

IMPOSTER

THE SERIES



- AWARD WINNER Atlanta Comedy Film Festival 2023
- APULIAWEBFEST OFFICIAL SELECTION 2024
- WINNER BNM Webfest
- OFFICIAL WINNER Birmingham Film Festival 2023
- CLEVELAND INTERNATIONAL FILM FESTIVAL OFFICIAL SELECTION
- HollyShorts FILM FESTIVAL OFFICIAL SELECTION 2023
- WINNER BEST CINEMATOGRAPHY IOWE
- OFFICIAL SELECTION Lady Filmmakers Festival 2023
- NOMINEE LA Femme International Film Festival 2023
- NOMINEE Melbourne WebFest 2023
- NOMINEE Bilbao Seriesland Web Fest Festival 2023
- FINALIST MIAMI short FILM FESTIVAL 2023
- Official Selection NJ New Jersey Web Fest 2023
- Nominee UTAH FILM FESTIVAL ***
- HONORABLE MENTION VARIOUS ARTISTS 2023
- OFFICIAL SELECTION RIO WEBFEST WINNER 2023
- OFFICIAL SELECTION San Pedro International Film Festival 2023
- OFFICIAL SELECTION SOHO INTERNATIONAL FILM FESTIVAL 2023
- OFFICIAL WINNER NoHo CineFest 2023
- Finalist OUT OF THE CAN INTERNATIONAL FILM FESTIVAL 2023 / 2024
- OFFICIAL WINNER Voce Spettacolo Film Festival 2023
- AWARD NOMINATED Unrestricted View Film Festival 2024
- HOLLYWOOD COMEDY SHORTS FILM FESTIVAL 2024 OFFICIAL SELECTION
- OFFICIAL SELECTION MALBU FILM FESTIVAL 2024
- LA WEBFEST Award Winner 2024
- OFFICIAL SELECTION The Valley Film Festival 2024
- 2024 Lighthouse International Film Festival Official Selection
- OFFICIAL SELECTION STUDIO CITY INTERNATIONAL FILM FESTIVAL
- OFFICIAL SELECTION Cinema d'IDEA 2024
- Austin Comedy Film Festival Award Finalist Fall 2024
- OFFICIAL SELECTION Minnesota WebFest 2024
- OFFICIAL SELECTION TOWF T.O. WEBFEST 2024
- OFFICIAL SELECTION Marina del Rey Film Festival 2024
- PLANET FEMALE GLOBAL STORYFEST OFFICIAL SELECTION 2024
- 2024 OFFICIAL SELECTION 8TH ANNUAL

LIE, STEAL AND MAKE IT YOURS

VERONICA MACCARI KAPIL TALWALKAR TODD WARING

PRODUCTION DESIGNER VINCE SANCHEZ, COMPOSER BEN CONLEY,

CINEMATOGRAPHY BY LUDOVICA ISIDORI & OLESIA SAVELEVA, EDITED BY ALICE ARIOLDI

EXECUTIVE PRODUCERS: SHAYDA FROST, VERONICA MACCARI, MARCELINO JOSE MIYARES, YANIV WAISMAN, ESSENTIALIFE & SEFIROT

CREATED & WRITTEN BY VERONICA MACCARI PRODUCED BY YANIV WAISMAN

DIRECTED BY SHAYDA FROST



**A DOWN-ON-HER-LUCK PAINTER, DESPERATE TO GET NOTICED,
STEALS AN OUTRAGEOUS IDEA FROM HER EX-BOYFRIEND AND
TURNS IT INTO A FEMINIST PERFORMANCE ART PIECE THAT MAKES
HER GO VIRAL FOR ALL THE WRONG REASONS.**

WHAT IS IMPOSTER?

