

POPEYE PRESENTS

***SAN FRANCISCO'S
DYING MUSIC SCENE***

Genre: Drama / Documentary / Short

Director: Jeffrey Wu

Editor: Joseph Covarrubias & Andrew Han

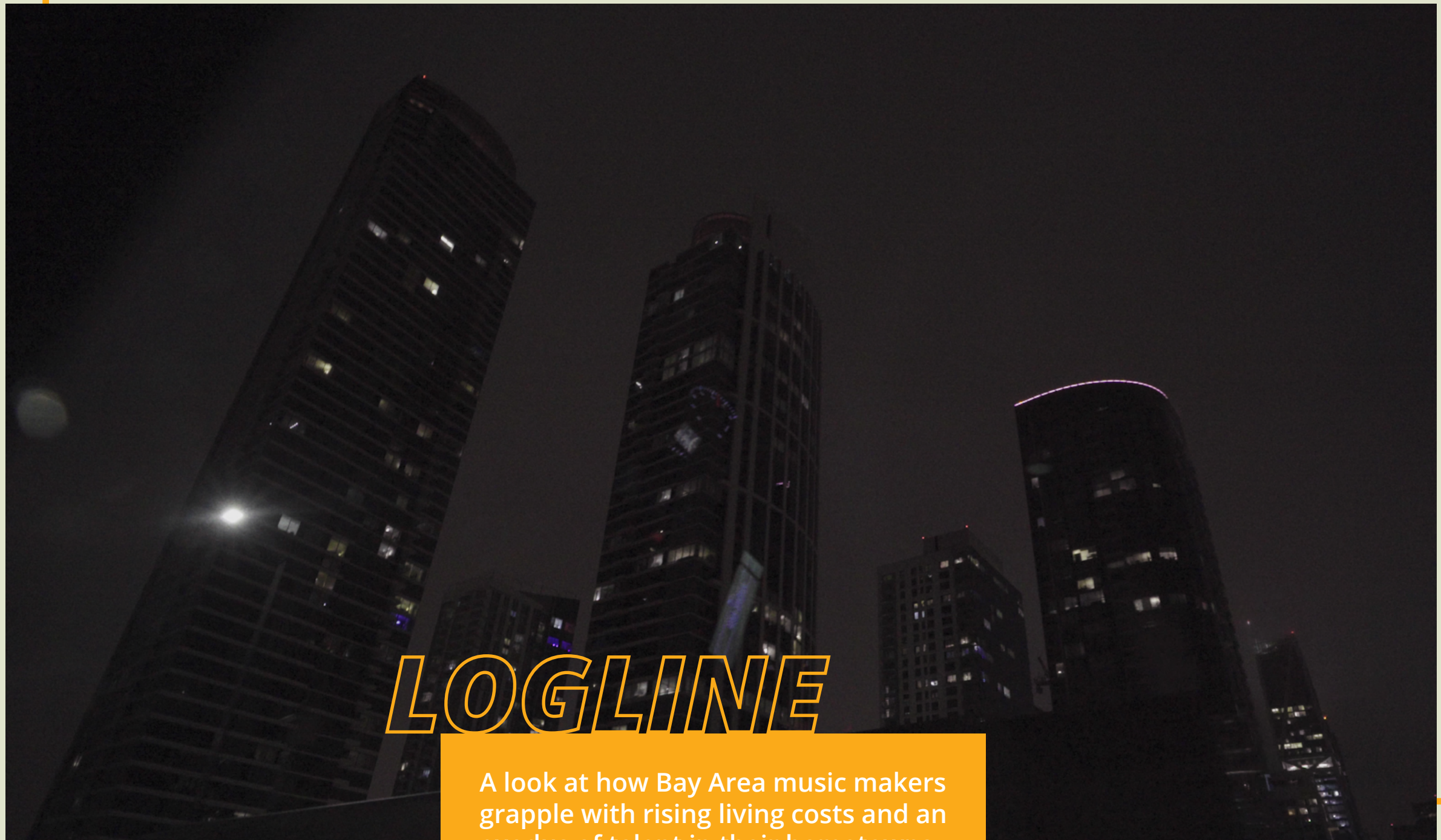
Run Time: 15 Minutes 4 Seconds

Exhibition Format: Digital; D-Cinema (DCP)

Country: United States of America

Language: English

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LOGLINE

A look at how Bay Area music makers grapple with rising living costs and an exodus of talent in their hometowns.



