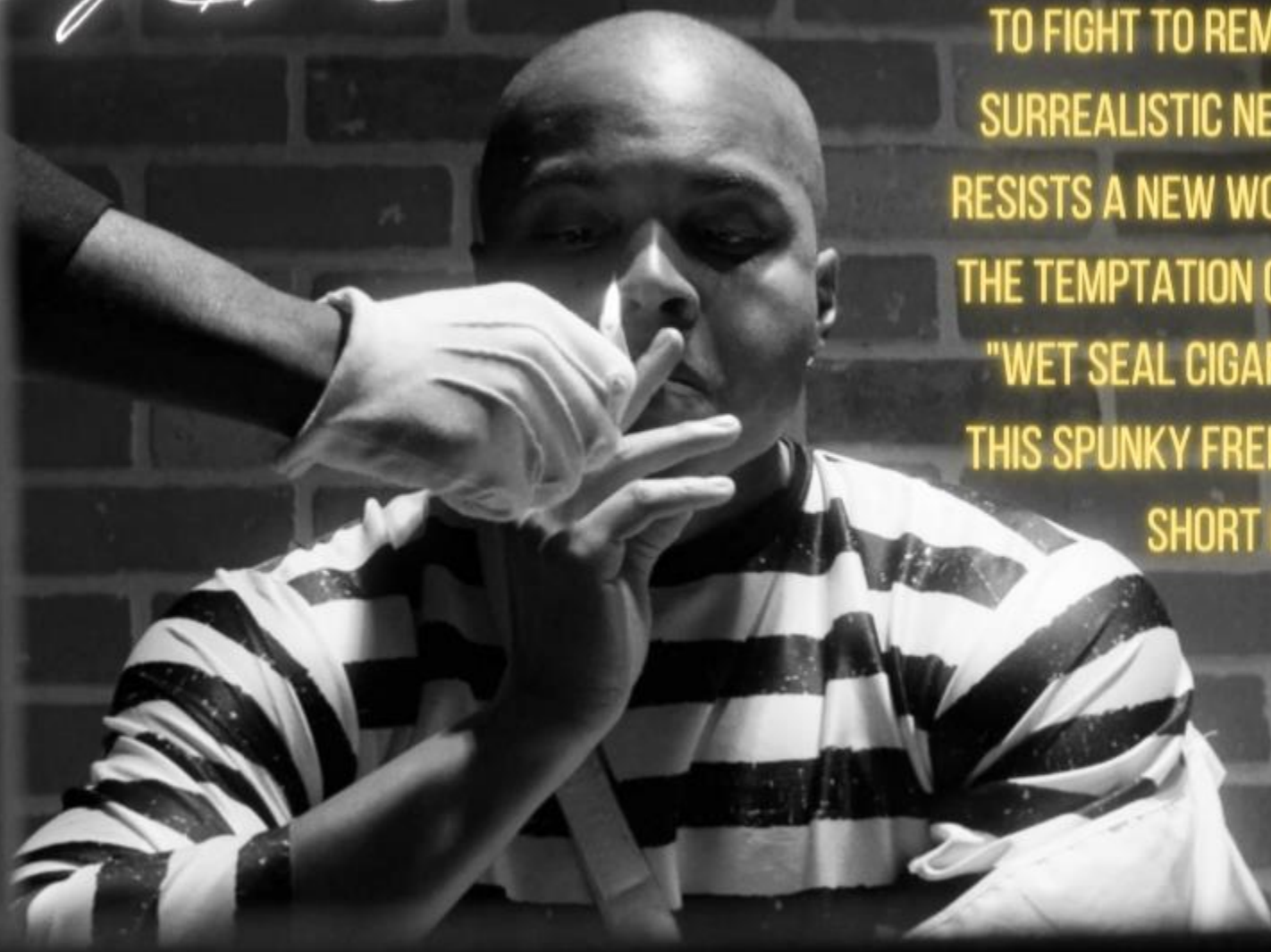


*Wet
Seal
Cigarettes*

UN FILM DE PERCIVAL BERNARD

Pyramidal Productions presents Un film de Percival Bernard. Written by Percival Bernard. Starring Nicholas O. Sims, Chloé L. Worthington, Gedric D. Cannon, Devin L. Chandler, Stacy Olabi, Dee Who, Scott Callenberger, and Marisol Correa. Music by Eyan Joseph. Director of Photography Cizko Quevedo. Produced by Nicholas O. Sims, Percival Bernard, Earl Weaver Jr., Blake H. Greene, Abby Burton, Antonio Harper, Denzel Foyez-Olata, Vance Rochester, Yann Brown, Spencer T. Falmar, and Mike Shafiq. Directed by Percival Bernard.

