

# the ten project



My name is John Tattersall and I am an **EMMY Award Winning** cinematographer, with over twenty years experience in film and TV and have filmed twenty-one seasons of the **CBS TV hit series “Survivor”**.

I offer **consultancy** and **community engagement** with children around **ten years old**.

Whether for big government projects or small companies, the views, ideas and creative vision of this age group can be extremely valuable, yet **hard to reach**.

I solve this problem by running **Film-making, TV and Game Design** workshops in **schools** and enrichment centres, themed around the client organisation's key consultancy questions.

I founded The Ten Project in 2008 to involve and empower creative and “digitally native” children around ten years old in the projects and companies that are shaping the world they would soon lead.

These workshops and activities become dynamic and cost effective **conversations** between professionals, projects and children. These conversations encourage children to speak their mind and think out loud, promoting talent, pride and self confidence in themselves as agents and participatory citizens, whilst enriching the development and learning of projects, companies and organisations.

The children's views, ideas and creative visions are translated into **“rich-media” reports** full of video, child-generated design, bespoke analysis and data presentations.

In 2009 The Ten Project partnered with an after-school network in **Brazil**, won Australia's Innovation Connect seed funding competition, and through further partnerships with a design firm in **Ireland**, a software company in **Australia** and a mobile branding company in **New York**, demo'd our first **online game** and **children's ideas database** at the 92<sup>nd</sup> St Y in Manhattan. By 2010 we were working with museums, youth centres and schools in Australia, **USA** and the **Caribbean** and producing rich media consultancy reports for the government and the private sector.

A recent example is our contract with Australia's Land Development Agency, in which The Ten Project's consultancy assisted the development of two entirely new neighbourhoods for the capitol city of Canberra.

**The agency architect's questions were turned into “Missions” for school children** in a fun online creativity and learning **game** we developed about **cities**. The resulting game-play and children's creations became the basis of the consultancy reports for that client, a crucial resource for their designs.

To discuss our consultancy further and see how it can service your needs and agendas, contact me at [john@thetenproject.com](mailto:john@thetenproject.com).