SYNOPSIS

The Bay Area music scene has experienced rapid change since the influx of tech money in its local cities. What was once an important trendsetting piece of the American musical landscape has now slowly been relegated further into an afterthought. Venues are shutting down, rent is going up, and creators are leaving for cheaper lands in southern California.

Our film portrays a variety of perspectives from music makers living in the Bay Area, from the heart of San Francisco to regional capitals of the Silicon Valley, Palo Alto and San Jose. Discussions on changing times evolves into a look into how these factors shape their artistry and what their hometowns mean to them.

An aerial photograph of San Francisco, showing a dense urban landscape with various buildings and the Transamerica Pyramid in the distance. The sky is blue with scattered white clouds. The text 'DIRECTOR STATEMENT' is overlaid on the right side of the image in a bold, orange, sans-serif font. 'DIRECTOR' is in a smaller size and has a thin orange outline, while 'STATEMENT' is larger and solid orange.

DIRECTOR **STATEMENT**

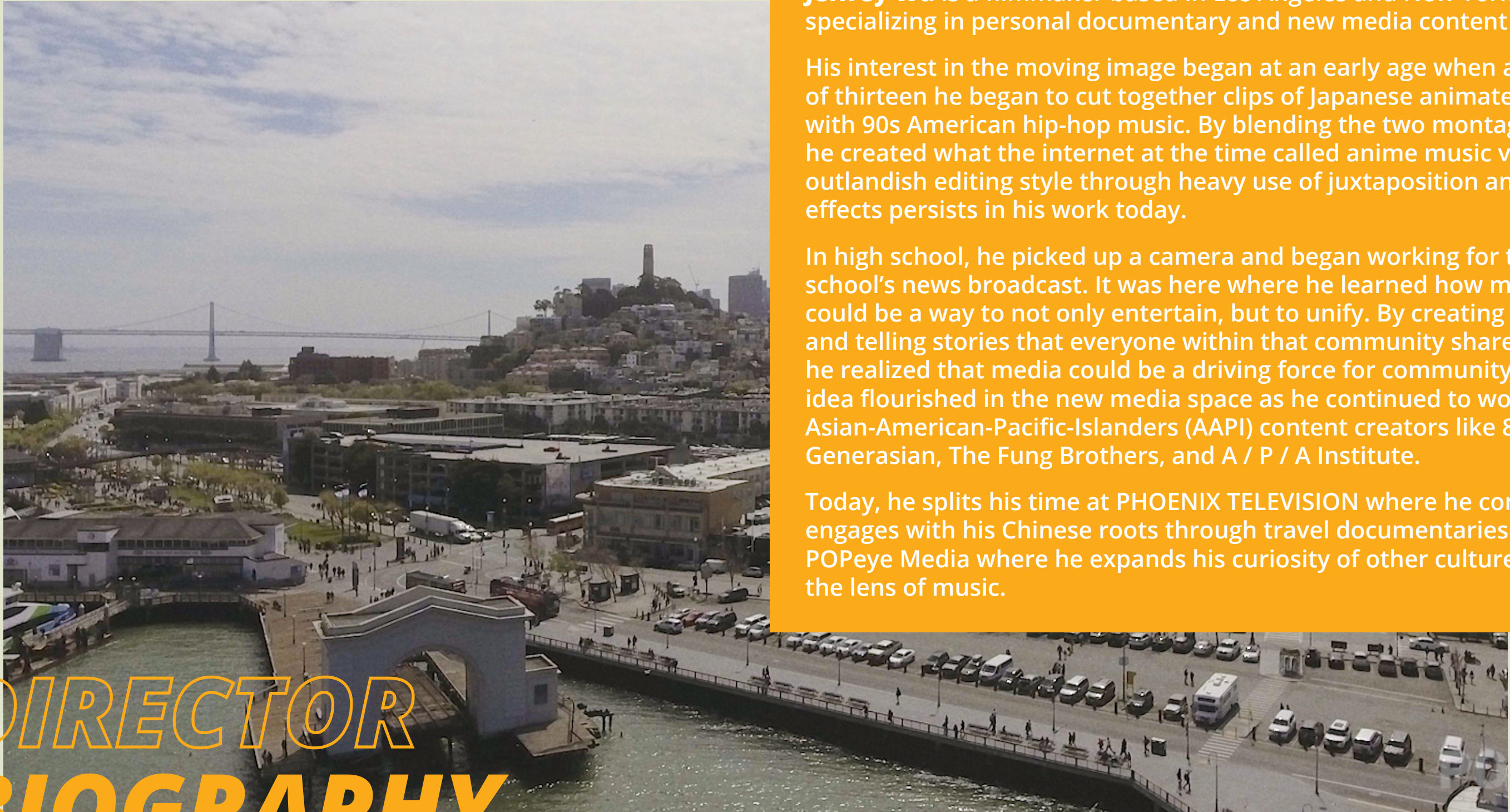
San Francisco and The Bay Area have been a mainstay of modern American culture for far longer than the 1960s would imply. Its history is thick with jazz aficionados in the Fillmore, punk music from the East Bay and more recently the emergence of the Bay Area sound in hip-hop. While the history of the Summer of Love is well documented, we wanted to turn our gaze to the present and uncover what's left of what was once a luscious soundscape and see what it has come to now.