OG THE



IN A SERIES OF GENRE-BENDING
EVENTS, NICHOLAS BORDEAUX HAS
TO FIGHT TO REMAIN SANE IN A
SURREALISTIC NEW YORK AS HE
RESISTS A NEW WORLD ORDER AND
THE TEMPTATION OF THE COVETED
"WET SEAL CIGARETTE" WITHIN
THIS SPUNKY FRENCH NEW WAVE
SHORT FILM.

A black and white photograph of the Brooklyn Bridge tower under construction. The tower is a massive stone structure with a grid of steel reinforcement visible. Numerous cables fan out from the top of the tower to support the bridge deck. The sky is overcast. The text 'CHAPITRE UN' is overlaid in yellow at the top center.

CHAPITRE UN

*Darling,
Mon Amour!*

CHAPTER ONE

CHAPTER ANALYSIS

CHAPTER ONE

THE STORY OPENS UP WITH A RECOLLECTION OF HOW NICHOLAS BOURDEAUX, A CONFLICTED YOUNG MAN, WINDS UP BEHIND BARS AND ON DEATH ROW.

WE BEGIN WITH BOURDEAUX SITTING AT A CAFE, RELATING TO HIS FRENCH-SPEAKING FRIEND, DARLING, OF BOUTS OF EXISTENTIAL DREAD IN A BLACK AND WHITE SURREALISTIC NEW YORK.

UPON BEING OFFERED A CIGARETTE MADE BY THE INFAMOUS WET SEAL CIGARETTE BRAND, HE DECLINES. UNBEKNOWNST TO HIM, A DUO OF ILLITERATE PIG-LIKE POLICE OFFICERS ARE TAILING HIM, SUSPICIOUS OF WHY THIS MAN IS THE ONLY ONE IN THE CITY WHO DOES NOT SMOKE.

UPON REALIZING HE IS BEING WATCHED, HE EXCUSES HIMSELF SO HE MAY ARRIVE ON TIME TO HIS HAIRCUT APPOINTMENT.



CHAPITRE DEUX

Le Jardin



CHAPTER TWO

CHAPTER ANALYSIS

CHAPTER TWO

BOURDEAUX DREAMS VIVIDLY OF A FAMILAR PLACE WHERE HE IS SAFE FROM THE CIGARETTES TEMPTATION AND SOCIETY'S OBSESSION WITH COMFORMITY. HOWEVER, THIS IS SHORT LIVED AS THE CIGARETTE'S TEMPATION FINDS ITS WAY INSIDE OF HIS OWN HEAD.

IF HE IS NOT SAFE INSIDE OF HIS OWN PSYCHE, THEN WHERE CAN HE POSSIBLY RUN?

HE WAKES UP ON THE BUSSTOP BENCH NEXT TO A PECULIAR HOMELESS MAN, WHO OFFERS BOURDEAUX A CIGARETTE. BOURDEAUX GROWS AGITATED AND DECLINES ONCE MORE BEFORE ARRIVING TO HIS APPOINTMENT.



CHAPITRE TROIS

*The Ballad of
Nicholas Bordeaux*

CHAPTER THREE

CHAPTER ANALYSIS

CHAPTER THREE

BOURDEAUX, FRESHLY SHAVED AND CUT, COMES ACROSS A CRIME SCENE WHERE A MAN, SMILIAIR TO BOURDEAUX, DID NOT LIKE TO SMOKE EITHER AND WAS MURDERED IN COLD BLOOD. UPON APPROACHING THE CORPSE, HE SEES SOMETHING PROTRUDING FROM HIS COLD MOUTH: A WET SEAL CIGARETTE. UPON THIS SIGHT, BOURDEAUX UNHINGES, SCREAMING TO THE HEAVENS. HOWEVER, THIS IS SHORT LIVED AS THE POLICE OFFICERS ARRIVE AT THE SCENE, CHARGING HIM WITH MURDER, CONSPIRACY, AND THUS OPENS FIRE UPON HIM.

