

New York Tenement Experience

Creating community around the immigrant experience in New York City
from the 1800s to today



Photo by Geraldine Sinclair

Created by Borough of Manhattan's Community College students:
Introduction to Contemporary Media, MES 152 182W Spring 2023

The Tenement Group:

Abigail Guzman, Austin Young, Geraldine Sinclair,

Welcome

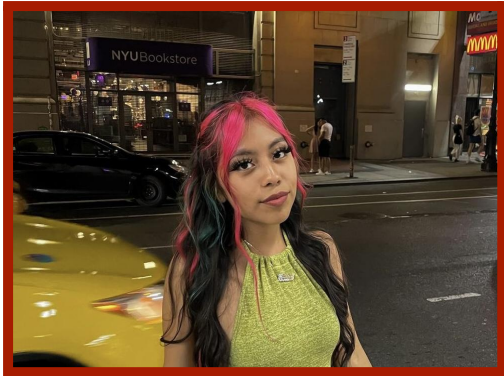
We are happy to welcome you to the Tenement Group! Whether you are an immigrant looking for support and community or a New York resident who wants to learn and help others, we hope you enjoy discovering different cultures and sharing your story with us.



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CONTACT SHEET

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AVAILABILITY

STUDENT	Abigail	Austin	GG (May Change)
Monday	Not Available	Available before 5 pm	Available From 9 to 1 pm
Tuesday	Available	Available before 5pm	Available from 2 to 3:30 pm
Wednesday	Available after 6 pm.	Available before 5 pm	Available from 8 to 10 am
Thursday	Available before 5 pm	Available before 5 pm	Available from 1 pm to 3:30 pm.
Friday	Available before 5 pm	Available before 5 pm	Not Available
Saturday	Available before 5 pm	Available before 12 pm	Not Available
Sunday	Available	Available before 10 am	Not Available



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MISSION

Our mission with The Tenement Project is to establish a community for immigrants in New York City that pays tribute to their historical living conditions, traditions, and significant contributions to the city's growth. Our aim is to promote awareness and empathy towards newcomers by drawing connections between the past and present, specifically in terms of living conditions and culture.

GOALS

Our approach is to enhance the traditional museum experience by incorporating interactive communication channels to engage with the public and visualize the immigrants living conditions, social impact, and their traditions. We utilize our website, social media groups, interactive media and events to not only provide immigrants with support and a sense of community, but also educate other New Yorkers about the experience of immigration. In addition, we will produce documentaries that feature interviews and personal stories about the impact of immigrants living in New York City, enabling us to further connect with our audience. Our collaborations with schools, local businesses, and community groups through social media also allow us to expand our reach and influence to both New York City resident and immigrant communities respectively to create awareness of the positive impact newcomers have in society, as well as raise more empathy towards them. Furthermore, we will share the history of the Tenement Museum and demonstrate how it plays an interactive role in the community.

One of our goals is to innovate the way we reach out and engage with our audience to learn more about the immigrant experience. We want to raise awareness, but we also want to spread the joy of being a newcomer in New York City, and there is no better way to do this than sharing the many cultural activities that traditionally have brought families together across the world. Games, dances, jokes, and food are an important part of who we are because through them we bond with each other and feel part of a community. The Tenement Project recognizes the importance of keeping this feeling of unification and belonging alive to ensure a thriving society.

One of our goals is to educate our audience on the impact that immigrants have had in New York City through our website, book, podcast and video trailer.

Our website visually demonstrates the history of the Tenement museum by showcasing the difficult living conditions tenants lived in. We aim to provide our audience with the opportunity to learn about the founders of this abandoned building and how they turned it into what it is today.

The video trailer we have created serves as a documentary style film that visually shows the experience of immigrants in New York City.

In order to explore and expand on the topic we asked immigrant families from all around the world to send us postcards containing their own moving stories. We collated these credible stories and featured them in a book allowing you the reader to deepen your understanding and knowledge of the subject.

It is evident that New York City is built on immigrant families, which is what makes the food so diverse and unique. This is what brings so many New Yorkers together as there is something for everyone no matter what they're after. You can travel the world with the simple taste of a dish in New York City. We decided to host a food festival with the goal to support local immigrant businesses while enjoying different types of food. Not only will we serve a variety of food but we will have games from different cultures for kids and adults to enjoy on the day. All profits from this event will be used to improve the experience of the Tenement museum and immigrant families.

Our goal with the virtual reality and the panoramic 360 videos is to allow people who can't attend the museum with the same experience as those who can. Overall, we want people to connect to immigrant families and experience their cultures from a completely new perspective.

CONCEPT OF CHANGE

To foster a more compassionate, inclusive, and equitable society, it is crucial to educate people of all ages about the realities of the immigration experience in New York City since the mid 1800s until today. This entails understanding the systemic



structures in American society that affect housing, poverty, culture, and social class. By recognizing the historical and ongoing injustices faced by immigrants throughout time, we can begin to create a more fair and supportive community here in New York.

It is important for the Tenement Group to draw parallels between the past and present immigrant experience as it highlights the enduring challenges and struggles faced by newcomers to our country. These challenges may include discriminatory policies, limited access to resources, and social marginalization. By acknowledging these difficulties, we can work towards creating a society that prioritizes inclusivity and equity for all. Furthermore, exploring the similarities and differences between past and present experiences can deepen our understanding of the complex issues surrounding immigration and help us find effective solutions to address them. Enhancement of the existing Tenement museum will help us to do that and meet our mission and goals.



DIRECTIONS AND ACCESSIBILITY

Directions

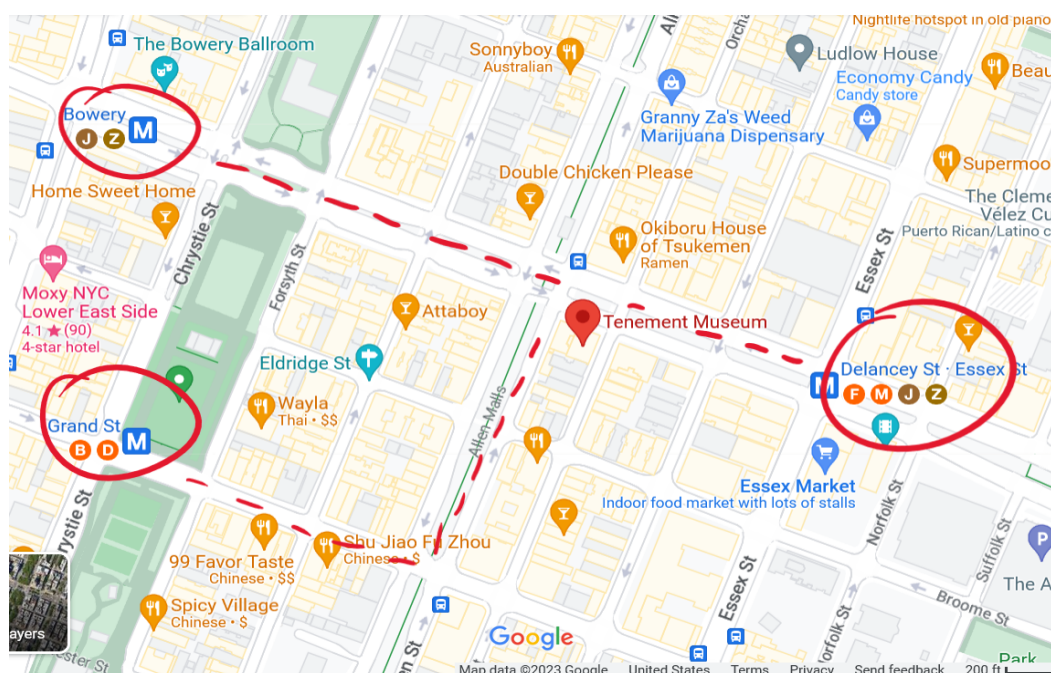
The Tenement Museum is located on 103 Orchard St in the Lower East Side, accessible from any borough through transfers at popular stations such as 42nd Times Square or 34th Penn Station. You can also access the museum by car, however the museum does not have private parking available.

Subway

Take the B or D lines to Grand Street. Exit at Grand and Chrystie. Walk east (away from Bowery) on Grand Street for four blocks. Take a left at Orchard Street and walk north for two blocks to the Museum Shop 103 Orchard Street.

Take the F line to Delancey Street. Once you exit the subway, walk two blocks away from the Williamsburg Bridge (west) on Delancey Street to Orchard Street, turn left, and walk half of a block south to the Museum Shop 103 Orchard Street.

