

E CALIFORNIA PICTURES PRESENTS A FALLRISK ART / JUSTIN FRABBY MEDIA PRODUCTION

# Imagine





SEMI-FINALIST



Los Angeles, California  
2021

AUDIENCE AWARD  
BEST HUDSON VALLEY SHORT



Hudson Valley, New York  
2020

OFFICIAL SELECTION



Los Angeles, California  
2019

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E. CALIFORNICA  
P I C T U R E S



## SYNOPSIS



A twentysomething Manhattanite narrates her daily struggles with body image and self-esteem as she journeys towards finding self-acceptance in a superficial world. A short-comedy, *Imagine* calls attention to the detrimental effect that mass media can have on mental health and our cultural definition of “beauty.”

## THE ROAD TO *IMAGINE*



A long time ago in a Borough far, far away, *Imagine* writer and star Meghan Lane first proposed to filmmaker Justin "Frabby" Frabasile a collaboration between like-minded creatives, united by their passion to tell a timely,

relatable, yet personal story. With the help of visual artist Ash Showler, the trio produced an admittedly bumpy first project called *Retrograde*. Throughout the process, they forged a deeply creative and personal bond, serving as an indicator that this freshly minted cinematic alliance was ready to tackle something more ambitious. Described as an extremely personal confession to herself, Meghan pitched Ash a story entitled "It Starts With You." Coming from the world of neuroscience via MIT's Howard Hughes Brain Research Center and NYU Langone's Emotional Brain Institute, Ash felt deeply about using her scientific background and research into art therapy to make her directorial debut and develop this story of an everygirl's struggle with her existential inner voice. After a period of rewrites and much preparation, the newly retitled screenplay *Imagine* was ready to shoot. To execute the team's vision, additional crewmembers were recruited. Filmmaker Nick Rumaczyk boarded the project through social circles, lending his extensive experience to the film's sound. Learning about the film through Instagram and feeling moved by its subject matter, producer Nicole Fornario reached out to her high school friend Meghan and joined the project with her female-led distribution label E. Californica Pictures. What started out as a coffee date between old friends led to a multi-talented partnership that surpassed expectation. The film was built upon the dedication of talented individuals in the Greater New York City film community.

# DIRECTOR'S STATEMENT



Imagine - shooting a 15 to 30-minute short film within three days with a 3 person crew- not including the lead actress. There isn't a lot of dialogue, but there are a lot of location changes, early mornings, late nights, no

bathroom breaks, and being kicked off locations or having to cut shooting short. This doesn't even include the extra actresses used on set, the makeup, and don't even get me started on the editing process, audio mixing, and coloring. But, overall, Meghan Lane's short film, *Imagine*, was worth bringing back my caffeine addiction. *Imagine* is a short film about a 20-something-year-old woman living in New York City. Although she has a seemingly healthy relationship and a good job, she is still dissatisfied with herself - her appearance - specifically. Throughout her day, you can hear her inner criticisms about her body and how she looks in relation to other advertisements she sees around her. It also portrays her daily fight, and other women's, with overall appearance and weight gain. The lead character resorts to intermittent fasting and constantly working out in order to achieve her "ideal" self. Through Meghan Lane's performance as the lead character in *Imagine*, she brings to light how it feels to be constantly subjected to unrealistic ideals of the human body. Although the film is from a woman's standpoint, I do not mean to imply that men are not subjected to unrealistic presentations by the media. In truth, men are subjected just as often, only about 18% of commercials directed at men are related to body image. In contrast, at least 50% of commercials directed at women are related to aging, body weight, and physical attractiveness. However, the media cannot take all the blame. Body image has been the subject of artwork and debate since Ancient Greece, in which Hippocrates noted a connection between eating disorders and physical disorders. During Victorian times, women would starve themselves in order to appear thinner - although, I thought the corsets rearranging organs were enough to give women "hourglass" figures. According to research, eating disorders have a positive correlation with the development of the country the individual resides. For

## DIRECTOR'S STATEMENT (CONTINUED)

instance, more developed countries, such as the US and UK, have higher incidences of eating disorders than poorer countries. The neuroscience of eating disorder is based on the dopamine reward system. Healthy individuals' brains are affected in the ventral tegmental area, dorsal/ventral striatum, habenula, hippocampus, thalamus, and amygdala when consuming food. In contrast, individuals with an eating disorder do not show any rewarding activity when consuming food. Although they resist



food intake, they are constantly obsessing over food. This obsession and irritability individuals feel when they're hungry are results of the lateral hypothalamus. The lateral hypothalamus reminds the consciousness that the body needs food, it is also the center responsible for aggression. Although *Imagine*'s theme does not revolve around eating disorders, it is centered around negative body image, one of the main symptoms of anorexia nervosa. Additionally, *Imagine* brings to light the outstanding amount of advertisements directed at women. For instance, I did not realize how much I was accustomed to extremely thin, photoshopped models until I saw Aeropostale's new bra collection, with still incredibly thin models, and Fenty's lingerie collection, with a range of size models. Essentially, I forgot how a true waist appeared, even though I had been striving for my ideal waist for years, I had forgotten that all bodies come in different sizes and waist measurements. My waist doesn't determine my value. Working with Meghan Lane on *Imagine* was not only a lesson in directing stamina but also a lesson to myself about my image.

