Vimeo and Mailchimp Presents Partner to Launch New “Stories in Place” Collection
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Video series highlights seven Black filmmakers telling the stories of their favorite Black-owned small businesses

Vimeo, in partnership with Mailchimp Presents, today unveiled a new Stories in Place collection—a grant-funded video series that chronicles small businesses from around the world as they navigate the unique challenges and opportunities of the past year. The collaboration features the work of seven Black filmmakers who captured the behind-the-counter stories of their favorite Black-owned businesses.

First launched in April 2020, the Stories in Place program empowers creatives of all backgrounds to tell their stories about small businesses and the incredible propositions they create. Vimeo and Mailchimp Presents joined forces to give filmmakers the opportunity to capture the untold stories of seven Black-owned businesses and tell their stories.

In a year when so many have lost loved ones, and Black-owned businesses in particular are fighting for survival, the opportunity to support filmmakers telling stories of these businesses adds especially meaningful context to the work. “Stories in Place was developed with the central idea that video connects us; it’s the most powerful medium we have today to tell stories that are important, inspiring stories about life during this historic moment,” said Harris Beber, CMO, Vimeo. “In the shadow of a global pandemic and ongoing racial injustice, the new Stories in Place collection shows the spectrum of experiences in Black-owned retail spaces and their communities. We couldn’t be prouder to partner with Mailchimp Presents in sharing these seven stories with the world.”

Together, these videos make up Stories in Place:

“Zionly Manna” by Curtis Essel
- Blending archival and 16mm footage with an intimate one-on-one interview, this dynamic film profiles Jahson Peat, owner of Zionly Manna Vegan Restaurant based in Peckham Rye, South London.

“Mitchell’s the Bowl” by Troy Browne
- On the brink of the family business being passed down to the next generation, Claudette Mitchell reflects on her father’s legacy bringing West Indian food to Nottingham and providing for his family.

“Rebyrth Wellness” by Cydney Tucker
- This is the story of Atlanta-based Doula Imani Byers working to save the lives of Black mothers in their journey from pregnancy to motherhood.

“Mosaic on a Stick” by Travis Wood
- Inspired by colorful mosaic artwork, this mixed media piece follows the story of multiracial artist Lori Greene, owner of the mosaic studio and community art space “Mosaic On A Stick” in St. Paul, Minnesota.

“Harriett’s Bookshop” by Raishad M. Hardnett, Aidan M. Un
- Just weeks before the pandemic hit, Jeannine Cook opened Harriett’s Bookshop in Philadelphia as a way to celebrate Black women and artists. Since then, her work has taken on a larger role in the fight for sovereignty and protection for Black women.

“STUDIO-SOLE®” by Amandla Baraka
- After being struck by COVID like many other small businesses, RaShaad and his parents found a way to bring life to the city of Newark, New Jersey through their Sneaker consignment shop.

“Kanyoko Boutique” by Ng’endo Mukii
- Njeri Mereka is a smooth-talking, hymn-singing, 67 year old grandmother who runs Kanyoko Boutique in Nairobi, Kenya, a business she unintentionally started from the trunk of her 1990 Toyota Corolla.

The new Stories in Place collection can be viewed here: vimeo.com/storiesinplace.

About Mailchimp Presents
Mailchimp Presents is a global streaming platform featuring series, films, and podcasts built with small businesses and entrepreneurs in mind. Mailchimp Presents seeks inspiring stories, ideas, and conversations, and proudly is dedicated to championing the entrepreneurial journey—and making it more approachable along the way—with content that builds on the real feelings that come with this territory. Vimeo is Mailchimp Presents’ shifting partner to help small businesses grow without compromising who they are. Mailchimp Presents is free to Mailchimp customers. To watch Mailchimp Presents on Vimeo, you can login via desktop or mobile at mailchimp.com/presents.

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