Take the J, M, and Z lines to Essex Street. Once you exit the subway, walk two blocks away from the Williamsburg Bridge (west) on Delancey Street to Orchard Street, turn left, and walk half of a block south to the Museum Shop 103 Orchard Street.



Bus

The M15 and Sightseeing buses stop at the corner of Grand and Allen Streets. Exit the bus and walk one block east to Orchard Street. Then walk one and a half blocks north toward Delancey Street to the Museum Shop 103 Orchard Street.



Bus image credits : Abigail Guzman

Bike

There are three City Bike stations near the Tenement Museum. The closest one is on 318 Grand St. To access the museum from this City Bike station, just walk two blocks north on Orchard St. You will find the museum on the intersection between Delancey St and Orchard St.

To access the museum from 313 Broome St City Bike station, walk to Delancey St, then walk three blocks east towards Orchard St where you will find the museum.

To access the museum from 47-99 Forsyth St City Bike Station, walk to Grand St, then walk three blocks east towards Orchard St, then turn left and walk two



blocks until you find the museum.



Bike image credits : Abigail Guzman

QR Code



Above is a QR code that you may scan to direct you towards The Tenement Museum.

1. Hover your phone camera over this QR code
2. Click the link that pops up on your screen
3. Follow the directions
4. Enjoy your visit at The Tenement Museum!



Accessibility



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When it comes to traveling to the Tenement Museum there is no better option than using Google maps. They offer a wide range of accessibility including multiple languages, and features for the visually impaired. They cut no shortcuts so you are able to navigate through the app. Google Earth allows you to take a somewhat practical trip to learn how to find your way there, get a good look at the area and learn how to travel.

The Delancey-Essex (F, J, M, and Z) station is not ADA-Accessible (Americans with Disabilities Act of 1990). You can exit this station using the escalator on the uptown F platform. The nearest wheelchair accessible subway station is B, D, F, M, and 6 to Broadway-Lafayette Street.

The Tenement Museum provides wheelchairs and ramps for disabled visitors. However you will have to call their call center at 1-877-975-3786 (Monday-Saturday: 10am - 4pm) or email lestm@tenement.org and reserve your wheelchair at least 24 hours in advance.



² Image taken from Google images

HISTORY

Infrastructure and Modifications to the Tenement Museum's Building

In 1863, Lukas Glockner, a Prussian immigrant, became the first owner and landlord of the building at 97 Orchard Street which today is the home of the Tenement Museum. He continuously modified it to comply with the city's new housing laws. The building originally had 22 apartments and a basement saloon, and despite not being required, Lukas added flushing outhouses and running water, which improved the residents' health compared to other buildings lacking these features. The building eventually had sixteen apartments when some stoop and basement apartments were converted into commercial space. Over time, the building underwent further renovations such as the installation of indoor plumbing, air shafts, gas, and electricity.

However, in 1935, the landlord decided to evict the residents instead of continuing renovations. The upper floors of the building were boarded up, leaving only the commercial storefronts. The founders of The Tenement Museum acquired the building in 1988 to showcase the living conditions of the past.



Photo left: Tax photograph of 97 Orchard Street in 1940. Collection of New York Municipal Archives.

Photo right: Tenement Rear Yard in 1902 taken by New York's Tenement House Department. Collection of New York Public Library.



Living Conditions

The Tenement Museum's building (#97) had 20 three-room apartments arranged in groups of four, with two at the front and two at the rear of the building, and a wooden staircase ran through the center. Each apartment was only about 325 square feet, yet they often housed seven or more people. The largest room in each apartment, called the "front room," served as a living room, and the kitchen and a small bedroom followed behind. The "front room" was the only room in each apartment that received light and fresh air. The standard bedroom, which was 8'6" square, had no natural light or ventilation, but the bedrooms in #97 had casement windows that opened onto the hallway.



Photography by Keiko Niwa, Lower East Side Tenement Museum, savingplaces.org

The tenants had to use privies located in the rear yard of the building, which may or may not have been connected to the sewer pipes under Orchard Street. The kitchens in each apartment had fireplaces that could burn coal or wood, and cooking stoves were available for purchase, which also provided heat. Although water from the Croton aqueduct was available in the city by the early 1840s, there is no evidence that it was available within the apartments. Garbage was disposed of in boxes that were set outside the building.

Founders

The Tenement Museum was founded in 1988 by Ruth J. Abram and Anita Jacobson. Ruth Abram, a historian and social activist, had the idea to open a museum to educate people about immigrants' lives and struggles in 1984. Her

colleague Anita Jacobson, who received a BA from New York University majoring in arts and film, also developed an interest in social history and discovered a building that had not been touched for 50 years. That building is now The Tenement Museum, located on 103 Orchard St, New York, NY 10002. Ruth and Anita worked together to develop their Museum idea and lease the building. Although they faced challenges when constructing the museum, they discovered that over 7,000 people from over 20 countries had lived in their location, which gave them time to adjust the museum's look. The Tenement Museum portrays the history of those who struggled to build the city of New York. Both Ruth and Anita have retired from working at the museum but continue to work on their own projects.



Co founders: Anita Jacobson (Left) and Ruth Abrams (Right)

Photo of Anita Jacobson from tenement.org, Photo of Ruth Abram from sitesofconscience.org



VIDEO TRAILER TREATMENT

Tenement experience then and now: What does the Modern Immigrant Need?

The logline is the impact that immigrants have on New York City, and how their housing situation and problems still affect them in the present. The title is: “Immigrants Then and Now: What does the Modern Immigrant Need?”. Our video trailer will be filmed in a documentary style. Our goal is to compare and contrast the history of the tenements through visuals. We will interview people to get a better understanding of housing laws over time. The theme is to compare and contrast the differences throughout the history of Tenements. We want our audience to learn about the struggles immigrants have experienced in the past and how that plays a role in our society today. The tone is dramatic and informative to help the audience empathize with the struggle of those who come to America pursuing a better life. The Tenement Project aims to inform citizens about their living rights. Through utilizing unique forms of communication, we can access newer audiences to increase our standards of living.

The first act describes the history of the Tenement Museum, showcasing the low standards of living and various immigrants living in the Lower East Side. Fast forward to the present day, many of the past standards are still here today, while many housing laws are locked in a constant battle for change. After informing the viewer of the current scenario, we end the video on a hopeful note. Notifying the viewer that the community of today’s immigrants is still present and that through their hard work they contribute to the growth and development of the city .

As for the plot points, the image will open up to a broken down house with a family in there. The mother will have her children in her arms and we see their clothes worn out and dirty. Their expressions will be blank with a sense of sadness and depression, while being exhausted from going through these conditions daily. Next we will transition into showing pictures of the Tenement Museum along with some pictures of the Tenement Museum founders Ruth Abrams and Anita Jacobson. After a quick and brief history we see pictures of low income housing and NYC

projects will pop up to compare and contrast the conditions from back then to now. Next we will add some voice overs, and interviews with some experts while that is going on, pictures and video will play throughout the background. Shots from the Tenement Museum surroundings and Lower East area will be shown next. Lastly an expert will talk about the tenements and what they are lacking and the last plot point will end with how housing conditions for immigrants have come a long way with improvement but we still should keep striving for more.

The opening sequence will show the audience the pain in the story from the poor conditions down to the kids severely malnourished. After the first three shots showing the worn out house and tired mother finding ways to get heat, the title “Immigrants Then and Now” will show up over the pictures of the Tenement Museum. The closing sequence will have experts talk about the subject of modern housing laws Our credits include: Austin Young (Video Editor), Geraldine Sinclair (Video, interviews), Nyhiem (Writer), Abigail Guzman (executive producer, editor), Jailene (video, photos).

For our trailer, the interior will take place inside the Tenement Museum which is located at 103 Orchard St. We will film in some areas of Queens since this is the borough with more immigrant population. We will include the outside of business runned by immigrants to show their contribution to society by offering services and stimulating the economy. Our trailer also will take place in the exterior areas around the Lower East Side to film elements such as buildings and streets.

The primary visual images we want the audience to remember are the poor conditions that were lived in when the Tenements first started. In terms of primary audio images we would like to incorporate audio noises such as babies crying while the mothers are smoking, loud city noises, sirens and car honking. These audios can give our audience a sense of what living in the big city is like. Our trailer will have dialogue including people being interviewed about housing laws. In addition we will interview people to speak on their experiences living as immigrants.

Our video trailer will also include a voice over, as well as immigrants from different ethnicities, with accents and speaking in their own native languages. Our video trailer will have part of the interviews made with some people who have



immigrated to the U.S. as well as interviews of some of the museum workers and guides.

