

# DIVISION AVE

Two parallel realities meet at one Brooklyn corner

A FILM BY MICHAL BIRNBAUM DIRECTED BY TAMAR GLEZERMAN CINEMATOGRAPHY MEG KETTELL  
MUSIC BY NADAV REMEZ EDITED BY JESSICA KINGDON PRODUCTION MANAGER LEILA RUSCIANI



# DIVISION AVE

(14 min. USA, 2019)

(+1) 929 268 5170  
divisionavefilm@gmail.com

[divisionavefilm.com](http://divisionavefilm.com)

## THE FIGHT FOR JUSTICE OF A LATINA CLEANING LADY IN HASIDIC BROOKLYN

### SYNOPSIS

A few days before Passover, Fernanda, a young Mexican woman, is hired by a Brooklyn cleaning agency to work in the local Jewish Hasidic community. Despite a prolonged wait for her payment, Fernanda continues to faithfully show up for work each day at Nechama's house. An unexpected connection between the two leads to a fight for justice against the cleaning agency at fault, bridging the gaps between their very different worlds.



# ABOUT

The story behind Division Ave is inspired by true events happening to this day on the corner of Division & Marcy Ave in Brooklyn, NY.

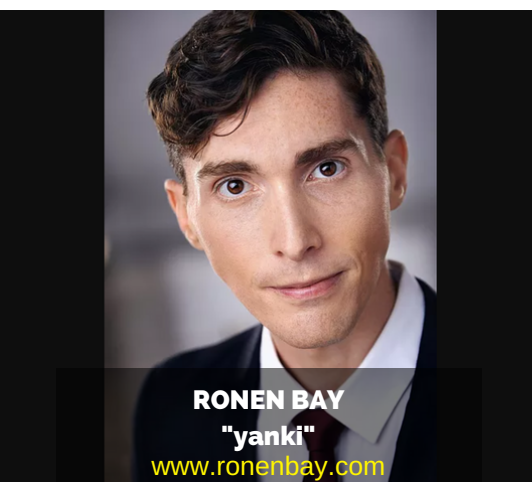
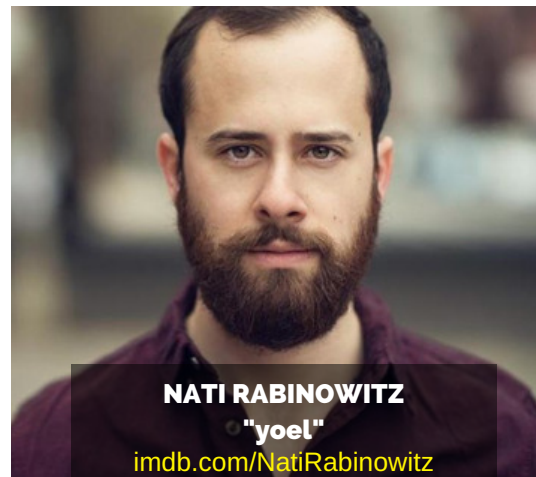
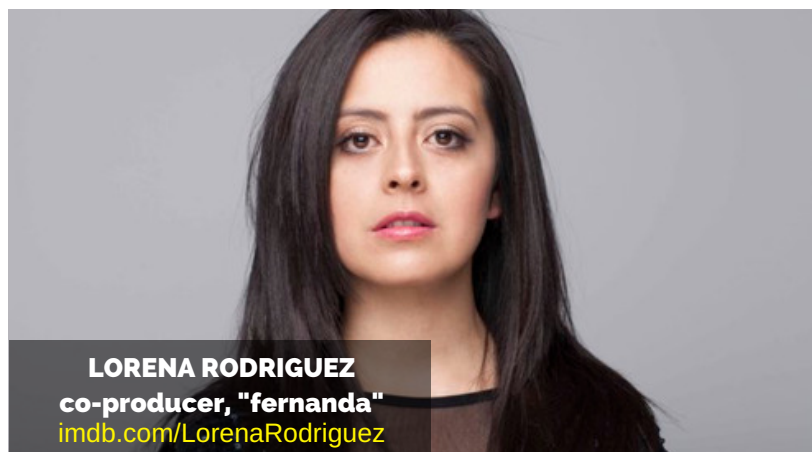
This modern day slave laborers market started in the early 1990's, in a different Williamsburg location. It is a common practice for individuals and companies to frequent Division & Marcy early in the morning and hire a cleaning lady for the day. The women, mostly immigrants from Latin America and Eastern Europe, are often underpaid and sexually abused.

The piece is the fruit of the collaboration between writer and producer Michal Birnbaum and producer Lorena Rodriguez. The two met in theatre school and continued to work together after graduating. The Majority of professionals involved in the project are women, including director Tamar Glezerman and cinematographer Meg Kettell. A successful Kickstarter campaign covered with over 200 supporters made the film possible. Among the reward contributors was the Latin Grammy award winning band Mariachi Flor De Toloache. The film also won a generous production grant from Panavision. Filming took place in different Brooklyn neighborhoods, including Williamsburg, Park Slope and Bushwick.





# TEAM / cast & crew



# Q&A

## HOW MANY LANGUAGES ARE IN THE FILM?

the different characters speak English, Spanish and Yiddish. no worries, we have subtitles ready for variety of audiences and circumstances!

## WHY ARE THERE SO MANY WOMEN INVOLVED IN THIS PROJECT?

one of the reasons we got 200+ people to support our Kickstarter campaign was thanks to our commitment to hire women for most of the production positions. we strongly believe that women should have greater presence in the film industry and we are proud to promote this purpose.

## AREN'T THE CLEANING LADIES UNDOCUMENTED?

the ladies on the corner come from Mexico, Guatemala, Honduras, Poland, Romania and other countries. some of them are unable to issue a work visa because they have no academic background. others are unable to cover the costs of the application process. the majority of them have dependents – either kids or other family members. the way we see it, it is a big sacrifice on their part to stand on the streets of Brooklyn and seek work in order to put food on their table. this, once again, shows the length that women are willing to travel to protect and provide for their loved ones.

## DID YOU GET ANY NEGATIVE FEEDBACK?

some people in the Jewish community feel that Division Ave is misrepresenting the reality in Williamsburg and that the film is making ALL Jews look bad. as some of us in the production are Jewish ourselves, we think that in order to solve an issue, it must be discussed openly. in addition, the film tells the story of an inner conflict in the Jewish community as some members do want to see change in the way domestic workers are treated.

## WHAT WAS THE HARDEST PART IN MAKING THIS FILM?

funding! are you surprised?

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