

# iDentity

A film by **CHASSON GRACIE**, **MARCEL SALAS** and **WILLYUM BECK**



**Running time:** 10:53

**Website:** [www.graciemgtproductions.com](http://www.graciemgtproductions.com)

**Link:** <https://vimeo.com/128405942>

**Date of completion:** April 2015

**Country of filming:** USA

**Picture format:** Color

**Aspect ratio:** 1.85 (USA)

**Exhibition format:** DVD, .MOV (Quicktime), BLU-RAY

**Main dialogue language:** English

## Press contact

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## Logline

This is a film that looks at how kids form their identities. It is fascinating how this process has in some ways stayed the same, and in other ways changed, for various generations. For young people today, the selfie may reign supreme, but how these young people form their identities with the technological tools at their disposal, that is the more compelling issue that we explore in this documentary. In addition, we also explore how identity formation has changed over generations, as well as how some things have remained the same.

## Production notes

We were most taken with how astutely these young people were able to understand themselves and comment on their place in the world. Talking with the preschoolers was the most challenging, but also the most fascinating, because they had knowledge about the world that we did not expect them to have, and at the same time, had some level of being able to articulate some ideas, but not fully. Their sense of self, even at an early age, is amazing, to say the least.

## Director statement

We all know from our own experiences that forming one's identity at a young age is a crucial part of growing up, and has fueled a plethora of coming of age movies over the years, but is it a consistent experience? There are things in the world, which are just human and transcend time, race, ethnicity, gender, etc. But on the other hand, there are changes in society that can make an experience different compared to previous generations, and on the surface, this new generation - Generation Z or Plurals if you prefer - has shown a different trajectory of forming identity due to a myriad of technological tools at their disposal - many of which were not even available to Millennials during their formative years. "iDentity" explores how kids today are forming their identities, and more specifically - how it is different to the past generations, but also how it is similar, to get a holistic understanding. "iDentity" used a mix of cultural anthropological techniques, along with good old-fashioned interviewing, to come to its ultimate conclusion on identity formation today.



## Team

**Chasson Gracie:** Director, Producer

Chasson is an 11-time award winning market researcher/strategist, who has been lauded in various industries for the use of innovative research techniques to obtain deep human understandings and expose cultural truths that are not always evident. Being inspired by the various subcultures that now exist in American society, along with the move towards cultural pluralism at a societal level, Chasson decided to start a series of short documentaries, using visual anthropological techniques, to bring various subcultures to life for a broader audience.

**Willyum Beck:** Art director, Editor

Willyum is an Art Director and designer born in San Francisco. Primarily influenced by fashion, music, technology and Internet culture, he often uses found images to allegorically enact personal memories, experiences, ideas and cultural contact using both traditional and nonconventional methods as a visual artist. His digitally-based works often take on a cinematic quality, which has led to an interest in film and video. He studied Graphic Design at The Art Institute of Portland and Photography at Grady College of Journalism and Mass Communication at the University of Georgia in Athens. He has exhibited internationally in galleries on and offline including The Wall at the Photographers' Gallery in London, UK, The Joy Of GIF Internet Exhibit and to.be's Pop-up Market for The Emoji Art & Design Show.

**Marcel Salas:** Producer, Cinematographer/DP

Marcel is a proud native of Brooklyn, New York. She is currently obtaining her PhD in Cultural and Visual Anthropology at New York University. She is interested in studying the racial discourse of American media industries such as marketing and advertising. In doing so, Marcel seeks to understand the role that marketing industries play in shaping broader societal concepts of race. When she's not studying, you can find Marcel either watching a documentary, eating pizza or doing yoga.



## About company

Gracie Management Productions™, a division of Gracie Management™, is a contemporary production firm that focuses on documenting how American society is changing from the philosophy of a melting pot to one of cultural pluralism, and we look to document this change, and what it means, in our productions. If you would like to contact us to learn more or hire Gracie Management Productions to help with your storytelling needs, you can send us [here](#) or fill out this [form](#).

## Programming descriptors

**Type:** Movie (Theatrical)

**Categories:** Documentary, Short

**Genres:** Documentary

## Credits

**Creative Director:** Chasson Gracie, Marcel Salas

**Art Director:** Willyum Beck

**Designer:** Adam Shalz, Willyum Beck

**Producer:** Marcel Salas

**Creative Assistant:** Chad Hammer, Hali Griffin

**Editorial Assistant:** Adam Shalz

**Editor:** Anderson3, Chasson Gracie, Marcel Salas

**Research:** Chasson Gracie, Marcel Salas

**Research Assistant:** Hali Griffin

Special thanks to all participants and their families, Ali Salas, Anderson3, Andrea Buhler, Gladys Rosa, Loraine Pennini (Strong Place Day Care Center), Michael Thomas, Dr. Tovah Klein (Barnard College for Toddler Development), Trinity School

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