The main characters in the story will be two groups of immigrant families with their clothes: old, ripped, dirty and each family member with one suitcase. The emotions being expressed on their faces are tired, confused, lost, with a glimpse of hope flowing through them. The only thing pushing them forward is the motivation for having a better life, thinking that everything was worth it. Our video documentary doesn't include any antagonists, but the secondary characters in our video documentary would be the museum workers, and the people who will provide some information about the immigration laws and history. The extra characters in our documentary are New York City crowds, people on the street.

Our audio strategy relies on sad background music, the noise of the city, and voice overs, along with interviews and conversations with immigrants and experts. Our visual strategy will include quick camera movements of the city and surrounding areas contrasted against shots of the inside of the apartments (museum). Among the inspirations included is "art21.com" (<https://art21.com/index.php>)



SCRIPT

Two Column Script for “Tenement Experience then and now: What does the Modern Immigrant Need?”

IMAGE/SEE

SOUND/HEAR

1.

Non modern vintage sad music starts before title

<https://youtu.be/oNYMZ8M2aTo>

Title sequence fades in as the movie start



Next scene

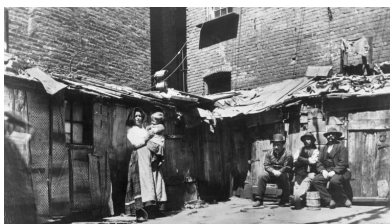
We zoom into the door

We see an old broken down house.



https://youtu.be/4F_MBAGMLSI

As the panel zooms in, we see visuals of the rundown exterior.





The visuals jump back to the door, and it creaks open.

2.
Camera is extremely closed up on a pair of sad, tired eyes.



As the camera zooms out we see it's a child's face. His mother comes into frame, with a medium shot it's revealed that they're wearing worn out clothes.



Soft sad music is playing when we see the extreme close up of the eyes
[XXXTENTACION - Everybody Dies In Their Nightmares \(Official Instrumental\) - YouTube](#)

As the camera zooms out we hear a baby crying over lapping with sirens noises.

Baby crying :

<https://youtu.be/OJdKYU34hMY>

Sirens :

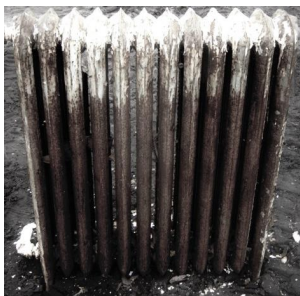
<https://youtu.be/oNoCoWbe6AI>

3.

Long shots of a family gathered together shivering, struggling to stay warm.



The camera pans over and zooms in on an old radiator.



Voice over begins: [Tenement Project.m4a](#)

America wouldn't be
America if it weren't for the
contributions of real
people who came from elsewhere in
hopes to create
a better life for themselves and their
families.

4. Next we will transition into showing pictures of the tenement museum



We begin hearing a voice over explaining what the Tenement Museum is and the history behind the tenement building:

<https://drive.google.com/file/d/1XfOTZsXJiViyt7dLvYBPJgujTbLo1fXM/view?usp=drivesdk>

In 1863, Prussian immigrant Lukas Glockner became the first owner and landlord of the building at 97 Orchard Street and kept altering it to fit the city's new housing laws. At first, it had 22 apartments and a basement saloon. At the time, flushing outhouses and running water were not required, but Lukas decided to add them anyway. It



was said that these additions helped improve the residents' health compared to other buildings lacking these features.

Eventually, the building was left with 16 apartments when some of the stoop and basement apartments were converted into commercial space. Over the years more changes were made such as indoor plumbing, air shafts, gas, and electricity. However, in 1935 instead of continuing renovations the landlord decided to evict the residents. The upper floors of the building were boarded up, only leaving the commercial storefronts. It stayed like this until 1988 when the founders of The Tenement Museum acquired it to show us the living conditions of the past.

5.

We see pictures and interview footage about the founders Anita Jacobson and Ruth Abrams



Voice over begins : [Voice over 2 .m4a](#)
The Tenement Museum was founded in 1988 by Ruth J. Abrams and Anita Jacobson. Ruth Abrams is a historian, and a social activist who had the idea to open up a museum with the desire to educate people about immigrants' lives and struggles in 1984. Her colleague Anita Jacobson was also interested in social history. Ruth and Anita worked together to develop their museum idea and lease the building

We hear interviews about the founders and why they started the museum:

📺 Tenement Museum 2021 Virtual ...
Clip from 3:36-5:54

Ruth always had it in her head to begin a Museum about immigrants and what life was like in Tenements, because that history, unlike the history of the cowboy in America, had never been

told before. And more people came from that history than the one that is told. Anita and I started looking for the tenements, and we'd pretty much given up because everything that we saw was already too much changed or renovated or closed or whatever until she did find it. And that was such an exciting day for both of us. One day I was walking on Orchard Street and I saw a "FOR RENT" sign Building was just unbelievable. It was as though it had been sitting there waiting for us and waiting for all the visitors to come to see it and tell its story. Then the question was, what are we going to do with it.

I never worked in a Museum before, and at first we didn't hire people who worked in museums. We hired all sorts of people, but not Museum people, because we were going to break the rules. And we didn't want anybody who was rule bound or who knew the rules. As long as we didn't know them, we could break them. We thought first about composite stories, but then we realized that if we had the actual building, we didn't have to tell composite stories. We could tell the real stories. So we went to the census and we looked up people and picked certain people that we felt might be interesting to include in our building and ended up doing research on those people. The Baldizzis, the Rogarshevskys, trying to find descendants of these people and interviewing them. The tenement story gets you into everything. I mean, it's not just women. It's not just men. It's not just immigrants. It's not just labor. It's not just work. It's not just landlords. You name it.

<https://www.youtube.com/live/xrvuffEALnc?feature=share&t=1218>

Clip from 20:19-21:40

	<p>20:27</p> <p>What was your main motivation, what did you hope you would achieve by creating the museum?</p> <p>Well I hope to eliminate prejudice in America, I hope to create empathy for people who are strangers in the land, I hope to create a climate of conversation about this issue based on what we know about immigrants past and what we know and are finding out about immigrants present, I hope that Americans would come in and see that their families who they were so proud of in their own stories would understand that the person on the street who was speaking now another language or looking ill-dressed or didn't know the customs of our country was standing in the same shoes as their great-grandparents we had been standing in, they were reviled at that time and that and to see that they loved them that they appreciated them that they understood that they created their first foothold in America they paved the way for their success and that that would be that but it wasn't because early on we began to hear people say go through the museum and say wow but those were the good immigrants they came left everything behind they worked hard they learn the language they didn't want welfare they helped each other but today those people are just coming for them money and the welfare and and they don't want to learn the language and they don't want to be Americans.</p>
<p>6.</p> <p>After a quick and brief history on the founders, pictures of low income housing and NYC projects will pop up to compare and contrast the conditions from back then to now where public housing has made a stab at replacing tenements of</p>	<p>Videos about the tenements living conditions, making a parallel with the current challenges that immigrants face nowadays to find a place to live in.</p> <ul style="list-style-type: none"> ▶ NYC clears out sidewalk in front f... ▶ New York Tenement Slums (From...

the past.



7.
We will have voice overs and interviews
with experts and immigrants about
housing laws today



[Co124.MP4](#)

[Co123.MP4](#)

Interview dialogue

📺 US: Cuts in Public Housing put Lo...

📺 Why Rent In NYC Is Out Of Contr...

Interview Questions

1. What is your name?
2. Where are you from?
3. When did you arrive in the U.S./New York?
4. Who did you come with?
5. Why did you leave your country?
6. Where did you first arrive (relative's house, friend's house, etc.)?
7. What were the conditions of that place?
8. How was the process to get your own place?
9. What part of the city do you live in and why?
10. What do you do now for a living?

8.
While voice overs play we will show
pictures and video of public housing to

Voice overs of people living in public
housing describing the poor conditions
such as leaks, bad plumbing, etc

📺 Inside NYCHA Housing: A Firsth...

show the living conditions today for immigrants.



9.
We will show pictures and video of people who do not have homes in the neighborhoods that the tenements were located in. Such as people living on the streets, subway, or shelters.



Sad music [Rod Wave - Dark Clouds \(Official Music Video\) - YouTube](#)

10. We will show what tenement neighborhoods looked like in the past.



Street noise, cars [Noise in NYC - YouTube](#)

11.
Have an expert talk about the laws and show what the tenements were missing

Audio starts right before frame 10 ends, then cuts to the interview shot in frame 11.



