

# DANIELA PAGLIARELLO



DANIELA is the creator of the comedy web series FOOD & MONEY, her comedy style has been reviewed as "broad city on wheels", her interests include, but are not exclusive to, tagging her lovers names in big bubble letters around town.

Check out her newest series SHITTY ROOMMATE out on the internet sometime later this year (spoiler alert: I star in one of the episodes!)





**J:**

*in five words, separate or in a sentence, how would you describe food n' money to those who've never watched it?*



**D:**

*um... five words... alchemy, bright.. let's say um.. alternative? i just wanna say streetmeat as one word.. because that's really important.. oh and collaborative for sure because of all the artists who were gracious enough to let me use their music.*

*J: yeah, i was gonna say wonderful music choices! that's a great segue to my next question. how did the sounds shape the vibe? did you hear the tracks first and then create the episodes or did it kind of just happen?*

*D: it just happened, i went into making food n' money knowing that i wanted to collaborate with people, you know, who i respect, because i draw most of my inspiration from musicians. i navigate a few different scenes like theatre, and comedy, they're really separate from each other, but the one that i probably attend most is definitely music here in toronto. i find i'm always drawing the most inspiration from those doing things that are much different from me, and it's fun to pull in pieces of what people are doing to make something that's never existed before.*



*J: Makes sense. So to what extent did you draw from other personal experiences while writing the episodes?*

*D: i drew a lot from them. i wanted to encapsulate a time in my life. i wanted to create a world for these characters to exist in. most importantly because i knew no one would make this for me. like, asiago is a little boy who shows up in the first episode who has random appearances, and everybody's like what's the point of him? and there's a longwinded answer for that, but to get down to it, he's just like a guardian angel little boy child who i feel like is part of me.*

*J: incredible!*

*D: but yeah, i mean i lived at the gallery where i was invited to live in one of the episodes and the people in the episodes are literally my friends. you know, we threw a party at the gallery and we filmed the party. we had a band play at the party and we filmed that band. so it was a lot of learning the boundaries between reality and suddenly deciding to turn on the camera to get the shot.*

*J: so was the audience when you ate that watermelon made up of a group of your friends too or no?*

*D: oh no, they were strangers.*

*J: how did you get them to participate?*

*D: it was dundas west fest and i just put on my watermelon girl costume, cut up a watermelon and basically just did performance art in some aspect. i just went out there and said fuck it, because i had previously filmed watermelon girl and it was lost somehow. i have no regrets though, because what we had filmed the second time was better.*

*J: oh sweet dundas west fest. so then last question: what, if any effect does the abundance of sun and warmth during the summer have on the projects you produce?*

*D: it's conducive for me to film in daylight, you know, just to have the freedom to be able to pick up a camera and grab a sound person and just film without worrying about lighting. i mean summer brings about this insane energy where you are battling your own productivity and fun, so the best thing to do is to convince your friends to make something with you that speaks to both, because you can't do everything yourself. you can try, but it's always more fun when someone else is there too.*