## SELECTED BIOS

**Meghan Lane** is a Brooklyn based actor and alum of the Stella Adler Professional Conservatory. She has starred in several theatrical productions, most recently in Elmwood Playhouse's performance of the Pulitzer Prize-winning drama *Disgraced*. This year she will appear in the VR/360 short film *Mind's Eye*, as well as in her passion project *Imagine*. She believes there's no waiting around for others to give you opportunities and that you should be creating them yourself!

**Ash Shower** is a woman of many talents. With a background in neuroscience, she has recently has taken her knowledge and combined it with oil paints. With only three years of semi-professional experience, she has given herself a name marketing her unique style of paintings that express the science and feelings of being a woman. With her "Fallrisk" art style, she was the perfect candidate to direct Meghan Lane's film *Imagine*, for its underlying theme of women's' attitudes towards body image in western culture. With one film under her belt, she plans on taking on more film projects to continue to the ongoing dialogue of the female struggle in today's society and be a leading role in the woman's film movement.

**Justin "Frabby" Frabasile** met Meghan Lane through mutual friends of neighboring school districts who were both involved in the arts. They had been aware of each other talents and had a short opportunity to work together on a short film in 2013. After years of silence and working in each others' respected fields, both reunited to start making independent films together in 2017. Frabby's main goal is that he wants to utilize his skills and help the independent film community produce projects for little to no budget so other artists in his community have the chance and help to make their art in this collaborative effort of creativity called film.

**Nicole Fornario** is a lifelong storyteller with a deep-seated faith in the magic of cinema. An alumna of the State University of New York at Purchase, she focused her undergraduate studies on developing an insight into domestic and international film industries as well as an aptitude for story mechanics. Since 2016 she has worked for art house distributors *Kino Lorber* and *Cinema Slate*. She recently founded *E. Californica Pictures* and is pursuing a graduate degree in Entertainment Business from Full Sail University, making the transition to producing and development.

# CAST

Meghan .....	<b>MEGHAN LANE</b>
Co-worker .....	<b>YESSI HERNANDÉZ</b>
Locker Room Selfie Girl.....	<b>SHANNON LINDE</b>
Mirror Makeup Girl .....	<b>VJOLLCA ABAZI</b>
Toilet Girl .....	<b>RACHEL KYLIS</b>
Young Girl on Subway #1 .....	<b>ANNABELLA PALEY</b>
Young Girl on Subway #2 .....	<b>CARA NEARY</b>
Homeless Woman & Partner .....	<b>ELSIE NOELANI</b>

# CREW

Directed by.....	<b>ASH SHOWLER</b>
Written by .....	<b>MEGHAN LANE</b>
Produced by.....	<b>ASH SHOWLER &amp; MEGHAN LANE</b>
Executive Producer .....	<b>JUSTIN FRABASILE</b>
Executive Producer .....	<b>NICOLE FORNARIO</b>
Director of Photography .....	<b>JUSTIN FRABASILE</b>
Sound Technician .....	<b>NICK RUMACZYK</b>
Camera Operator .....	<b>JUSTIN FRABASILE</b>
Audio Mixer .....	<b>MICHAEL GALGANO</b>
Additional VFX .....	<b>REBECCA WHITE</b>
Makeup Artist for Extras .....	<b>VJOLLCA ABAZI</b>
Set Photographers .....	<b>ELSIE NOELANI &amp; ASH SHOWLER</b>
Grips .....	<b>KRITTY KESOGUIDES &amp; ELISE NOELANI</b>

## TECHNICAL SPECS

Genre | **SHORT, COMEDY, MENTAL HEALTH**

Running Time | **16 MINUTES**

Aspect Ratio | **1.85:1**

Color | **BLACK AND WHITE & COLOR**

Sound | **2.1 Stereo**



## ABOUT FALLRISK ART

FallRisk began as a collection of artwork describing the seven most commonly diagnosed mental disorders: schizophrenia, bipolar disorder, major depression, post-traumatic stress disorder, borderline personality disorder, and obsessive-compulsive disorder. It soon evolved to include specific symptoms of mental illness as a form of therapy and reducing stigma. It portrays visions from mania, depression, and self-harm phases to aid visualization of some of the emotions from mental illness. The artwork has since expanded to photography and short film.

## ABOUT E. CALIFORNICA PICTURES

E. Cali is an independent production and distribution label, founded with the goal of supporting the international community of female auteurs and cultivating a community of young art house cinemagoers. Through crowdfunding and social media engagement, we hope to build a brand of unique content produced by underrepresented talent. In 2017 E. Cali co-presented the critically acclaimed horror film *Kill Me Please*, the feature debut of the up-and-coming Brazilian director Anita Rocha da Silveira.

## SPECIAL THANKS TO

Philip Lane, Patricia Lane, Alex Amador, Bernadette McNamara, Cesar Ruballos, Erin Kelly, Emily Viotoris, The McGoldrick Family, Ahmed Khamel, Alex Catti, Allie Snyder, Anthony Maurer Design, Arri Rental, Brad Paley, Conor Daley, Emily McGoldrick, Irina Bravo, The Fornario Family, Marlene Jordan Kylis, and Melissa Renae Art.

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[www.FALLRISKART.com](http://www.FALLRISKART.com)

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