From Sunny & The Black Pack and their full seven piece funk-jazz band to Underbelly's minimalist solo performances, we made sure to cover not only a breadth of genres but areas as well. We went to small far-flung towns like Pleasant Hill, lush suburban neighborhoods like Palo Alto, dense urban centers like San Jose, and of course the mecca of it all - San Francisco. What remained consistent was our desire to find working musicians who found and paved their own paths while still acknowledging the struggles that were present to do so.

DIRECTOR STATEMENT (CONT.)



Whether it's the difficulty of juggling full-time work and music, or a general displacement of creative talent to the furthest reaches of the city, or the shuttering of once historic venues, musicians continue to adapt and exist in this modern urban climate. What we searched for were the earmarks of gentrification and displacement from the tech industry. What we found was a story of resiliency, perseverance, and the ingenuity of the human spirit. This is the modern struggle of income, class division, and gentrification as told through the lens of artists across the Bay Area. As technology continues to march on and the density of cities continue to push artists out of their original dwellings, we think this is a powerful story and example of how some artists continue to thrive and exist in these circumstances.



Jeffrey Wu is a filmmaker based in Los Angeles and New York specializing in personal documentary and new media content creation.

His interest in the moving image began at an early age when at the age of thirteen he began to cut together clips of Japanese animated shows with 90s American hip-hop music. By blending the two montage-style, he created what the internet at the time called anime music videos. The outlandish editing style through heavy use of juxtaposition and visual effects persists in his work today.

In high school, he picked up a camera and began working for the school's news broadcast. It was here where he learned how media could be a way to not only entertain, but to unify. By creating content and telling stories that everyone within that community shared in, he realized that media could be a driving force for community. This idea flourished in the new media space as he continued to work for Asian-American-Pacific-Islanders (AAPI) content creators like 88 Rising, Generasian, The Fung Brothers, and A / P / A Institute.

Today, he splits his time at PHOENIX TELEVISION where he continually engages with his Chinese roots through travel documentaries and POPeye Media where he expands his curiosity of other cultures through the lens of music.

DIRECTOR BIOGRAPHY

POPEYE

Exploring Culture Through Music

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