TITLE: IMPOSTER

GENRE: DRAMEDY

PRODUCTION YEAR: 2023

COUNTRY OF ORIGIN: USA

LANGUAGE: ENGLISH

EPISODE COUNT: 6

FULL SEASON RUN TIME: 50:00

SCREEN RATIO: 1920X1080

SOUND FORMAT: STEREO

[WATCH ALL SIX EPISODES HERE](#)

IMPOSTER is six episodes between 7-10 mins each, about the journey of one woman in search of validation as an artist, who struggles with her inner demons when she realizes that the idea for her most famous piece may or may not have been created from her own idea.



PILOT

Meet Marina Hayes. Artist. Activist. Liar. Marina has finally found success with an ultra-feminist, totally-original-and-her-own-idea, performance art piece that went viral. Marina has pretty much made it - she is now getting interviewed by a prestigious arts magazine while sipping a perfectly crafted collagen-boosted-matcha-latte that is just perfect for her newfound Instagram platform. And the renowned Zimmerhoff Art Gallery is set to sign her! Which would finally prove to everyone that she's an Artist, with a capital "A". That is, IF her first solo show with them is a success. As Marina attempts to promote her show while dodging uncomfortable questions in regards to the origin behind her famous piece, the gallerist lets her know that they will only do her show if she brings a never-before-seen new art piece. What will she come up with in less than 12 hours, when the idea behind the piece that put her on the map in the first place was secretly stolen from her world-class artist ex-boyfriend, who will probably out her on twitter any minute now?

Marina does have a piece she has been working on but it's much more vulnerable and, well, hers - than the piece that made her famous. In the few hours left before the show, she embarks on a journey in search of validation from her highly-esteemed and ethically-questionable mentor, to her disapproving power-suit mother and inexplicably tik tok-famous sister, to her terrifyingly cool art gallery co-worker and an unexpected fling with a musician who somehow sees through her highly-curated BS.

Will Marina have the right art piece in time for her one shot at success?
Or will everyone realize that she is an imposter after all?

SEASON

TONE



FLEABAG



I HATE SUZIE



WHO IS...

MARINA

Marina is a talented young visual artist who has spent years trying to prove herself, only to be dismissed as a painter who lacks originality, a mere imitator of the greats with nothing new to offer. For the past two years, she has worked as an intern at a prestigious gallery, hoping the gallerist will finally take notice of her talent and sign her.

But when that recognition doesn't come, desperation pushes her to act. In a bold and defiant move, she strips naked, paints her entire body, and storms the street in front of the gallery, turning her fury into an unforgettable performance. The moment goes viral.

When we first meet Marina, she admits to us: she stole the idea of the performance art from her famous ex-boyfriend and dismisses it as “populist” and “cheap” — a far cry from her true passion for painting. The plan is to use this as a stepping stone to get the recognition she has long deserved. However, as the season unfolds, the cracks in her carefully crafted persona begin to show. The people around her — mentors, rivals, lovers — challenge her, tear her down, and force her to confront not just her art, but her sense of self. Her memories and perspective begin to blur, making her question everything she thought she knew about herself. It is a journey of vulnerability, as Marina is pushed to strip away the walls she has built and face the truth about her work, her identity, and who she really is. What makes an imposter - and is she one?



EILEEN

MOTHER

A fiercely independent, single woman and the CEO of a successful architecture firm, she's the definition of type A. Talking into two different phones at all times, she embodies the 80's brand of feminism, where success meant being tougher than the men and more ruthless than the women around you. Power is a game, and she plays it to win. She has little patience for Marina's artistic pursuits, openly criticizing them at every chance, convinced that if Marina doesn't fit into her idea of success, she's wasting her time.



MAUDE

SISTER

She's a natural queen bee with a rebellious side, effortlessly drawing people in. She blew up on TikTok seemingly overnight, but instead of letting the fame fade, she turned it into a full-time hustle, putting serious thought, time, and effort into building her brand. People often underestimate her, but they're missing the fact that she's incredibly sharp. She sees straight through her big sister's act, but still secretly admires her — though she'd never admit it out loud.