There are several NYC housing laws that were implemented as a result of the tenement buildings, which were notorious for their overcrowding, unsanitary conditions, and lack of basic amenities. Some of these laws include:

Tenement House Act of 1867: This was the first law in the United States that regulated the construction and maintenance of tenement housing. It required that tenements have adequate ventilation, running water, and toilets, and mandated that all rooms have a window that opens to the outside.

Multiple Dwellings Law of 1929: This law required that all multiple dwelling buildings (which included tenements) be equipped with fire escapes, fireproof stairways, and smoke detectors. It also required that buildings be inspected by the city's Housing Authority to ensure compliance with safety standards.

Voice over:

https://drive.google.com/file/d/1WoivyZavBREGS8_cAMssaPFtXHGoKDSUx/view?usp=drivesdk

12.

Rolling Credits begin

Music starts and goes throughout credits:

https://youtu.be/LwuBDD_j3eU

<div data-bbox="205 208 724 656" data-label="Image"> </div> <p data-bbox="205 703 746 775">Plays in the background and fades out towards the end.</p>	
---	--

Photo Credits:

1. Title sequence by Abigail Guzman
2. Photo of little sad girl by daylight917 from 123rf.com, Photo mother with kids from Irishcentral.com
3. Both images of the families from History.com
4. Image taken by Geraldine Sinclair at the Tenement Museum on February 2023
5. Photo of Anita Jacobson from tenement.org, Photo of Ruth Abram from sitesofconscience.org
6. Photo of a tenement's apartment kitchen from ephemeralnewyork.wordpress.com
7. Karsten Moran for The New York Times
8. Marian Wang/ProPublica. psmag.com
9. Adi Talwar. citylimits.org
10. *Lewis W. Hine, New York Public Library, tenement.org*
11. Adam Irving, *documentary.org/Mandel Ngan/AFP/Getty Images, npr.org/*
12. Rolling credits by Abigail Guzman



PHOTO GALLERY

We are happy to present some photographs of one of the Tenement Museum's apartments occupied by two families at different times. The first family inhabiting the unit were the Epstein, a Jewish family who survived the Holocaust and came to New York as refugees in the 1950s. The second family was the Puerto Rican Saez Velez, who moved to the city in 1955. With these photos we intend to integrate our narrative to a visual component and deliver a more complete idea about our project.

The following photographs were taken in February 2023 by Geraldine Sinclair.



Apartment's entrance photographed by : Geraldine Sinclair



Epstein family room photographed by : Geraldine Sinclair



Isabelle Epstein's belonging photographed by : Geraldine Sinclair



Isabelle Epstein's stuffed bear photographed by : Geraldine Sinclair



Apartment's hallway photographed by : Geraldine Sinclair



Apartment's dining area photographed by : Geraldine Sinclair



Family closet photographed by : Geraldine Sinclair



Family shoes photographed by : Geraldine Sinclair



Apartment's kitchen photographed by : Geraldine Sinclair



Apartment's kitchen photographed by : Geraldine Sinclair



Tenement families photographed by : Geraldine Sinclair



Tenement families photographed by : Geraldine Sinclair



Tenement families photographed by : Geraldine Sinclair



A LOOK INSIDE

These are some stories shared by the immigrants who inhabited the Tenement Museum's building in the 1960s.

In the following video we can hear a short story of a Puerto Rican family, narrated by Jose Saez Velez about how their mom, Ramonita, would ensure their sons would go back home after school while she was at work. She would let some beans cook on low heat, and by the time the beans were done, the boys should already be at home. If the beans were burned when she arrived from work, Ramonita would know her kids didn't go home after school.

[Saez Velez Family](#) - Video taken by Geraldine Sinclair

The following video talks about Andy Saez Velez, a Puerto Rican young man who was enrolled in the U.S. Army and sent to fight in the Vietnam War. During one of his leaves, Andy came back to New York, got married, and went right back to fight the war.

[Andy Saez Velez](#) - Video taken by Geraldine Sinclair



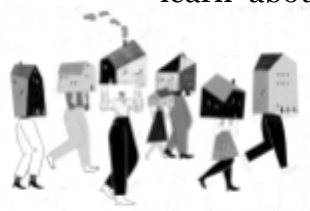
SOCIAL RESPONSIBILITY

Our social media commitment honors the immigrant experience, educates the public about the history of immigration, and fosters community by providing a space for people to learn from one another about stories of immigration and social contributions that immigrants offer to the city. Through social media platforms we will be sharing audiovisual content, such as brief interviews of immigrants, social workers, members of non-profit organizations, and immigration experts talking about relevant subjects of where and how newcomers can find support. We will also include live streams of cultural events at the museum (Games Day, Dancing Workshops, Food Festivals, Graffiti/Mural art contest, Stand up Comedy.), and public celebrations of the immigrant's heritage, such as St. Patrick's Day, German Unity Day, Sukkot, Christmas, and more.

On top of that, we understand the social responsibility we have with New York City residents, this is why we are always finding new ways to support immigrants and give them the opportunity to speak up and show their positive impact in the city. Proof of this are our cultural activities, where we welcome our audience to take the lead for our game days, as well as guiding the dancing workshops, to use their skills in service to their community. Periodical activities, such as our food festival, stand up comedy, and graffiti and mural art contest, open a door for immigrants to express themselves in an artistic manner, at the same time that allows them to enrich the cultural scene of the city.

Game day!

Part of our social responsibility is hosting game day. On our social media platforms such as Instagram, Facebook, YouTube, and Twitter, we will post and promote the game days at the museum, for an in-person experience, and online, with the usage of virtual reality (VR), to have people come in to experience traditional games from other cultures. The goal with hosting game day is to have people remember their roots and traditions by playing games they played back in their home countries when they were kids. We also invite the general public to come, enjoy and learn about different cultures. To attend the game day in the VR world we will



prepare a different virtual room per game. Participants will have to register online, and we will send a link to their emails soon before the time of the event. This will help us to regulate the amount of participants in every room, facilitating the organization of the event.

Game event examples

Instagram post



Game day flier designed by: Abigail Guzman

Instagram caption for post

Calling our local Jewish community to join us for game day! Get a sense of your childhood when you join us this Friday to play The Dreidel. Everyone is welcome to join. What better way to learn about Jewish traditions than playing a game.

The Dreidel is a traditional Jewish game that kids play during Hanukkah. The dreidel is a four sided spinning top with Hebrew letters on each side. At the beginning of the game, you must place game pieces in the center, this is known as

“the pot”. From there spin the dreidel, whichever side it lands on determines whether you give or get game pieces from the pot. The person that ends with all the game pieces is the winner!

Instagram caption for post



Game day flier designed by: Abigail Guzman

Have you heard of the game “Gallito”? This game is sure to bring back memories to our Puerto Rican community. Gallito is a traditional Puerto Rican game played during many holidays. Gallito translates to “little rooster”. The game is a war against two roosters made of carob seeds. With a screwdriver a hole is made in the middle to insert a cord. When playing Gallito, you pull the cord of your carob rooster until you break the opponent. Whichever Gallito is less damaged wins the game!



SOCIAL MEDIA

Instagram

Instagram is one of the most popular social media platforms for people between 18 and 24 years old. By creating this account, we expect to reach out to a young audience and share with them our photos, videos, promote events, reels, and live streams of educational and cultural activities offered to the New York community.

<https://www.instagram.com/thetenementnyc/>

Login information: Username: thetenementnyc

Password: Tenement2023

Facebook

Facebook is a platform that allows users to create groups for specific matters where they can share audiovisual content, tell their stories, and comment about it. This will actively engage the community in an ongoing discussion about the immigration experience. We encourage users to explore the Tenement Museum's community page for the latest news, public events' information, and a collection of photos and videos showcasing the museum's exhibits and programs. Stay up-to-date with the museum's activities like our Game Days, where visitors can have fun and explore other cultures.

<https://www.facebook.com/groups/791081715611029>

Login information: Email: gesi1004@gmail.com

Password: TenementExperience

YouTube

YouTube is a social media platform that allows users to share videos and receive comments and feedback from the viewers. We expect to share interviews, as well as video tours and events about the landmark and immigration experience. The viewers are welcome to like our content and share their opinions with us.

<https://www.youtube.com/@TheTenementGroup>



Twitter

Through our twitter account we will promote events and start discussions with our community about history, immigration, their living conditions, and their stories.

