

**NOMMAN**

**ELECTRONIC PRESS KIT**



*Film Short*

*Genre: Horror*

*Runtime: 16 minutes Short*

## **SYNOPSIS**

In the dead of night, Youtuber influencer Amber and her TikTok boyfriend Johnny, set up an occult summoning ritual for her upcoming online live stream. Amber is adamant she will gain a popularity boost for executing such a concept, though Johnny has his doubts. As the livestream begins, the couple sit across from each other, pentagram in between, and chant the name of the spirit, Noman, three times. All of sudden, the candles and power suddenly go out. They soon discover supernatural forces are at play, leading to deadly results.

Director's Statement: In the era of social media, one could be familiar with or follow individuals referred to as social media influencers. These people have developed an online reputation and credibility in specific industries. They're motivated in increasing their power in attracting and engaging followers, even rewarded, through the use of product or brand endorsement. And some, by any means necessary. In this film, one shall see the consequences and darker side of escalating such a concept to dire, yet ignorant lengths.



**CAST**



GABRIELLE ALEXANDER

*A first-generation American born to Cuban & Peruvian immigrants and raised in Little Havana, Alexander directed and produced various award-winning shorts, and popular internet videos and has appeared in several dramatic projects while attending the School of Entertainment & Design Technology at Miami Dade College. While still in school, her professional career expanded throughout every area of the local film industry in south Florida and she saw personal success when her work was selected by the internationally renowned Cannes Film Festival SFC in France. In addition to pursuing thought-provoking roles in the indie scene, Gabrielle has grown an audience of nearly 50,000 on her YouTube channel Muted Alpha Behavior.*



CHRIS LORA

*Chris Lora is an actor/filmmaker based in Miami, FL. He graduated with his B.A.S. in Filmmaking from Miami Dade College in 2017 and continues to pursue his career by working in multiple roles in the industry. His credits range from acting, directing, writing, camera assistant, and PA roles. More recently, he released his thesis film "Cuba 2021" on his Youtube channel. was providing production assistant work for the HBO series, "Rap Sh!t" and Apple TV's Bad Monkey.*



XUCO XUCONOXTLI

*Xuco Xuconoxtli was born in Cordova, Veracruz, Mexico. His family arrived at the Texas-Mexico border in the early 1980s. In his teenage years, he had to work as an undocumented immigrant, he worked in the fields of agriculture when he was only 14 years old. In 1998, he was selected from among 1,000 entries and awarded a scholarship to study at the ARTCool Office of Cultural Affairs of the ARTCool Apprentice Program in Atlanta, with the purpose of exploiting his artistic skills at this institution. He stood out for his great talent in acting, music, and dance classes. As a lead singer, he had the opportunity to sing on national television and in different cities in Mexico with a Mexican band. He performed in Chicago, Illinois as a guest singer at the United States Hispanic Leadership Institute Convention. As an actor, he played multiple roles in different telenovelas, as well as having roles in American productions such as in The Chipmunks movie and in the Grand Hotel series.*



**CREW**

## DIRECTOR



MATTHEW ROBAYO

*Matt Robb is a South Florida-based actor/filmmaker looking to find and make artistic opportunities within the industry. Credits range from performances in over thirty credited short films, four directed shorts, and seven editor credits. His collaborations include working with both students and independent filmmakers ranging from Miami Dade College, New York Film Academy, and the University of Miami. He is currently finishing his B.A.S in Filmmaking and is due to graduate at the end of 2022.*

# PRODUCER



YEILYN RODRIGUEZ

*Yeilyn Rodriguez is a Cuban native currently living in Miami, Florida. For over 5 years, she has worked in indie films, either as an Assistant Director or Producer. One of her producing credits include The Devil's Kiss which won the "Best Film" award. Yeilyn spent three years working at a small TV marketing company called WGST-TV, with positions ranging from Production Assistant and Senior editor. She currently plans on continuing her B.A.S in Film production.*

## DIRECTOR OF PHOTOGRAPHY



ANDRES GRILLE

*Andres Grille is a Puerto Rico native currently living in Florida. He has had a passion for filmmaking since his youth and used his talents in filmmaking and photography to express the narrative of many subjects through the years. Also a graduate of the New York Film Academy South Beach where he refined his skills of screenwriting, filmmaking, editing, and production. In 2020 he started his company Distance Productions and has worked on numerous short films & projects in Florida. His first submitted short film "Long Time No See" was nominated for Best Comedy Short at the 2021 Atlanta ShortsFest.*

## PRODUCTION / SET DESIGNER



MARIA SOTO

*Maria Soto is a New York native who now resides in South Florida. She was bitten by the Hollywood bug at a young age, having written her first sitcom script at 11. Maria spent her high school years in drama club and speech and debate, always the first to help with set design, AV, acting, and writing. Today she continues to pursue her Hollywood dreams by writing, voice-over and helping on sets with her various skills whenever needed.*



**FAQ**

### **What do you think about the final product?**

Well, seeing everything come together from the conception phase has been a hell of a ride. At the same time, seeing how I evolved in film making specifically was a journey. It's gotten me pretty ecstatic not only towards the present but also looking towards the future. I've learned so much these past couple years at Miami Dade College and working with the kind of crew that I had in general. I'm excited to share this vision that's been in the making for the past 8 years, since the film is in a way, a loose remake of an old horror short I made during my early college years. What a better way to be able to show everybody how far we've all come.