TRISTAN

EX BOYFRIEND

A world-famous "selfie photographer" who shot to fame in his early twenties and recently won a prestigious "Genius" Grant. He's got looks, charm, and a magnetic personality that draw people in. Handsome and charismatic, he's the kind of guy every grandma adores. His self-obsession is almost endearing in its sincerity, and with Marina he's sweetly patronizing and dismissive. By constantly undermining her work and belittling her ideas, he ensures she stays stuck in his orbit, never allowed to step into her own light. It's not her, it's him - actually it's not him, it's her art!



LUKE

PROFESSOR

Marina's MFA mentor is the kind of professor every student falls for — hot, brilliant, and effortlessly charming. A renowned artist with an air of refinement, he exudes arrogance with a smile that makes you feel like you're lucky just to be in his presence. He's a master manipulator, using his position to get what he wants — and he might have his sights set on Marina for reasons beyond her art. When she visits his study for feedback, she's almost in disbelief that he's paying attention to her work at all. His critique is cutting, but he wraps it in layers of prestige, making it hard to tell if it's about her art — or something else.



DIRECTOR

SHAYDA FROST

Shayda Frost is an up-and-coming director and creative producer. She is LA-based and Atlanta-born, with roots from Tehran to Tennessee - her diverse heritage infuses her filmmaking with a distinctive flair.

Shayda worked with Catherine Hardwicke (TWILIGHT) as collaborator on multiple projects over many years. Last year, she shadowed Martin Campbell (CASINO ROYALE) on MEMORY (2022), starring Liam Neeson and Guy Pearce. Recently, Shayda worked as Co-Producer on the series DON'T LOOK DEEPER starring Don Cheadle, and the Sony Pictures Gina Rodriguez-led feature film, MISS BALA.

As an advocate of feminist narratives, she focuses on stories that disrupt mainstream expectations of female characters and long-held presupposed gender roles.

At present, Shayda is also on the festival circuit with a Sci-Fi/Action short film, ID EST, which screened at festivals including LA Shorts International Film Festival, Mammoth Film Festival, HollyShorts and FilmQuest. She holds an MFA from USC's School of Cinematic Arts and was selected by Women In Film's (WIF) Mentorship Program for the 2022 Director's Circle.

WRITER / LEAD

VERONICA MACCARI

Veronica Maccari is an actress, writer, and filmmaker from Italy whose intelligence, quirkiness, and creative courage shine in everything she does, on and off camera. Some of her favorite projects include the feature film **RECEPTION**, the LA production of the hit off-Broadway show **MY GIF**, **GAY ITALIAN WEDDING** and her short film **FOREIGNERS' TALES**, which she wrote and starred in as the lead. Her most recent short film, **POLLY POCKET**, which she produced, wrote, and starred in as the lead, has been selected by 18 international film festivals and has won 5 awards, including Best Actress and best Emerging Artist.



PRODUCER

YANIV WAISMAN

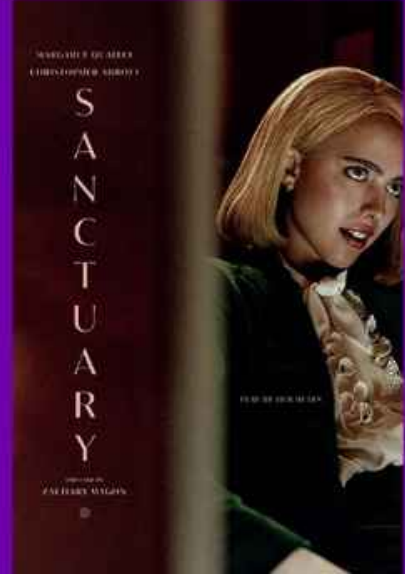
Yaniv Waisman is a producer originally from Venezuela and based in Los Angeles. He has worked in the industry for more than 20 years, 10 of which included producing TV commercials for the hispanic market. He has also produced festival favorite short films **THERAPY**, **MIRROR**, and **EQUATION**. Yaniv is also the founder and Executive Director of Los Cortes, a non-profit organization dedicated to promoting Latinx short filmmakers.