<https://twitter.com/tenementgr11774>

INTERACTIVE MEDIA

The Tenement Website link

<https://geraldinesinclair0.wixsite.com/thetenementgroup>

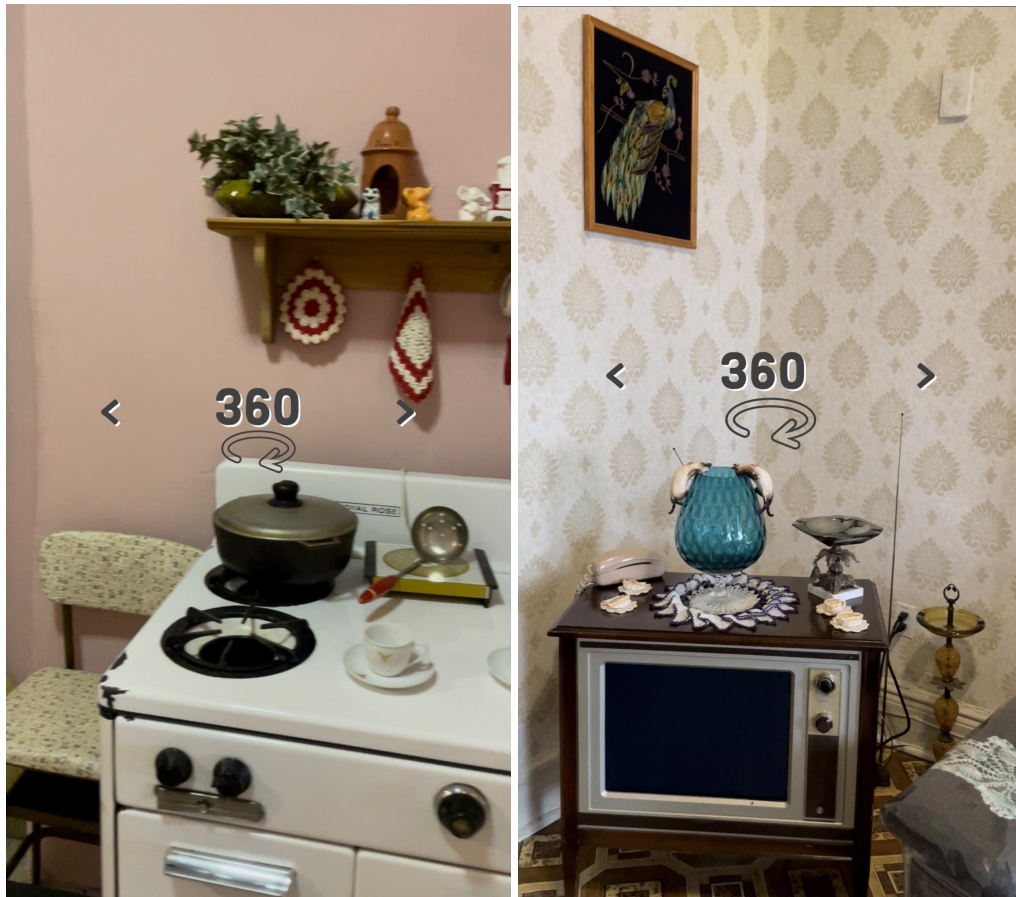
Website pages: Our website opens with a Welcome page where our visitors will find an option to translate the website to their preferred language. We offer Spanish, German, French, Russian, Tagalog, Yiddish, and Chinese. Below this we have a brief welcome message and a contact section at the bottom for those who want to leave a message or comment for us. Below that, we have our email address, and our social media icons (Twitter, Facebook, Instagram, and YouTube) for people to follow us on the different platforms. The next is the About page, where we share our mission, goal, and concept of change; introduce our team members and specify everyone's role in the project. At the very bottom we include address, phone number, email address, and social media icons. Next we have a History page where we share information about the Tenement Museum's structure building and modifications throughout time, the living conditions of the tenements back in the 1800-1900s, and a brief biography of the Tenement Museum founders. Subsequently, we have a photo and video gallery showing images of the landmark from the past and present, as well as interesting videos about the history of the tenements, and the Tenement Museum. Lastly, we have a Visit page where directions to the museum are available by car, subway, train, or bike, along with the accessibility at subway stations and the museum itself.

Website Mission: Through our website we aim to engage our audience to learn more about the tenements history, stories, and culture. We also want to build a bridge between people, so they can interact with each other and contact us to share their own experiences, opinions, and knowledge about immigration. This way we create a unified and interactive community that supports and listens to each other. Since our main target are families living in the New York area, we offer events that can be enjoyed by everyone, like our Game Days; we have also created social media groups on different platforms such as Facebook, Instagram, Twitter, and YouTube to reach out to our audience no matter their age.

Visual design: Our website will have a modern-vintage design to transmit a feeling of the immigration experience in the past and the present. The first page of our website opens with a black and white illustration by Fernando Cobelo of people holding houses up to their heads, followed by a photo of a block of apartment buildings to give our online visitors the idea of housing as one of the main themes of our project. In the About page, we have three photos overlaid, visually complementing the information we have there. The bottom image shows the Statue of Liberty, representing the American dream that many immigrants want to live, on top of that we have New York apartment buildings, representing tenement housing, and lastly, a picture of a couple, to represent families. Below this, users will find a photo of the streets of New York. In the History page, there is a photo of pipes, complementing the information about infrastructure; then a photo illustrating the tenements' living conditions during the 19th century; and at the bottom, a photo of the founders of the Tenement Museum. Our Gallery page is divided in two sections, photo gallery and video gallery. The first one has a photo of a tenement child next to the title, while the second one shows the title on top of a video where we see different types of people walking by on a busy street. Lastly, we have our Visit page, where we support the information with maps and images of accessibility.

Virtual reality (VR): In our website we will provide 360 panoramic videos of rooms inside the Tenement Museum. Anyone who visits our website and has a VR headset will be able to explore exhibits as if they were actually present in the physical museum with the use of Virtual Reality and 360 panoramic videos. They can interact with exhibits in a unique way and learn more about their history through interactive displays and multimedia. This experience can be accessed from anywhere in the world, making it possible for people who may not have the opportunity to visit the physical museum to still experience it. In addition our events will also be hosted in virtual reality. People will be able to join us for our workshop, food festivals, games and many more activities without having to physically be there.





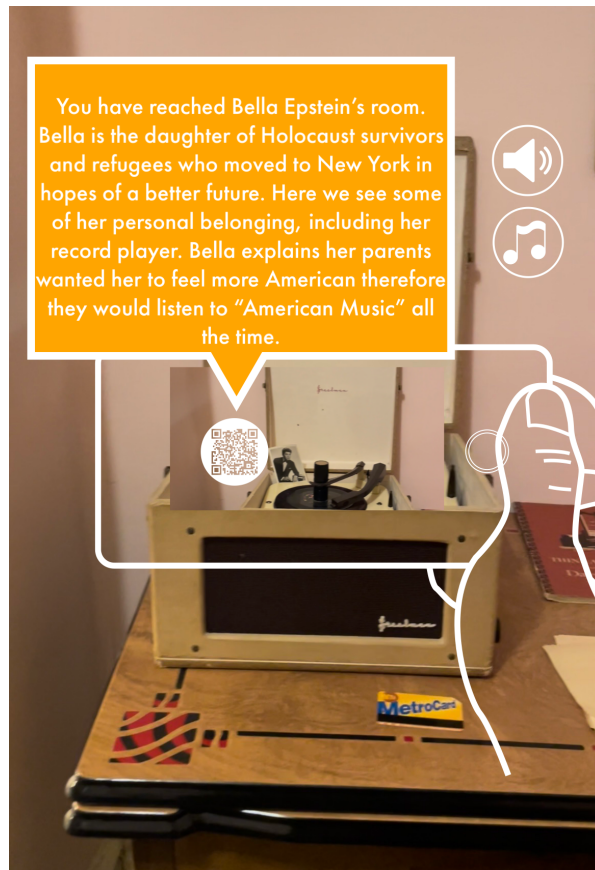
360 panoramic view sample of tenement apartments images taken and designed for people unable to physically visit the museum by : Abigail Guzman

Augmented Reality Pop-ups:

While exploring the tenement museum you will find QR codes all around, this is how they work :

1. Hover your phone camera over the QR code
2. Press on the pop up link that appears
3. You now have access to information regarding the section you are currently viewing





Augmented reality sample designed by :
Abigail Guzman

The museum will feature Augmented Reality (AR) spots with QR codes that visitors can scan with their smartphones to view pop-ups containing additional information, visuals, and fun facts about the immigrants who lived in those rooms. This AR experience will provide visitors with a more immersive and engaging way to learn about the history of the museum and the people who lived there. By scanning the QR codes, visitors can access a wealth of information, music, and multimedia content that enhances their understanding and appreciation of the museum's exhibits. In addition this augmented reality will provide optional audio for visually impaired visitors. These QR codes can also be used in our virtual reality tours, so those who can not be physically present at the Tenement Museum will still have access to the AR features.



