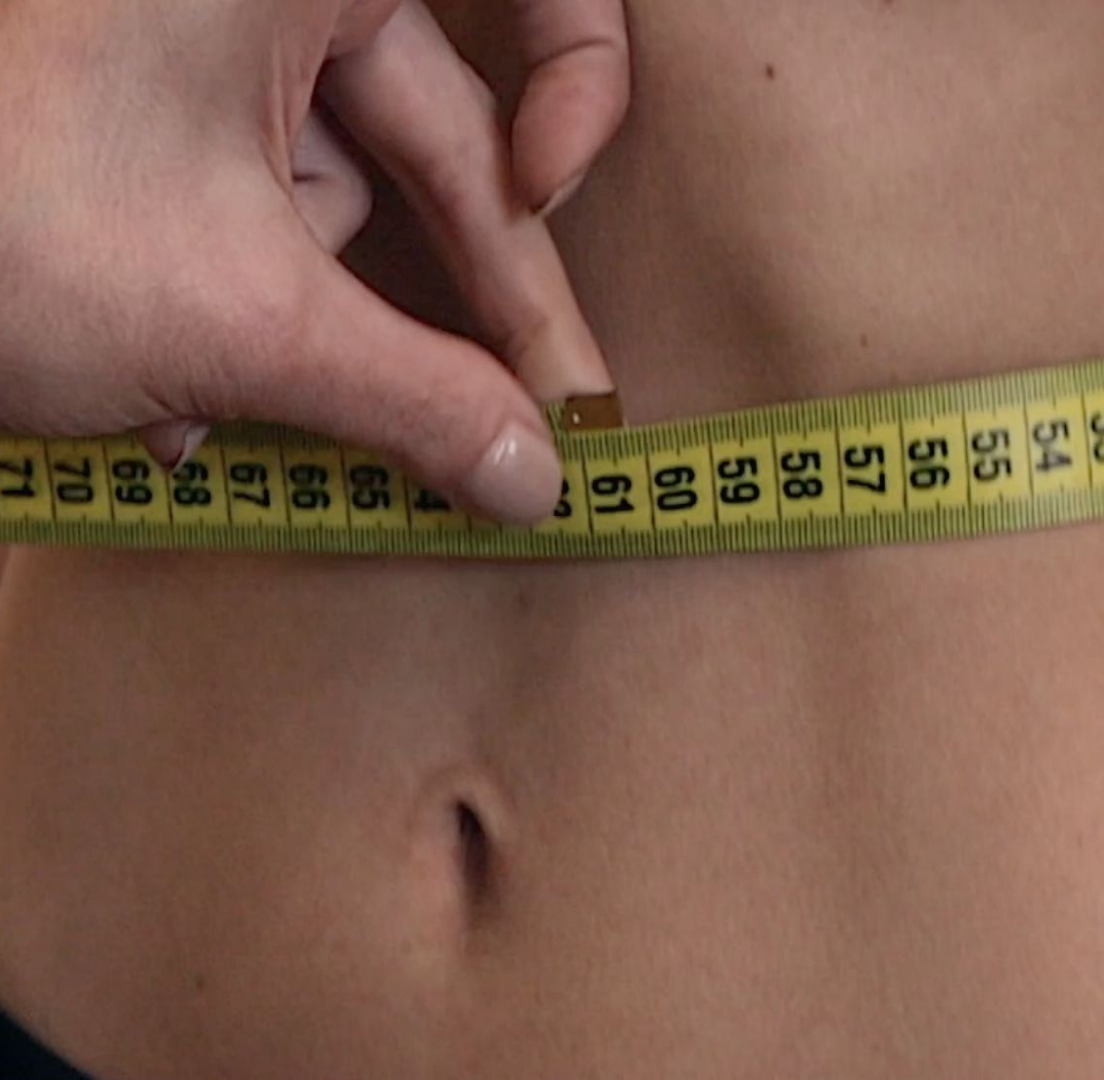


NEW FACES

The image features the text "NEW FACES" in a large, bold, black serif font against a solid black background. Each letter of the text is filled with a different close-up photograph of a young woman's face. The faces are diverse in appearance, with various hair colors, eye colors, and expressions. The "FACES" part of the text is particularly prominent, as the faces are clearly visible through the cutouts of the letters. The overall effect is a visual pun on the word "faces".



NEW FACES

Short film - 14'29"

Drama

"For them, the price to fit in can be unmeasurable."

"Em sua primeira seleção na nova agência, a tímida Stella, junto com um grupo de jovens modelos, enfrenta os rígidos padrões da moda, mas descobre que o sonho de estar na passarela não é para todos e o preço para se encaixar nos padrões pode não ter medidas."

SYNOPSIS

The film follows the introverted Stella (16) in her first casting at the INT agency, one of the most renowned, she arrives in the waiting room with Louise (17) who soon dives into her books, none of them dress like models, very different from the Zoe (18) who dresses like a digital influencer after all she has to do well in selfies for her 100k followers. Zoe who was already in the room with her new friend Gislaine (24) model, "Top influencer" with 500k followers, who invites Zoe to a luxurious VIP party, Gislaine dressed in expensive clothes, and is the first to enter the room casting.