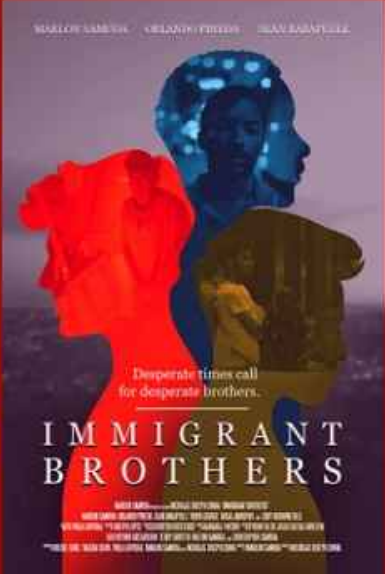
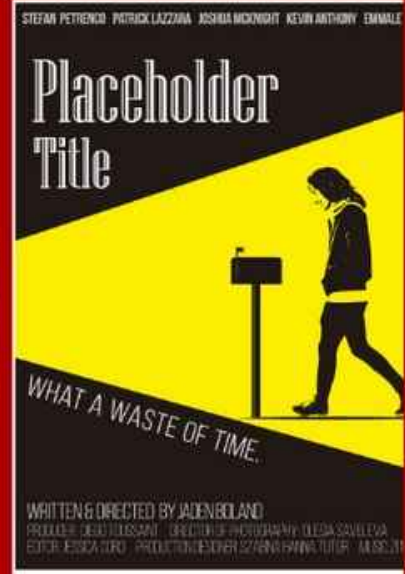
LUDOVICA ISIDORI

DIRECTOR OF PHOTOGRAPHY



OLESIA SAVELEVA

DIRECTOR OF PHOTOGRAPHY



VINCE SANCHEZ

PRODUCTION DESIGNER



ALICE AIROLDI

EDITOR



CREATOR'S STATEMENT

As a young female artist trying to find my place in the industry, I started to look for role models in powerful women in media... I noticed that the world isn't always cheering for them. Actually, it seems that the line between imposter and trailblazer can get real blurry. I started to wonder:

