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Re-thinking Photojournalism (ADAA4012)

https://youtu.be/_d0g9OJ9qOI

Falafel Stall

This video is a documentation of The Falafel Stall in Swansea's indoor market. This video was made in an attempt to document the difficult and time consuming process of making fresh food everyday as well as why Dan does this and what it means to him. Dan wakes up at 4:30 AM everyday to get to his falafel stall in the Swansea Indoor Market by 5:30 AM. His long work day then begins. The first thing he does is prepare everything for the day, chickpeas get strained, vegetables are chopped, sauce's are made, along with endless other things. Watching him do this was compelling, everything he did was timed and focused, no time was wasted and no movement was unplanned. He does this long time consuming process each morning because freshness is everything to him and his business, there are no preservatives used in his foods, no corners are cut. He believes too many preservatives and processed foods are the reasons so many people today struggle with their health. This time from 5:30 AM to 10:30 AM is the critical time for him to prepare everything before the chaos of the day. When the clock hits 10:30 AM the true work begins for him. He is on his feet moving all day, dealing with giant lines, preparing wraps and salads, and running the till. From his 5:30 AM preparation time to his 10:30 opening to the 4:00 PM closing Dan works alone

so he never stops moving from opening to close. A constant line of customers keeps him on his feet and dashing around the stall. His goal with this stall is to provide healthy, fresh, and affordable foods at a price that anyone can afford. The goal of this video for me was to capture Dan's process in an authentic way that portrayed him honestly. I also wanted to keep this video simple and concise in a way that reflects him and his process. He is not an extravagant person so I believe this style of work reflects him. I believe with this video the viewer is briefly brought into his world and the viewer can begin to understand the long process Dan takes everyday to ensure freshness and quality. Behind the video is an interview with Dan, to me this interview ties everything together. Being able to see his process whilst he explains what and why he does creates a story within it that immerses me. In the interview he breaks down what it means to him, why falafel, the importance of freshness, And the need for everything to be made without preservatives. The inspiration behind this video came from many things. The first was from me going to this falafel stall enjoying the falafel and talking to him about the importance of plant based food as well as fresh food. Secondly Dan is a hard worker who takes immense pride in what he does and this inspires me, so I wanted to document it.