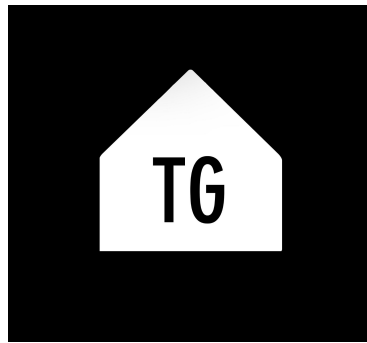
THE TENEMENT EXPERIENCE



Transmedia map designed by : Abigail Guzman



Logo



Our logo is a house shape with the initials of the Tenement Group (TG). This logo will convey the idea of housing and the families living in it.

Community

We seek to build a community in which we provide a safe space for immigrant families in New York City. A space where they can speak on their experience and express their creativity. The community we aim to build will have the same resources and opportunities as everyone else in the city despite where they come from. We are building a family that relies on each other to make a difference while enjoying activities such as dancing, food festivals and much more.

Food Festivals



Food Festival flier designed by Geraldine Sinclair



Left photo credits: Stellar Management Right photo credits: Courtesy
Brooklyn Flea Market

For our food festivals we will close Orchard St. to place stands where immigrants will bring traditional food from their home countries to sell. This way not only will we be supporting immigrants' business but we will learn about their cultures. Every street vendor will have a temporary food service establishment permit for following New York States sanitary code. Our goal is to help raise money to local immigrant vendors while keeping in consideration New York City health guidelines. This event will be held during the summer and we will advertise it and live stream it on our social media platforms. We will also distribute flyers around all boroughs and speak to small businesses to invite them to join us. Our event will have different activities throughout the day such as; yoga, games, painting, comedy shows, dancing and even face painting.

To make this idea a reality, the Tenement Group is looking for partners or sponsors who understand the importance of investing in the culture and wellness of New York City inhabitants.



Movie: *Welcome to a New World*

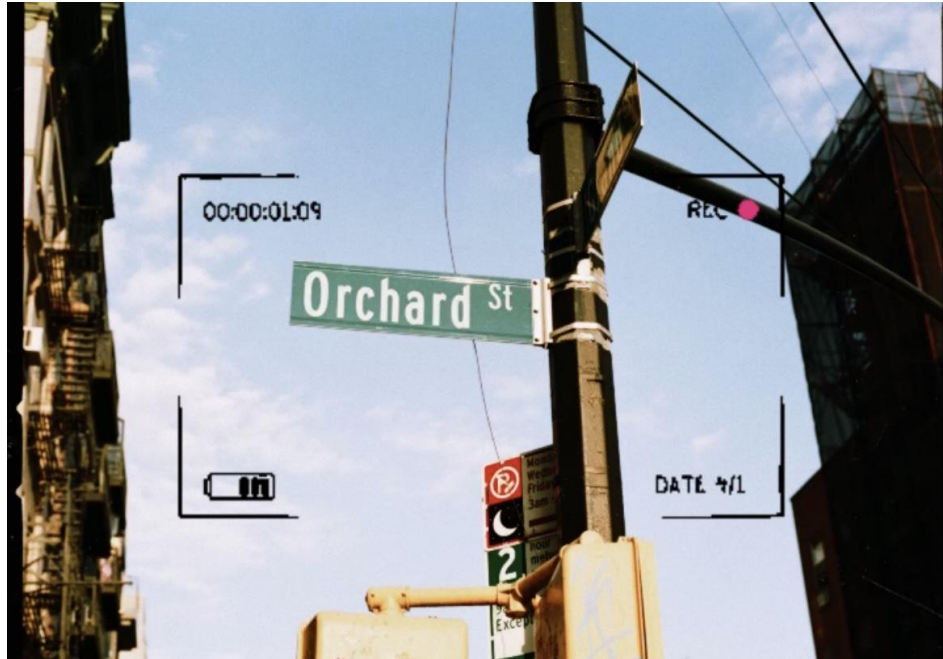


Photo credits : Huy Luong Edit: Abigail Guzman

The movie “Welcome to a New World” will reflect the dramatic experience of a family migrating to the United States in 1947. The narrator and main character of the story will be the oldest daughter of a Jewish marriage, Isabel, who witnesses her parents, Elizabeth and Jacob, working overtime, living an austere life, and ultimately selling their belongings to get the money to travel to America. When they finally arrive, her mom's entry to the US is denied because of health conditions. The two girls, Isabel and Sarah, and their father are devastated, but try their best to thrive in New York City. They first arrive at her uncle's apartment in the Lower East Side, where the two girls will share a room with their two cousins, while the dad will sleep on a sofa in the living room-kitchen area. A few months later, after the father finds a job in a factory, the three of them move into their own apartment on 97 Orchard St. The two girls start attending school, and make new friends. Everyone at school is talking about Paul Anka's music, but our protagonist doesn't know anything about that, so she feels left out. One day, her father buys a record player to celebrate that her mom has found a way to join them. When the mom comes home, she brings a little surprise for her daughter. It's a Paul Anka's record. The movie ends with the four of them dancing to american music.

This is a fictional story based on the Epstein Family, who survived the Holocaust, came to America as refugees in 1950, and inhabited one of the apartment units of the Tenement Museum building during that time.

Book : Who are we?



Postcard book design by : Abigail Guzman

Who are We is the title of our book that is made of postcards written and designed by the museum visitors with messages or short stories about them and their families. We will provide materials such as color pencils, markers, magazines, scissors, glue, glitter, paper, etc. for visitors to come, get creative and leave their own story to be read in the future by visitors to the museum.

Podcasts

A podcast is a series of audio episodes in which a host is accompanied with guests to discuss a topic. The goal with our podcast is to have different guests come in to discuss issues surrounding immigrants now. We will invite members of organizations such as Immigration Equality, International Rescue Committee, and

Legal Services NYC, as well as immigration attorneys who will offer guidance about immigration aid and law for newcomers. Our listeners are encouraged to send their stories and questions to the-tenement-group@googlegroups.com so anyone who would like to discuss their living conditions is welcome to join our podcast to provide other listeners with first hand experiences.

Games



Our games will be accessible by attending the in-person game days or by joining our VR (Virtual Reality) room. When people come in person, we will have a room prepared with games from different cultures such as Dreidel (Jewish), Gallito (Puerto Rican), Mensch ärgere Dich nicht (*Man, Don't Get Angry*) (German), and The game of rings (Irish). However, if people prefer to stay at home or they live too far from the museum, they can join us in our virtual reality rooms where there will also be a guide leading the event and explaining where these games come from and the importance of keeping traditions alive.

To make this idea a reality, the Tenement Group is looking for partners or sponsors who understand the importance of investing in the culture and wellness of New York City inhabitants.



Calendar



Calendar designed by: Abigail Guzman

Photo credits : CSUF Pictures

The tenement experience will have a calendar dedicated to all holidays celebrated around the world that not many people may know about. Our calendar gives an inside look of holidays celebrated throughout different months such as, Chinese New Year, Three Kings day and Dia de los Muertos (translation: Day of the death), in addition the calendar will also include the events hosted by the tenement group throughout the year. We will be selling our calendar online and during our events.



Dancing Workshops



Dancing workshop flier designed by Geraldine Sinclair



Dancing workshop flier designed by : Abigail Guzman

Our dancing workshops will be held in person at the museum or online, for those who want to attend them through our VR (Virtual Reality) room. The idea is to enjoy a different type of dance every meeting, so we will prepare a room with a sound system, space, and the necessary extra items used for the dance. Participants will be briefly introduced to the dance and its roots, and then have fun dancing. We will offer Cuban salsa, Filipino tinkling, Jewish hora, among many other rhythms.

To make this idea a reality, the Tenement Group is looking for partners or sponsors who understand the importance of investing in the culture and wellness of New York City inhabitants.