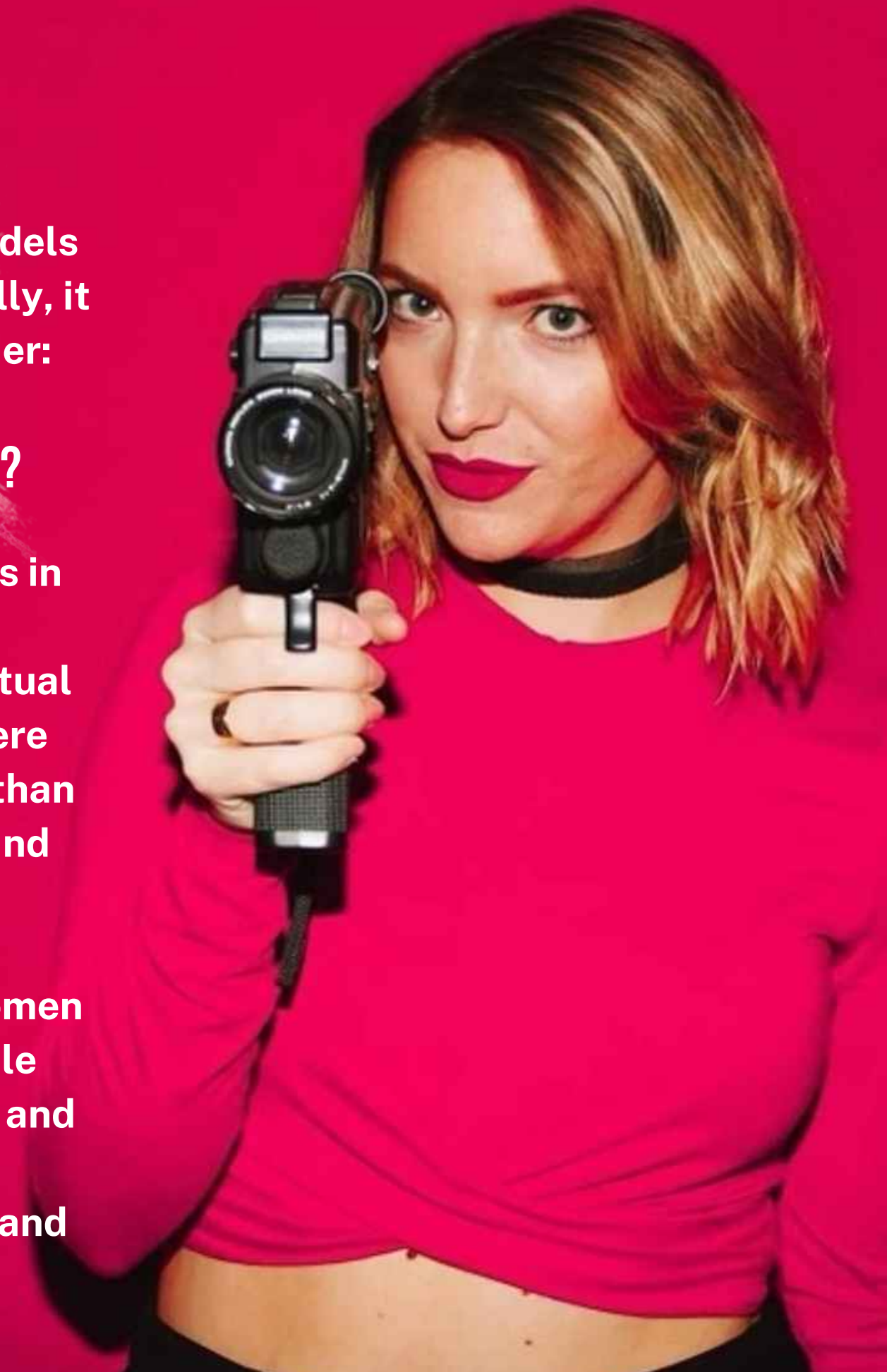
WHAT DOES IT MEAN TO BE IN A WORLD WHERE YOU'RE A WOMAN WHO'S SEEN AS AN IMPOSTER?

This project became a way to get to the bottom of this, make sense of it, and engage others in challenging conversations around the topic.

Moreover, women don't get the same exposure and recognition that men do within intellectual spaces - and especially in the fine arts. The result is... we kind of get the message that there aren't as many talented and brilliant women artists out there. So what is more interesting than talking about imposter syndrome through the story of a female painter who strives for-- and gains!-- unlikely success?

Finally, the way women are portrayed in the media both reflects and shapes our ideas of women in real life. I believe that stories about unapologetic, flawed, defiant and unlikeable female characters can inspire women to take space and live their lives in all their imperfect glory - and that is an act of bravery in itself in today's world.

I hope that this story feels as cathartic, validating and liberating for other women, artists, and folks who care about women and/or artists as it did for me. Oh, and fun, that too!!



BIG DISTRIBUTION ENERGY

IMPOSTER aims to gain the attention of both online platforms as well as larger networks.

With its unique style of dramedy, layered female-centered storyline, and entertaining cast of diverse characters, **IMPOSTER** is an exciting project fit for the current TV landscape.

Acclaimed TV series like *Insecure*, *Broad City*, and many others were first independent web series, successfully distributed on YouTube before being picked up by networks. Youtube is the biggest video-sharing platform and has huge potential for launching content by placing it at the center of the zeitgeist through strategies aimed towards virality.