NOW, WE RETURN TO THE BEGINNING. NICHOLAS BOURDEAUX IS BEHIND BARS ON DEATH ROW. HIS FINAL MEAL: A LONE WET SEAL CIGARETTE. BOURDEAUX FINALLY RELENTS, HIS LAST BREATHE BEING A PUFF OF THE CIGARETTE BEFORE HE IS SHOT DEAD IN HIS CELL. MR. SEAL, THE OFFICIAL SPOKESPERSON FOR THE WET SEAL CIGARETTE BRAND, STEPS INTO FRAME, PUFFING A CIGARETTE OF HIS OWN. HE REVEALS THAT THIS WAS ALL AN COMMERCIAL ADVERTISEMENT FOR THE BRAND AND THAT WET SEAL CIGARETTES "ARE TO DIE FOR".

SOON AFTERWARDS, THE FILM CONCLUDES WITH AN ANIMATED SEQUENCE, REMINISCENT OF 1950S CARTOONS, ADVERTISING THE BRAND WITH THE MASCOT: A SEAL NAMED SEBASTIAN. THIS IS TO SHOW HOW DECADES PRIOR, IN THE BEGINNING OF CONSUMERIST SOCIETY, CIGARETTES ADVERTISEMENTS WERE GEARED TOWARDS CHILDREN AND HOW AFRICAN-AMERICANS WERE TYPICALLY PORTRAYED IN LESS THAN FAVORABLE FASHION WITHIN SUCH ANIMATION.





