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Industrial Lite

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Production: Industrial Lite	Writer: Alan Sanchez
Client:	Date: 03/24/2014
Slug: Craft brew in Oakland	Sequence:

Industrial Lite - Oakland

LEAD: Craft beer boosts Oakland's economy.

VIDEO	TIME	AUDIO
INTRO MONTAGE	1	<p>THERE WERE FACTORIES. THERE WAS WORK. THERE WERE FAMILIES LIVING MIDDLE CLASS LIVES.</p> <p>(BEAT)</p> <p>BUT THEN THE FACTORIES CLOSED. THE JOBS DISAPPEARED. THIS IS A CITY WITH A DEEP AND COMPLEX HISTORY, SHAPED BY FORCES OF CAPITALISM, POLITICS, AND CULTURE.</p>
KYRON		"OAKLAND"
ARCHIVAL PHOTOS	2	<p>ADAM</p> <p>West Oakland, in its heyday was a manufacturing district. There were mills and breweries and factories and good paying, you know, jobs that you didn't have to have a PhD for.</p>
B-ROLL	3	<p>THIS IS ADAM LAMOREAUX, EAST BAY NATIVE AND OWNER OF LINDEN STREET BREWERY.</p>

VIDEO	TIME	AUDIO
INTERVIEW	4	<p>ADAM</p> <p>A big part of Oakland's struggles over the last 50 years, I believe is has been just the deindustrialization of this area where factories left and a lot of people took a lot of these big, old buildings and turned them into high end lofts and things like that.</p>
B-ROLL		<p>TRANSFORMING FACTORIES INTO HIPSTER HAVENS ISN'T WHAT HE HAD IN MIND.</p>
	5	<p>ADAM</p> <p>We're the first production brewery here in Oakland since 1959. Nobody's done anything like Linden Street since 1959 here in town, and today we're still the only production brewery here in this town.</p>
INSERT ADAM EXPLAINING HOW HE STARTED BREWERY WITH WIFE (15 SEC. TOPS)	5A	<p>ADAM</p> <p>B-roll</p> <p>Um, the other thing I ended up not putting in there cuz I realized I wanted to do it for everyday, and this could be...</p>

VIDEO	TIME	AUDIO
<p>WRITE SOMETHING ABOUT WHAT THEY DO... HOW MUCH BEER COMES OUT OF THE BREWERY?</p> <p>WE SEE PEOPLE WORKING</p> <p>FACTS, FACTS AND MORE FACTS</p>	6	<p>THEY'RE THE ONLY ONE IN TOWN, BUT BUSY...</p> <p>SINCE OPENING IN 2009, LINDEN STREET HAS FACED MANY CHALLENGES, BUT EVERY YEAR THEY'VE CONTINUED TO EXPAND. THEY PRODUCE 4 DIFFERENT BEERS, ALL OF WHICH ARE INSPIRED BY THE BUILDING THEY'RE MADE IN. THEY'RE NOT GUNNING FOR PERFECTION, JUST GOOD BEER. THIS YEAR, THEY'LL OPEN A NEW TAPROOM, APTLY NAMED "THE DOCK," FOR ITS LOCATION CLOSE TO THE WATERFRONT.</p>
CUT	7	<p>ADAM</p> <p>...the climate is rich in the beer industry, but then you could also say there's real opportunity in the inner cities, you know? So for me that's more where my focus is, but if we're not making things here in a place like Oakland, then I think we're missing a huge opportunity.</p>
	8	<p>FOR SEVERAL YEARS NOW, CRAFT BREWERIES HAVE BEEN POPPING UP LIKE STARBUCKS IN THE U.S., ESPECIALLY OUT HERE IN THE WEST, WHICH SOME HAVE DUBBED THE BORDEAUX OF BEER IN THE U.S.</p>
	9	<p>HERE'S ONE OF THE MANY PLACES THAT SERVICE THE NEEDS OF FOOD NERDS IN OAKLAND. THIS IS HOGS APOTHECARY. THERE'S NO MILLER, BUD OR EVEN PBR HERE. EVERYTHING IS PRETTY DAMN OBSCURE, JUST HOW THESE BEER GEEKS LIKE IT.</p>

