

This is our collective story – in Kensington, in Toronto and beyond. We hope to ignite conversations that can activate people to decide on the city we'd like to live in going forward - and inspire dialogue and action.

We are going to make the film available for film audiences, TV and streaming audiences, with local neighbourhoods, for presentation to the tens of thousands of visitors to the market and the many students who visit the market each year from across Ontario.

Through public screenings, our website, exhibition platforms, and neighbourhood partner “theatres”, we will make the project available to audiences near and far, and **activate dialogue**. Our goal is also to facilitate the voice of Toronto - to ensure People City is preserved. In the face of political inaction and relentless development pressure, **we need our voice to be heard** and to count as lead partners in shaping our city's future.



We aim to share this film with those at the heart of Kensington – the People of Toronto. Kensington community organizations, Toronto education institutions, affiliated cultural communities (Jewish, Portuguese, Caribbean, Asian etc.) and regular citizens like us. We invite their participation in sharing the film and discussing its core issues.

Runaway development and gentrification is also a global problem. We hope our film and discussion can ignite new ideas and connections across the county, the continent and globe. This is OUR HOME. We need to ensure our lives are valued too, not just property.

DIRECTOR'S NOTE:

If you come down to the Market and walk the streets, immerse yourself in the amazing and unique environment for even a few minutes - you will have a physical, visceral experience that is unmatched. That is a tough standard to reach in a 2-dimensional film format. In reality, there is no substitute for the real thing, but we have tried to catch a bit of Kensington magic.

In this film, we share the market quilt that is made up of countless life journeys; folks from Europe, Asia, Africa, the Caribbean and from just down the street. Music and images span 150 years, and the various family journeys bring people from everywhere, to share the streets of Kensington Market.

We also take you into City Hall, to the penthouse of a new condominium just about to open, to the new million dollar listings of a real estate agent – all talking the language of money, and seeing that light up their eyes, while the spirits of those put at risk, sink.

This is a film about a city at a crossroads - from a place considered “People City”, to property where people are the most replaceable thing there is, if they can get a better price.

The film was made to capture the spirit of a neighbourhood and a city I love before the light goes out. **And to anger you to fight to keep it alive.** There's no place, like this place, right? Yes – just until it becomes another sky-scraping behemoth.



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Kensington

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FILMMAKER BIO:

Director Stuart Clarfield was born in Toronto and his family has a 100-year relationship with Kensington Market. His parents were born in Kensington Market, after their families immigrated to Canada between 1914 and 1920. Kensington Market continued to play a formative place in the family, long after they made the move to the wilds of North York in the mid 1960's.

Stuart has been making films about Toronto for over 30 years. He directed his first feature **"Welcome to the Parade"**, selected for screening at TIFF at the World Film Festival in Montreal, and broadcast in Canada by TMN, and is currently on the Hollywood Suite Channel. Stuart became a founding partner of Northern Outlaw Productions Inc. and produced the dramatic TV Series **"Love Hurts"**, broadcast in Canada on City TV and Fujisankei TV in Japan. Short documentaries "Weekend Warriors" aired on TMN, and "In the Dark" was commissioned by the CBC.

Stuart has directed two feature documentaries; **"The Journey Home"** (2014) and the upcoming **"Kensington Market: Heart of the City"** (2024) produced by The Mission Media Company Inc. in Toronto. Stuart's feature film credits also include; Director Observer/2nd unit Director on Norman Jewison's "In Country" starring Bruce Willis, for Warner Bros. Pictures. He was consulting Editor on the feature film "Under Western Eyes", selected for competition at the Berlin Film Festival. Stuart has written dramatic screenplays for "Dirty Bird", an adaptation of the Keir Lowther novel and "Radar Love" based on his original story. Stuart has worked with major Canadian music artists Bruce Cockburn, RUSH, Oscar Peterson, Peaches, the Viletones and others. He is an alumni of the York University Dept. of Film, the Canadian Film Centre in Toronto, and Babson College, in Wellesley MA.

Filmography:

"Kensington Market: Heart of the City" feature documentary, 2024 Producer/Director
"Remember Apollo" short documentary 2016, Director/Editor
"The Journey Home" feature documentary 2013, Producer/Director
"Blood Brothers" documentary series 2007, Producer
"The Concert to Save St. Stephens" live & CD, 2005 Director/Co-Producer
"Under Western Eyes", dramatic feature film 1997, consulting Editor
"Love Hurts" Dramatic TV Series 1995, Producer
"West on Queen Street" short drama 1989, Director/Editor
"Greenhouse Effect" short drama 1989, Director/Editor
"In the Dark" short documentary 1989, Producer/Director
"Welcome to The Parade" dramatic feature film 1986, (remaster 2022) Producer/Director
"Weekend Warriors" short documentary 1985, Producer/Director



CREW & FEATURING:

Production Credit List:

Producer Stuart Clarfield
Director
Writer & Editor

Director of Photography Steven McDonnell
Josh Henderson

2nd Unit Photography Brittany Nguyen
Production Coordinator Madeleine Sawyers McKechnie
Sound Recordist Sean Singh
B Camera Brennan Fournier
Madeleine Sawyers McKechnie
Stuart Clarfield
Alana Richman
Eric Pinsonneault