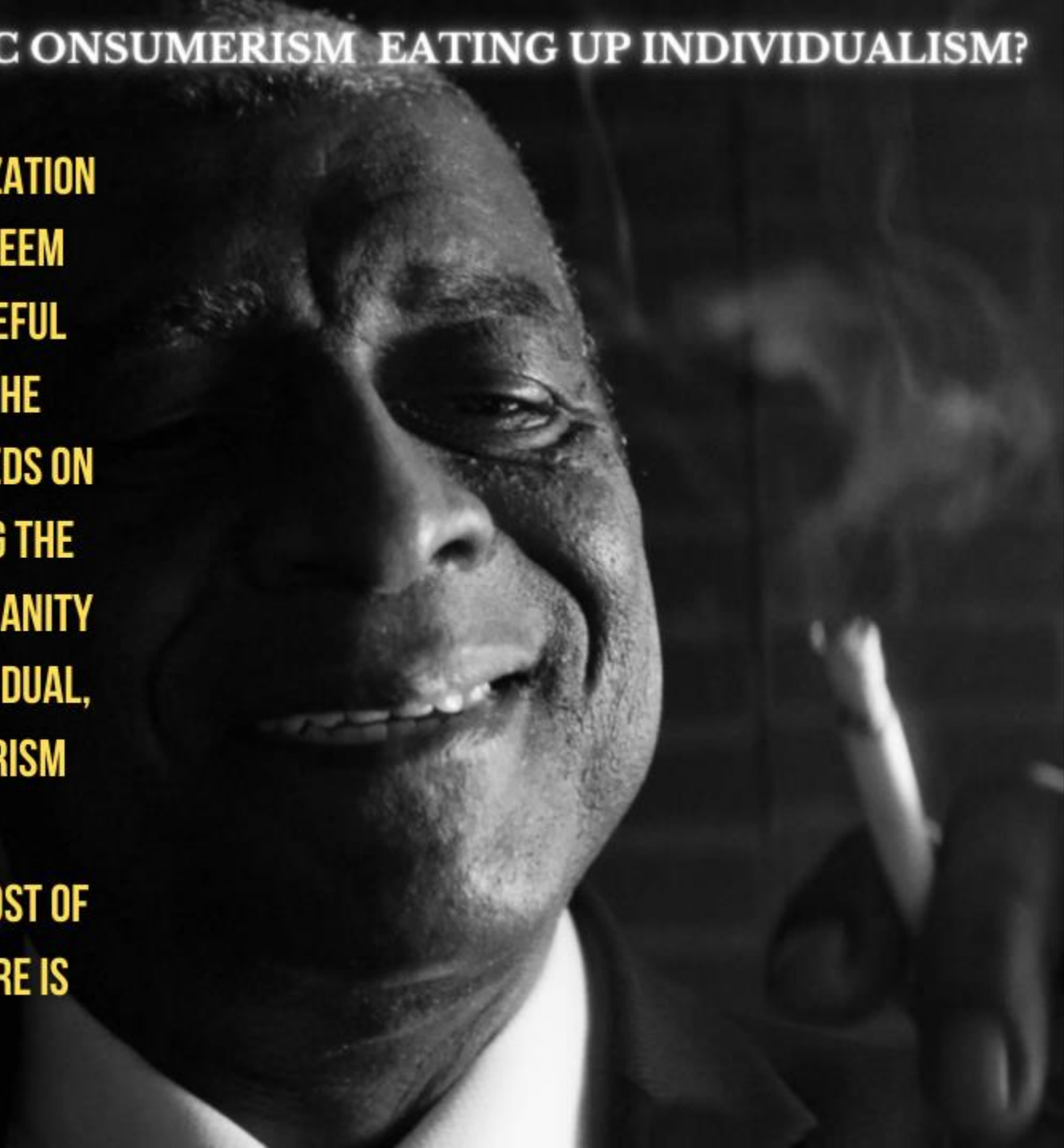
IMPACT

WE WILL FIND THE IMPACT IN DIALOGUE. CONVERSATION BETWEEN THE MASSES IS THE MOST KINETIC ENERGY OF THEM ALL. WE HOPE TO DIVIDE THE GENERAL OPINION. IF EVERYONE AGREED ON A TOPIC THEN WHAT WOULD BE THE POINT? THROUGH THIS FILM, WE WILL CREATE DIVISION. THIS IS NOT TO TURN OTHERS AGAINST EACH OTHER, BUT TO LIBERATE HUMANITY FROM THE CONTROL OF THEIR VICES. WE HAVE LONG BEEN ACCUSTOMED TO THESE ALGORITHMS THAT ARE LIVING, AND EXPRESSING THE HUMAN EXPERIENCE FOR US THROUGH THE MOST EFFECTIVE MEDIUM OF ALL: CINEMA.



HOW DO WE SEE CONSUMERISM EATING UP INDIVIDUALISM?

THE CONCEPT OF GENERALIZATION AND UNIFORMITY MIGHT SEEM LIKE THE PATH TO A PEACEFUL SOCIETY; HOWEVER, IN THE PROCESS IT INEVITABLY FEEDS ON THE INDIVIDUAL, REDUCING THE THINGS THAT MAKE UP HUMANITY AND ITS IDENTITY INTO RESIDUAL, GENERIC DUST. CONSUMERISM SURVIVES OFF OF GENERALIZATION AT THE COST OF THE INDIVIDUAL AND WHERE IS THE PEACE IN THAT?



WHY THE FRENCH NEW WAVE?

THE FRENCH NEW WAVE WAS INTRODUCED IN THE 1960S AS A REACTION AND TO COMBAT THE COMMERCIALIZATION OF CINEMA AT THE TIME. SUCH A PERSPECTIVE CAN BE SEEN TODAY AS HOLLYWOOD SEEMS TO BE BASED ON A FORMULA OR ALGORITHM WHICH MARGINALIZES CREATIVE FREEDOM, EXPRESSION, AND MASTERY OF THE ART FORM. LIKE CIGARETTES, CINEMA HAS BEEN GENERALIZED TO BE MASS PRODUCED, ADDICTIVE, AND FORCE FED ONTO THE CONSUMER, COMPLETELY ERADICATING THE ARTIST AND THEIR WORK IN THE PROCESS. GENERALIZED, "ONE SIZE FITS ALL" CONCEPTS HAVE BEEN CREATED IN CINEMA TO REACH AS MANY PEOPLE AS POSSIBLE WITH GENERIC YET ADDICTIVE CONTENT, LEAVING THE CONSUMER TO SUFFOCATE IN A SOCIETY FILLED WITH VANITY.



WET SEAL STATEMENT

“WET SEAL CIGARETTES” BLENDS AND BENDS CINEMATIC GENRES TO CREATE A WORLD WHERE CONSUMERISM IS EATING INDIVIDUALISM ALIVE. THIS SHORT FILM TAKES EVERY OPPORTUNITY TO INSPIRE THE INDIVIDUAL TO BE MORE THAN WHAT THEY CONSUME, WHETHER IT BE THEIR ENVIRONMENT, MEDIA, OR EVEN THE ILLUSTRIOUS WET SEAL CIGARETTE.

IT IS TIME TO CREATE A SPACE WHERE WE CAN EXAMINE OUR OWN POINT OF VIEW, THEN PIECE IT TOGETHER WITH EVERYONE ELSE'S TO CREATE THE BIGGER PICTURE. THE BIGGER PICTURE IS WHAT WILL LIBERATE US FROM CONSUMERISM AND GENERALIZATION. WHAT IS THIS BIGGER PICTURE, YOU MAY ASK?

THE ANSWERS YOU SEEK LIES INSIDE THE WORLD OF NICHOLAS BOURDEAUX IN WET SEAL CIGARETTES...