VIDEO	TIME	AUDIO
BE DARK, GRITTY, DRAW BLOOD!!!	10	SAYRE PIOTRKOWSKI, A VETERAN OF THE BAY AREA BEER SCENE, FAVORS LOCAL FLAVOR FOR REASONS WE CAN ALL ALL AGREE WITH.
THIS PAGE GOOD		<p>SAYRE</p> <p>We don't make anything anymore. So the manufacturing spaces are empty, and when you don't make anything you're not sending anything away, so you have half the volume of turnover in the shipping industries. You have all these sort of cement floored, multipurpose kinda metal building around. That's exactly what you need for a brewery.</p>
		<p>LIKE ADAM AT LINDEN, PIOTROSKI(?) LOVES GOOD BREW, BUT HE'S MORE ON THE NERDY BEER SIDE OF THINGS.</p>
		<p>SAYRE</p> <p>I dare you to drink a Budweiser next to this and not recognize the difference, you know? Or meet the man that makes this and try to meet someone who makes your Budweiser, you know, like you're not gonna meet him cuz they don't exist, you know what I mean?</p>
write something here		<p>CO-OWNER BRADFORD EARL JUST WANTED A NEIGHBORHOOD BAR, SOMETHING HIS NEIGHBORHOOD LACKED.</p>
		<p>SAYRE</p> <p>Thank you for not saying black IPA. It's a black ale.</p>

VIDEO	TIME	AUDIO
TAKE OUT MIDDLE OF AUDIO BITE	12	<p>EARL</p> <p>We're poor, and we... you know? We are looking for places that, you know? the more business and traffic that we can bring to a neighborhood the safer it becomes and thereby becomes a place where more families wanna move, where more people feel like they're comfortable and they can walk around in the evening.</p>
	13	<p>MUCH LIKE THE PIONEERS THAT SETTLED CALIFORNIA, ADAM AND HIS CREW OF BEARDED BREWERS HAVE A VISION FOR THE FUTURE OF OAKLAND, A FUTURE WITH A LOT OF BEER...</p> <p>(BEAT)</p> <p>AND JOBS.</p>
	14	<p>ADAM</p> <p>We take ingredients and we turn them into beer. We get water that comes in the door, we get hops, we get malt, we have yeast. They all just come in in their own individual form and we find a way to put them all together and spit out a product that people really like, and then that thing we're able to send out to a bar or restaurant for, say, you know, a dollar twenty-five, a dollar-fifty a pint, so that they can turn around and sell it for five or six dollars a pint. At the end of the day, if that bar or restaurant is here in Oakland, that's seven dollars that was made here in Oakland out of nothing. Out of just some malt, some water, some hops and some yeast.</p>

VIDEO	TIME	AUDIO
WE SEE ADAM... NAT SOUND		IT'S ABOUT BEER AND MUCH MORE...
	15	OTHER INDUSTRIES TOOK MASSIVE HITS DURING THE RECESSION AND UNEMPLOYMENT IN OAKLAND STILL REMAINS HIGH, LINDEN STREET BREWERY HASN'T BEEN DOING SO BAD. THEY ARE PLANNING TO EXPAND WITH A NEW RESTAURANT AND TASTING ROOM IN THE WORKS. EVENTUALLY, ADAM WANTS TO BREW ON A MUCH LARGER SCALE, AND WITH THAT COMES MORE JOBS.
	15	ADAM Beer is recession proof. You can't outsource your local beer job to China as easily as you could outsource a widget manufacturing, you know, facility or whatever. So we're kinda uniquely poised to be able to offer the kind of work that used to exist all over the place around here without them worrying about whether we're going to go away once we have any kind of success.

VIDEO	TIME	AUDIO
end with something clever or go back to the beginning		

“Industrial Lite - Oakland” Webseries Abstract

This show is primarily about beer and the people behind a great brew. It’s about the places where the beer and people come from. It’s about diversity in ingredients and diversity behind the glass—all the different people that are making craft brews. In the first episode, I explore Oakland, a city long plagued by blight and the idea of a better tomorrow. What will it take to get to tomorrow? Some people say it’s going to take a lot of beer, and from the looks of things they seem to have a point.

About webseries:

Story about cities (first city is Oakland) and/or ultra-depressed regions where people that struggle, survive and prosper in them have a deep connection to their local beer

Main Goals:

- 1) Document peoples and places that have a strong locally brewed beer culture
- 2) Every episode has a “history” sequence.

Context

How did the region become what it became today?

How did the beer culture develop?

Working class population?

Was it once an industrial hub, such as Oakland?

These “history” sequences are like built-in reveals that each city has.

The history doesn’t even have to go that far back.

IMPORTANT:

Each episode, which will cover a different city, should be styled in that city or region’s artistic sense. Think MOCA Punk Art pieces, No Reservations, etc.

Think of the context. What’s the story being told? What kind of sequences, editing styles, homages, font, etc. would best convey the context of the story?

Ultimately, this show is about people and community.

Source List

Adam Lamoreaux, Linden Street Brewery

Sayre Piotrkowski, Hog's Apothecary

Bradford Earl, Hog's Apothecary