

FROM MY CITY

CREATIVE PLACEMAKER
AND
CITY CURATOR



An aerial photograph of the London skyline at dusk or dawn. The Gherkin (30 St Mary Axe) and the Shard (310 St Thomas Street) are prominent skyscrapers in the foreground. The city extends into the distance under a hazy, orange-tinted sky.

FROM MY CITY

ABOUT

From My City is a creative placemaking and events company that has at its core activity the revitalisation of urban venues and public spaces through arts and cultural experiences.

We care about inspiring and connecting people to places.

WHY WORK WITH US?

We curate and produce urban experiences that create social interaction and engagement.

We help turn places into destinations.

We use creativity to inspire and communicate.



CREATIVE PLACEMAKING

*We all know that
what attracts
people most is
other people.*

WHY IT MATTERS

- The success of a place is the result of its “management” i.e. how the space is maintained and the activities programmed.
- It is important to ensure that places thrive year-round by creating eclectic programmes and events (even when it rains).
- Annual or seasonal events are especially effective in communities with great social, ethnic, and economic diversity as they provide focal points for sharing experiences and making connections.
- Involving local people is key to integrate the space into the established local community and attract visitor footfall.
- Arts & Culture have proved to be catalysts for creating happier and more cohesive communities and helping to revitalise local economies.

WHY NOW?

- In our digital age, with the increase of e-commerce combined with the current health crisis, it is more challenging to keep attracting people into our streets.
- The increase of unoccupied spaces and empty shops exacerbates the problem. It is crucial for our security, wellbeing and economy that we put life back into our retail spaces and slowly reconnect with our cities and with others.
- Arts & Culture are proven powerful tools to drive such change.
- A strategic and inspiring programme of events helps businesses to achieve their marketing objectives, attract investment and new residents. It makes existing residents happier.
- It is time to increase retailers' footfall, fill in these empty spaces and draw the attention to new developments.





OUR MISSION YOUR SOLUTION

We care about contributing to the relaunch of social life and business activities so hardly hit by the pandemic.

We can help you create experiences that:

- Inspire people to slowly reconnect to places
- Comply with COVID-19 restrictions and regulations
- Integrate digital solutions for greater engagement

Public life is not dead. There is still space for live events if conceived in a new way. Rethink your shop window as a stage, assign dedicated performance zones, provide digital user generated art projects, organise fun competitions, involve local celebrities, initiate a new art commission, make your event hybrid...

Where there is creativity, there are solutions.

“It is only in exploring new avenues that we are able to challenge ourselves, discover new things and connect better with a particular place and the people around us.”

Michèle Fajtmann



HOW WE WORK

RESEARCH AND IDEAS

We immerse ourselves into the identity of the area.

We conduct research on the cultural heritage and history of the place.

We carefully explore the people and businesses who live and work there, observe local trends and patterns and identify any hidden gems or features that could be used.

We activate our creative engine and brainstorm ideas, matching unique creative solutions with client's goals.

PROJECT PLAN

In collaboration with our client, we select the creative ideas and tailored programmes of events and experiences that match existing needs and resources.

In consultation with our network of creative talents and technical experts, we create a detailed project plan and budget. Depending on each case, we can provide a 3D simulation as well as consulting on digital solutions to be integrated.

IMPLEMENTATION

We entirely manage the programme. We prepare a risk assessment, hire props, equipment and materials, recruit, negotiate contracts and oversee artists, entertainers, crafts specialists, designers and staff. We liaise with security officers, police and ambulance services.

We talk to people and local businesses to consolidate and maximise partnerships and opportunities. We oversee or collaborate in the management of the promotional activities.



MICHELE FAJTMANN

Michèle is a former international lawyer who lived in Brussels, New York, Warsaw, London and Lisbon. Passionate about cities and the arts, she has founded FMC 10 years ago and since then, has created a large number of cultural experiences focusing on urban creativity for a range of organisations, businesses and individuals. Michèle collaborates with art curators, gallery owners, artists, writers, designers and chefs. She has a deep understanding of the importance of community-led developments and has excellent interpersonal skills allowing her to easily connect with a range of stakeholders. A regular contributor on Arts & Culture topics, her last book on Contemporary Culture has just been published.



GAIA SACCOMANNO

Gaia has 15 years of experience in the events industry, producing events for the public and the corporate markets, including running artistic and outreach programmes as well as large gatherings. She has worked both at venues and at agencies. With experience also in destination management, she regularly scouts for new talent and entertainment solutions, consulting clients on both live and digital creative projects. Gaia is also a marketer with experience in Integrated Communications. Passionate about strategically using the power of art for driving change.



WHO HAVE WE WORKED WITH

Lambert Smith Hampton, TH Real Estate, Belgian Tourist Office Brussels & Wallonia, WCC-BF (new BeCraft), London Edition Hotel, FOCUS, Quintessential NY, Halcyon International School, SJWWC, Southbank International School, Ascott International Management (Citadines), Coca Cola North West Europe, Convention Bureau Italy, Leading hotels of the World, Four Seasons...and many more...

"A lively city scene is lively largely by virtue of its enormous collection of small elements"

Jane Jacobs



LET'S TALK

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