Stand up Comedy Shows



Comedy advertisement designed by Abigail Guzman

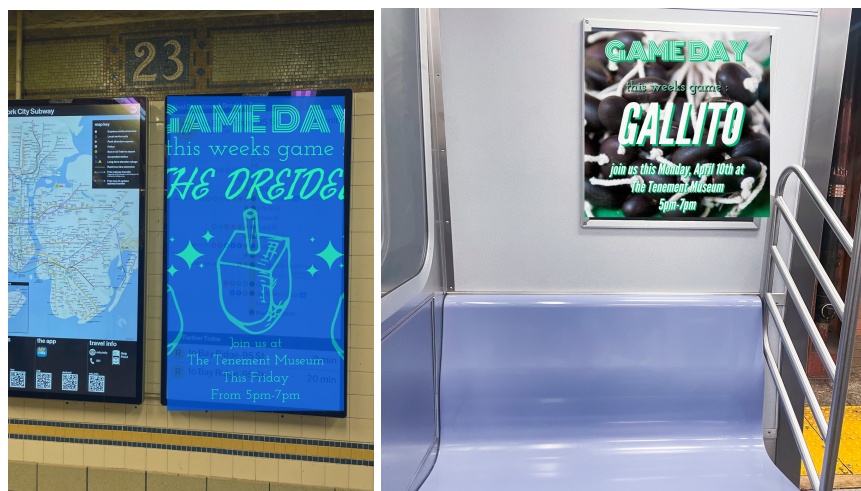
The Tenement Group will organize Stand up comedy shows held in person at the museum. Comedians will talk about their immigration stories, language barriers, cultural differences, and more in a jovial manner. This event will be offered only to mature audiences (18+). To make this idea a reality, the Tenement Group is looking

for partners or sponsors who understand the importance of investing in the culture and wellness of New York City inhabitants. We aim to turn our live comedy show into a Netflix series to provide viewers from all around the world the opportunity to have a laugh while learning about immigrant stories. We will feature comedians such as Aziz Ansari, Gabriel Iglesias and Kevin Hart. Our goal is for people to connect with comedians who've had the same experiences as them.

▶ It's Easier to Get Into Mexico Than Costco : Jimmy O. Yang

Advertisement

The Tenement Group activities and events will be advertised in the screens placed at bus stops and subway stations. For instance, for our games days we will have a close-up of a hand twisting a dreidel, then the camera will zoom out and children will show up around the dreidel on the lower side of the screen while the information of the location, date, time of the event, and VR meeting link slides in from the left side over the children playing. We will also include a QR code for people to scan and get the information in their smartphones. We will accomplish this by reaching out to the New York City ads corporation to advertise our events. Since the MTA has adapted an advertising policy that now only permits commercial ads and certain public service announcements, our advertisements will follow its guidelines. We will be in contact with Justin Getz who manages the advertising system to figure if they can offer us pro bono services to display our message.



Advertisement images of game day in the train station designed by: Abigail Guzman

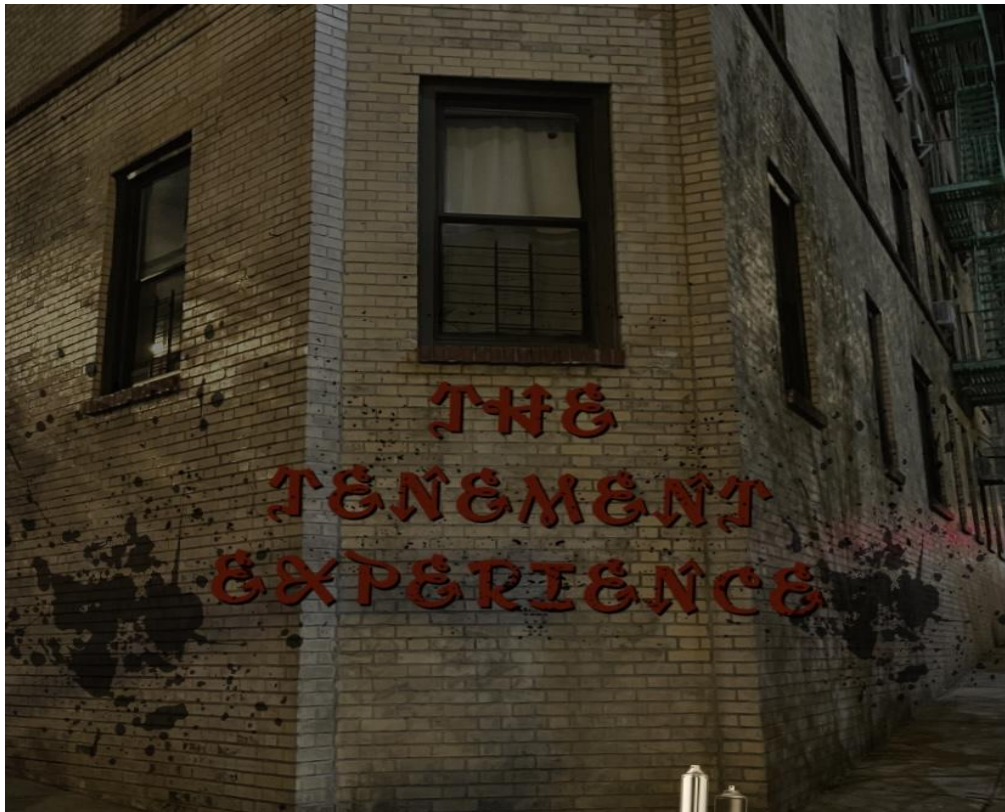
Graffiti and Mural

The Tenement Group is committed to give the immigrant community an opportunity to show their talent and social contributions to New York City residents. In accordance with this, we invite immigrant artists to participate in our creative contest by designing original graffiti or mural artwork to help us advertise the Tenement Project. The winners will have the chance to materialize their design on a big scale at determined spots in the city, and the final work will be posted on our website, and social media accounts. With this initiative, we will be promoting emergent immigrant artists' work at the same time that we innovate our advertisement strategies to reach out to new generations in the city.



Graffiti sample created by Geraldine Sinclair

To make this idea a reality, the Tenement Group is looking for partners or sponsors who understand the importance of investing in the culture and wellness of New York City inhabitants.



Graffiti sample designed by : Abigail Guzman

Website

In our website we share information and history about the Tenement Museum, the tenements' living conditions throughout time, our social media platforms, photographs, videos, games, and virtual reality tours of the museum.

Video Trailer

The video trailer will tell the story of an immigrant family in combination with interviews to immigration and housing experts. We will include immigrants telling their stories when they just first arrived in New York. Finally, we will talk about how the immigration experience can improve in the city.



Distribution Plan for the Tenement Project

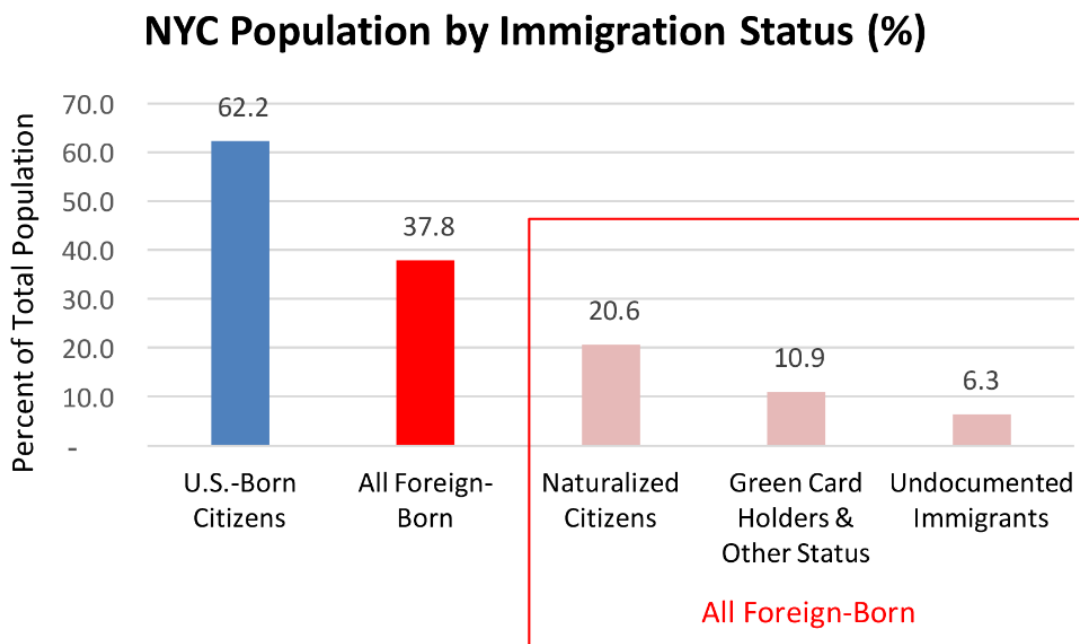
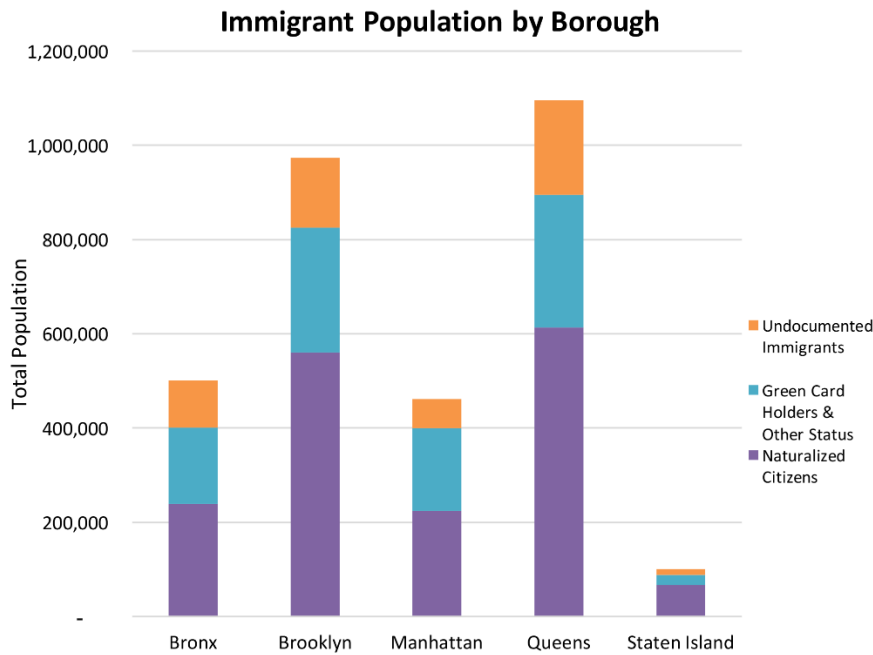
Target Audience