Stills Ashley DeVries, Josh Henderson
Additional Sound Aaron Yeung
Alex Hennessey
Stuart Clarfield

Additional Interviewers Madeleine Sawyers McKechnie
Laura Fry

Assistant Editor Kristin Saddy
Research & Archival Natalie Goldfarb
Nicole Landry

Research Assistants: Emily Martinson
Madeleine Sawyers McKechnie
Melinda Medley

Transcripts Anneleen Naudts
Aleks Kandic
Evan Cappe

Visual Effects Aaron McCourt
Sound Design & Mix Josh Henderson
Colour Grading Josh Lightfoot
Edit Assistant Danny Weber LLB, Hall Webber Law
Legal Services Brian Bossin, CA
Accounting Services Roland Krizan, Isabelle Mendoza
Graphic Design Julie McNeill

Original Painting (poster) Julianna Lachance
Editorial Consultants David McGroarty
Craig Nisker

Featuring: Participants and events:

Red Spectacle Arts "Winter Solstice" Parade and Festival (15,000 attending)
Pedestrian Sundays in Kensington (10,000 attending)
Interviews with:
Paul Oberst
David Pinkus
David Perlman
Dominique Russell, FOKM
Priest Maggie Helwig and the congregation of St. Stephen in the Fields
Hon. Charles Sousa former Minister of Finance for Ontario, MP Mississauga, Liberals
Antonio Sousa & Senni Sousa
City Counsellor Joe Cressy
Charles Heller and the Kiever Synagogue folks
Julie at Ideal Coffee
Tom Mihalik at "Tom's Place"
Yvonne Grant at Caribbean Corner
Simon at Blackbird Bakery
Musicians John Borra & Ron Hawkins
Teperman Demolition
Desroy Richards
Mare & Tao of Baldwin Street
The "Baldwin Boys"
Perl Lottman Godfrey
Hector Lopes
Arlene Chan
Hong Luck Kung Fu Association
Martin Zimmerman
The Portuguese fish market
Stewart Scriver & Patricia Roy, Courage My Love
Roxy Kendall
Ossie Pavao, Casa Coffee
Doug Taylor
John Sewell
Photographer Anne Gibson
Vezi Tayyeb, Kensington Sound

City of Toronto public meetings for proposed new development
Street performances, musicians, the poet, graffiti artists, street folks
And the thousands of citizens in Kensington.



MEDIA AVAILABILITY

We are happy to arrange for interviews to support your film review or subject story.

Please contact us to schedule a phone/zoom call or in-person interview.
Source photos are available for publication or web posting.

CONTACT:

Film-maker:

Stuart Clarfield Producer/Director

stuartclarfield@gmail.com 416.833.2276 mobile

Interview participants and subject experts:

Maggie Helwig	Priest in Charge St. Stephen's
Dominique Russell	Kensington Land Trust
David Perlman	Whole Note Magazine, Resident
Paul Oberst	Heritage Architect & Historian
John Sewell	Author, Political Commentator
Tom Mihalik	Tom's Place
Sue Dexter	Harbord Village Residents Assoc.



MEDIA KIT

TRAILER HERE:

www.vimeo.com/889146279

Password if asked, KMPromo2024

INTERVIEW CLIPS HERE:

www.kensingtonheartofthecity.com/epk_interviews

PHOTO GALLERY HERE:

www.kensingtonheartofthecity.com/epk_photogallery

* web site in process



www.kensingtonheartofthecity.com

DISTRIBUTION & SALES INFORMATION

Film Title: **Kensington Market: Heart of the City**
Type: Feature documentary
Length: 104 minutes (Theatrical version)
Language: English
Director: Stuart Clarfield
Country of Production: Canada 2024
Technical Information: 2K English, 23.98 fps, 29.97 broadcast
Format: 1920 x 1080 PR422HQ, DCP
Aspect Ratio: 16:9
Audio Format: 2-Tk Stereo, 5.1 surround 48K/24bit
Age / Rating: All ages

Production Company: The Mission Media Company Inc.

Sales & Enquiries: Stuart Clarfield, Executive Producer
416.833.2276
themissionmediacompany@gmail.com
www.themissionmediacompany.com

Contact for:
Screenings, Licensing
Media & PR
Sponsorship

The Mission Media Company Inc..



SYNOPSIS

“Kensington Market” is Toronto’s most colourful neighbourhood. It has welcomed generations of immigrants, entrepreneurs and artists for over 150 years. This amazingly rich collage of people and cultures have found a way to get along and build a unique community, attracting people from all over Canada and all over the world. It is truly the “heart” of the city.

Now real estate developers and landlords threaten the community. Real estate prices and rentals skyrocket, leaving many in jeopardy. Many are being priced out, some are resisting, while the condos continue to rise to take their places and homes. When will the condos not only shadow over Kensington - but carve the heart right out of the city?

Take a journey through Kensington Market – to meet the artists & street musicians, residents, merchants and people from all over the world – because soon they may not be here.

A story about the past, present and future of Kensington -
and the city of Toronto.



KENSINGTON MARKET: HEART OF THE CITY