In the casting room, Gislaine meets Regina the Fashion Booker, always equipped with her tape measure and sense of style and criticism, Aimee is the Headbooker in addition to being Dione's right-hand man, owner of the agency, along with them is the Client, renowned Creative Director of a famous cosmetics brand looking for a New Face for the next campaign.

Zoe belittles Stella before being called, Louise is outraged and reacts in her own way, Zoe enters the casting room all confident because she brought something special to please Regina.

Angela (17) enters the waiting room, it looks like she came from the gym with her detox juice and reducing creams, and takes advantage of the wait to lose a few centimeters before entering.

Louise enters the waiting room confidently and without caring about the consequences

Shows her theatrical side Regina is annoyed but the Creative Director adores her and comments to Aimee that she is perfect for the campaign, Aimee says that Zoe is not to be trusted and that the next model is Dione's suggestion. Now it's Stella's turn to go to the Casting room, while Angela waits alone with her anxiety.

Stella, who has never walked in heels before, falls in front of the judges, Aimee soon reassures her that the selected ones will take catwalk classes, Stella is all happy, but the Creative Director doesn't like the idea and says he prefers the other model who has more attitude but Aimee explains that this is a decision that comes from above.

Now it's Angela's turn, who is soon rejected by Regina.

While Stella gives the good news to her "BFF" Angela enters slamming doors which frightens Stella who hides in one of the cabins and at this moment discovers the real weight of rejection.





"The work of a women's fashion model is a disciplining work process in which female bodily capital is transformed into a cultural commodity."

Dr. Ashley Mears, author of *'Pricing Beauty: The Making of a Fashion Model'*

Director's statement

The short addresses the idea of insecurity and vulnerability in the face of the external and internal judgment process, something that as an artist was easy to have a parallel with my career, but it is not the same thing to be evaluated for my work is not the same as being swimwear and being judged on my appearance. Before writing the script during the research, I was able to listen to the testimony of several models about what it is like to face subjective comments, nonsense, and humiliating jargon said in a friendly tone. It was important because not only could I look at my own insecurities, it helped to have a greater understanding of what these young people face. My objective is to put the audience in the place not only of the observer but of the judge and judge.

Visual

The short's aesthetic has three main sources of inspiration, what we sought for the look was to recreate a documentary mix, inspired by reports on the modeling profession and also the look of Vlogs that many models share on their channels. The objective was to create an environment without editing and glamour, just ordinary young people in search of a dream.

Production

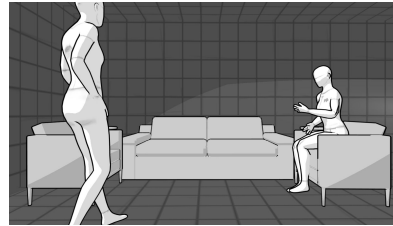
Casting room and waiting room are two common environments in a modeling agency, and we were lucky to find these locations, the decor based on agency decor references.

The casting room had to be imposing with good lighting and we found the perfect place.

The costume was thought to show a little of the personality of the characters in the accessories clothes and even in the choice of bikinis.



References youtube



Storyboard



Prova de roupas / wardrobe tests



Musica by ElysianSoul

New Faces explores the impact of rejection through the character Angela focusing on her emotional, so we look for a soundtrack that represented the character's emotional self-judgment growing internally taking a tortuous path and when I heard "Waiting to be Weightless" by Elysian Soul it was clear that her sound was more than perfect for the character.

With a harmonious voice reciting an emotional and true poetry as an inner voice with questions and vulnerabilities with the sound of a dense and beautiful melody. It perfectly translates the moment the character is in the story.

For us is an honor to have her music and talent in our short film, her words carry a powerful and heartfelt message.

ElysianSoul

"I am a music artist from the UK. While struggling with eating disorders in my teens, I began writing music based on the psychological complexities of anorexia, bulimia, binge eating and exercise, depression, and self-harm. In every song, I create there is a depth of raw emotion, darkness, and truth. Since then, I have put my music out into the world and received such a positive response from so many others going through similar struggles."

NEW FACES

curta metragem



“Para elas o preço para se encaixar nos padrões
pode não ter medidas.”

Cast

Luma Belfort - *Gislaine*

Lana Ghion - *Zoe*

Marcella Aguilar - *Stella*

Sophya Rabassi - *Angela*

Jaqueline Gordillo - *Louise*

Mel Santos - *Regina*

Tatiane Silva - *Aimee*

Luciano - *Diretor Criativo*

Production - Luciano Mello, Cris Morel e Amanda Veiga

Directing e Roteiro - Luciano Mello

Produção executiva - Cris Morel

Produção artística - Amanda Veiga

Dir. Photography - Marina Manzione

Music - ElysianSoul

Sound operator - Elcio Santana

Editor Oliver Kaum

Sound mixing Brisa Weiña

Budget US\$1500

Instagram -

<https://www.instagram.com/thenewfacefilm/>

IMDB

https://www.imdb.com/title/tt11448092/?ref=ra_sb_In

NEW FACES

