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BETTER CITIES FILM FESTIVAL AND PLACEMAKING X ANNOUNCE JOINT 10TH ANNIVERSARY EVENT IN DOWNTOWN DETROIT

Unique annual film festival and international placemaking network will team with Downtown Detroit Partnership for a special movie premiere at Campus Martius October 5th, 5-6:30 PM.

Detroit, MI — September 4, 2023 — Better Cities Film Festival and Placemaking X announce a special screening of the feature documentary “The Place Man” as part of a joint 10th anniversary celebration to be held at Campus Martius in downtown Detroit, on October 5th, 2023. The event is co-hosted by the Downtown Detroit Partnership.

The Place Man (2023), directed by Guillermo Bernal, explores the roots of the placemaking movement through the life of Fred Kent, one of the co-founders of PlacemakingX, who has devoted his life to creating public spaces for people. Originally launched in Detroit in 2013, the placemaking movement, now led by PlacemakingX, has expanded globally, with 33 regional and national placemaking networks. .

“Given Detroit is the city where we first gathered placemaking leaders to launch a movement, we’re thrilled to mark our 10th anniversary by collaborating with the Downtown Detroit Partnership and Better Cities Film Festival to present the film “The Place Man,” which is really the origin story of the global placemaking movement” said Ethan Kent, Executive Director of PlacemakingX, and son of Fred Kent. Fred Kent, Steve Davies, Kathy Madden, Ethan Kent, and other founders and leaders of the global placemaking movement are attending the anniversary celebration.

"Making 'The Place Man' has been a transformative experience. This is not just a film about public spaces but a story about human connection, community, and the vision one man had to make the world a more inclusive and vibrant place," says Guillermo Bernal. Echoing the film's themes, the director emphasizes that Fred Kent's life mission resonates with all who recognize

the role of 'place' in their lives. The film aims to catalyze a new generation of urban planners and architects and finds its perfect launch pad in Detroit—a city embodying the spirit of renewal and community. After the Q&A, attendees will have an exclusive chance to meet Guillermo Bernal and Fred Kent in person, offering a window into the minds behind this compelling film.

Better Cities Film Festival curates and exhibits the best films from around the world, all focused on the theme of making cities and towns better places to live, work and play. The annual festival was originally founded in 2013 in Los Angeles and transitioned to Detroit in 2020. The 2023 edition kicks off with the “The Place Man” premiere at Campus Martius on October 5th. The full film festival will run October 5-8th at various Detroit venues including Wayne State University and the Siren Hotel. “This is the perfect way to celebrate our 10th anniversary - partnering with the world’s leader in placemaking and with the Downtown Detroit Partnership - which has helped turnaround a city and now boasts the number one public square in America,” said Chris Elisara, co-founder of the Better Cities Film Festival. For Josh Paget, the festival’s director. “Detroit is the perfect host city for a film festival about civic revitalization and placemaking. The story of Detroit, its reinvention and resiliency, is emblematic of our film festival’s purpose and theme.”

The free anniversary event and movie premiere will be held at Campus Martius, which was recently ranked as the top public square in America. “We’re thrilled to host the joint 10th year celebrations of Better Cities Film Festival and Placemaking X” said David Cowan, Chief Public Spaces Officer of the Downtown Detroit Partnership. “This confirms and highlights everything we’ve accomplished with our successful placemaking initiatives in Detroit.”

Tickets for other Better Cities Film Festival screenings are available at <https://filmfreeway.com/bettercitiesfilmfestival/tickets>. The full schedule for Better Cities Film Festival is available at: <https://www.bettercitiesfilmfestival.com/2023>. Festival passes are available to purchase online in advance as single screening tickets or all-access passes. Tickets will also be available at the door.

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Official 2023 Better Cities Film Festival Page:

<https://www.bettercitiesfilmfestival.com/2023>

About Better Cities Film Festival

Better Cities Film Festival collects, curates and presents the best films from around the world on the theme of making cities and towns better places to work, live and play. It presents these films at its annual four-day flagship festival in Detroit, Michigan, and in “Best of Fest” screenings in towns across America.

More info at: www.bettercitiesfilmfestival.com.

About First+Main Films

First+Main Films is a creative studio that works nationwide, specializing in storytelling for cities, towns, and neighborhoods through films that foster civic pride, build community and spark imagination. First+Main Films owns and operates Better Cities Film Festival to help advance the cause of placemaking and civic storytelling.

More info at: <http://www.firstmainfilms.com>.

About PlacemakingX

A global network of leaders who together will accelerate placemaking as a way to create healthy, inclusive, and beloved communities. Join us for the inaugural Global Placemaking Summit in Mexico City, November 1st-5th, 2023, where visionaries, leaders, and innovators converge to redefine the future of public spaces and community building. Don't miss out on this groundbreaking event—register now at www.placemakingsummit.org to secure your spot among the world's leading placemaking experts.

More info at <https://www.placemakingx.org/>

About Downtown Detroit Partnership

The Downtown Detroit Partnership is a group of diverse business and community leaders committed to supporting a vibrant, thriving and welcoming urban center through innovation, investment, philanthropy and community building.

More info at <https://downtowndetroit.org/>

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