### **What was your experience directing?**

This is my 4th short film directing experience. The biggest take: more meticulous. Especially the amount of pre-production I had to do. Specifically, the writing phase was grueling. There were so many changes, even during filming. Hell even in post I was still tweaking the script. And just working with the crew and these very professional actors was a really rewarding experience. Especially how everything came together in the final product. We're really in for something quite exciting and terrifying with this film.

### **Did you have any inspirations for the film and if so what were they?**

My original short: "Uninvited" that was more slasher themed compared to "Noman". Throughout the script changes, I moved on to a more super natural concept. Also incorporating more social media aspects like Instagram, Youtube and Tiktok. Some films that inspired the look for this one would be horror flicks like The Conjuring, Unfriended, and Veronica.

### **Where there any setbacks you faced?**

Off the top of my head, I can think of two big ones that happened in pre-production: The original locations for filming. First, the exterior location owner backed out last minute and we had to scramble around to find a house where we could film two exterior scenes. For the interior scenes, the owner also backed out so we had to find an Airbnb that could match the tone that we were looking for. Another setback would be, after filming a the whole first day, we lost all the footage minus the audio. So we had to re-shoot it the week after. Luckily, the gentleman that supplied us with the police vehicle and gear lend us a hand by suggesting filming near a spot outside his house for the exterior scenes. So after all that, everything went smoothly and we got all the shots done in about 3 hours.

### **What would you have changed about the process?**

I definitely could have spent more time in pre-production prepping not just the script but also focusing on set design and props with my set designer. Also I'd make sure to find film locations that would look better and with easier access to make the production go smoothly. Even with the setbacks, surprisingly, everything worked out in the end. We all made it work.

### **What sets your film apart from other horror films?**

I would say "Noman" mixes in quite a lot in regards to the horror genre. It gives you a little bit of everything in small doses. I think of it as more of a love letter to the genre, specifically, the paranormal.

### **What was the process like in finding the cast?**

Gabby, the main lead I met at my old media marketing job as an editor. Chris I've known since I started Miami Dade College. And Xuco I met during an acting gig. I specifically wrote these parts for them. I had nobody else in mind. Maybe a possible back up here and there in case something happened last minute but thank goodness that wasn't the case. Overall I'm completely satisfied with their performances and all the hard work they put in. Everything that they suffered with me from pre-production to pick ups. It's been a real treat working with them.

### **How did you like working with your cinematographer Andy?**

I could not have asked for a better cinematographer. We were psychologically linked! He matched my storyboards to the T. During re-shoots he gave me a lot of suggestions to work with. Now as an editor, for me, the more the merrier. I like having extra footage to see what I can play with in the editing process. It went smoothly because he was able to match the newer shots and even added his own flare to it. I will definitely 100% be willing to work with him again whether as director or actor.

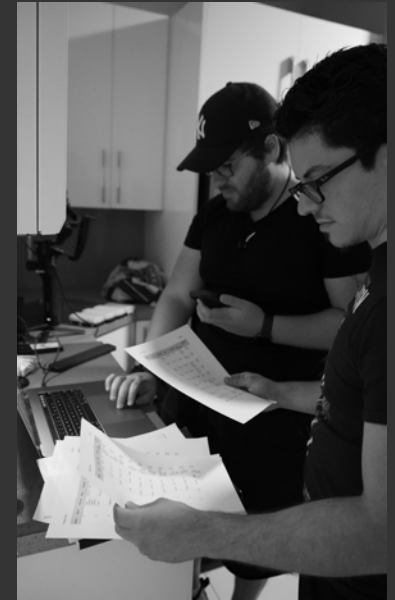
### **Is there a reason you wanted to be the editor for your film?**

The thing with me, especially when it comes to directing or editing, I guess you can say when it comes to knowing the film's vision, the director knows best. Going back to my Windows Movie Maker days, I figured I'd be the best man for the job. Also Andy being my assistant editor also made everything go more smoothly. Nice to have an extra set of eyes to look over the work.

## What's next for you?

Graduate with my bachelors degree. As well as re-do my reels for editing and acting. That's another thing, get back into acting. Working my way into the industry, maybe move to Atlanta in due time.





# BEHIND THE SCENES



Photography courtesy of Linda Dominguez

# SOCIAL MEDIA

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Artwork by Stephen Gilliam