Our target audience focuses on families because we believe they are the core of our society and its development. Families carry the responsibility of educating their members with important values, such as respect, kindness, altruism, etc. This way families build a sense of community and togetherness that are essential for a thriving society.

Our primary target audience are immigrant families located in the New York area, more specifically the Bronx, Queens, Brooklyn, Manhattan, and Staten Island. The reason we are addressing this group is because our project develops around the immigration experience, living conditions, and immigrants' stories. One of our goals is to create a safe environment where we celebrate the differences between cultures and eradicate the stigma towards immigrants who in the present represent more than a third of New York City's population. In order to do that, it is essential to have newcomers' attention and participation in the activities that the Tenement Group offers.

The following graphic shows the immigrant population by borough where approximately 54% of immigrant New Yorkers are naturalized U.S. citizens. An estimated 660,000 immigrant New Yorkers who are lawful permanent residents (i.e. Green Card holders) are currently eligible to naturalize. New York City is also home to approximately 560,000 undocumented immigrants, a decline from an estimated undocumented immigrant population of 618,000 in 2008.³

³ MOIA Annual Report. www.nyc.gov



Our secondary target audience are New York-born families since our project aims to show New York locals the importance and positive impact that immigrants have over the city. By visualizing the struggle of the immigrants' relocation into the city, and how the many interesting traditions they bring with them enrich and boost the city in a social, multicultural, and economic way; we hope to raise New York local

families' awareness and empathy, so together we can fight the fear and discrimination towards newcomers.

A third target audience will be tourists from other cities and countries who want to join us to learn more about immigration history in New York City, enjoy the activities, and bring a new perspective to the ongoing discussion about immigration.

All our project activities and information will be distributed through different social media platforms since that is the fastest, easiest, and most popular way to share content nowadays. Today, there are approximately 4.89 billion social media users worldwide, and the amount of time internet users spend on social media is now higher than ever — 151 minutes per day. This is why social media is without a doubt one of the most effective ways to promote our project. However, we will utilize other mediums to reach out to our audience. For instance, events such as game days, dance workshops, stand up comedy shows, food festivals, podcasts, movies, and video trailers will be advertised through our website, graffiti art, subway stations screens, and wifi terminals located at bus stops around the city.

All our advertisements will be translated to four of the most spoken languages in New York City, as they are Spanish (40.9%), Chinese, including Cantonise and Mandarin (15.0%), and Russian (7.2%). With this initiative we intend to be more inclusive in accordance with the mission and goals of the Tenement Project.



The Tenement Experience Brand

Our brand launch party will be a street festival held outside the Tenement museum. Our event consist of casual activities such as face painting, food vendors, board games and music throughout the day and scheduled live events such as comedy shows . We aim to provide a fun and learning experience for the New York City community as a way to enhance the importance of immigrant families, community and to build empathy.

Expenses:

Above the line:

Food Vendors

Comedians

Porta potty

Performers

Game host

Musicians

Painting, sprays, and canvas

3D mapping video trailer and 360 view of the museum

Puppets show

Yoga mats

Photo Booth

Below the line:

Janitorial services

Permits

Stage production crew

Sound equipment

Sound production crew

3D mapping artwork equipment

3D mapping production crew

Board games

Mobile restrooms

Substitute artists

Tents

NYPD security

Paramedics

Information/Meeting points

Water stations

Fundraising:

Social Justice Sponsorships

Product sponsorships

Annual fundraising (stand up comedy special, and food festival)

Donations

Business credit card

Contingencies:

Weather conditions

Restrooms overflowing

Technical difficulties

Injured crew member and audience

Artists don't show up

Massive shooting

A kid gets lost



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CREDITS

Austin Young - Team Leader, Writer

Abigail Guzman (Co-leader) - Writer, photographer/ videographer, social media manager and graphic designer.

Geraldine Sinclair - Web designer, Researcher and Data Analyst, Writer, Graphic Designer.

Jailene Hernandez - Researcher, Writer

Individual credits

<i>Abigail</i>	<i>Geraldine</i>	<i>Austin</i>	<i>Jailene</i>	<i>Nyheim</i>
Writer - title, goals, maps QR code instructions, founders, script co writer, photo gallery co writer, A look inside co writer, social responsibility co writer, website co writer, interactive media, VR, games and calender writer, AR co writer, community, game day, food festival, postcard book), advertisement.	Co-writer - Mission, goal, and concept of change; directions and accessibility, history, video trailer treatment, script, photo gallery, “A look inside”, transmedia map, social media, website section, interactive media, distribution plan, the tenement experience brand section, table of content section, bibliography. Writer - Distribution plan	Writer- history, directions, maps and accessibility, mission, goals, concept of change, script, bibliography, graffiti.	Writer- History, script, video treatment, social media.	Writer- Wrote draft of QR code for directions and accessibility
Photographer/ videographer - transportation images, Augmented reality, 360 panoramic video, video trailer,	Photographer/Videographer - Took photographs for the Photo gallery. Took videos for “A look inside”.			Audio- provided Audios for script

Graphic designer-gameday, transmedia map, advertisements, dance workshop, comedy show, calendar and graffiti mural	Graphic designer-Created dance workshop, food festival, and graffiti advertisements, collaborated to the creation of the transmedia map (concepts and graphics), personalized the document with images, fount, and logo at the end of every page.			
Social Media-Instagram manager	Community manager-Created email account, and YouTube account uploading images and videos to it.	Community manager-Created a Twitter account		
Provided audios - voice overs by Joe Seager	Web designer-Designed the website, including images, videos and concepts.			
	Researcher-Direct ions and accessibility to get to the Tenement Museum, including multiple transportation modes. Tenements' history. Statistics of immigration in New York City, popular languages, statistics of social media usage for the distribution plan.			

Collaborations:

Video trailer - Abigail, Geraldine, Austin, Jailene, Neihem

Mission, Goals, Concept of Change - Austin, Geraldine, Abigail

Interactive Media- Abigail, Geraldine

Tag line- Geraldine, Abigail

Table of Contents - Austin, Jailene, Geraldine, Abigail

Directions and Accessibility - Abigail, Geraldine

History- Austin, Jailene, Geraldine, Abigail

Script- Austin, Jailene, Geraldine, Abigail

Social Responsibility - Geraldine, Abigail

Social Media - Geraldine, Austin, Jailene, Abigail

Interactive Media - Abigail, Geraldine

Transmedia Map “The Tenement Experience” - Abigail, Geraldine

Website -Geraldine, Abigail, Austin, Jailene

Brand - Geraldine, Abigail

Bibliography - Austin, Geraldine, Jaileen, Abigail