IMPOSTER has that same viral potential so our plan is to launch a robust and strategic release campaign on Youtube by working with digital marketing agencies that are already leaders in this space, to reach the largest viewership we can possibly imagine and prove that **IMPOSTER** has an excited and passionate audience.

NETFLIX

**HBO
max**

**COMEDY
CENTRAL**

Parallel to demonstrating the series' commercial potential, we also wanted to demonstrate the show's high-caliber artistic value. In order to do so, we have invested in an extensive festival circuit.

We're so proud that IMPOSTER has already resonated with audiences around the world, by premiering at the Oscar-qualifying HollyShorts, screening at 37 international film festivals, being nominated 32 times and winning 16 awards so far.

This web series is only a taste of what it could be for the TV space and we have a full-length half-hour pilot script, season 1 arc and beyond mapped out - we can't wait to expand the IMPOSTER world and reach even wider audiences!

The SHOWTIME logo is displayed in red, with the 'S' inside a red circle.The prime video logo is displayed in blue, featuring the Amazon smile arrow.The STARZ logo is displayed in white text on a black rectangular background.

16 AWARDS, 32 NOMINATIONS, 37 SELECTIONS

2024 PLANET FEMALE GLOBAL STORYFEST
WINNER BEST STORY

2024 MINNESOTA WEB FESTIVAL
WINNER BEST COMEDIC PERFORMANCE

2024 HOLLYWOOD COMEDY SHORTS FILM FESTIVAL
WINNER BEST WEB SERIES

2024 LA WEB FESTIVAL
WINNER BEST DRAMEDY SERIES

2024 OUT OF THE CAN FILM FESTIVAL (UK)
WINNER BEST SERIES/ PROGRAM PILOT

2023 BALTIMORE NEXT MEDIA WEB FESTIVAL
WINNER 2ND PLACE PITCH FEST

WINNER "GIRL POWER" THERESA LABREGGIO AWARD
WINNER BEST ACTRESS IN A DRAMEDY SERIES

2023 VARIOUS ARTISTS INDEPENDENT FILM FESTIVAL
HONORABLE MENTION

2023 VOCE SPETTACOLO FILM FESTIVAL
WINNER BEST EDITING

2023 INTERNATIONAL ONLINE WEB FESTIVAL
WINNER BEST CINEMATOGRAPHY

2023 NEW JERSEY WEB FESTIVAL
WINNER OUTSTANDING SKETCH COMEDY

2023 RIO WEB FESTIVAL
WINNER BEST WRITING (COMEDY)

2023 BIRMINGHAM FILM FESTIVAL
WINNER BEST ONLINE CONTENT

2023 ATLANTA COMEDY FILM FESTIVAL
WINNER BEST EPISODIC

2023 NORTH HOLLYWOOD CINEFEST
WINNER BEST SERIES/PILOT

2024 AUSTIN COMEDY FILM FESTIVAL
NOMINATED BEST COMEDY MICRO SERIES EPISODE

2024 MINNESOTA WEB FESTIVAL
NOMINATED BEST WEB SERIES

2024 STUDIO CITY INTERNATIONAL FILM FESTIVAL
NOMINATED BEST WEB SERIES

2024 TORONTO WEB FESTIVAL
NOMINATED BEST INTERNATIONAL SERIES
NOMINATED BEST ACTOR IN INTERNATIONAL
SERIES (VERONICA MACCARI)

2024 UNRESTRICTED VIEW FILM FESTIVAL
NOMINATED BEST WEB SERIES

2024 LA WEB FEST
NOMINATED BEST ACTRESS

2024 UTAH FILM FESTIVAL
NOMINATED BEST ACTRESS, BEST SERIES

2023 APULIA WEB FEST
NOMINATED BEST WEB IDEA

NOMINATED BEST COSTUME DESIGN

2023 BIRMINGHAM FILM FESTIVAL
NOMINATED AUDIENCE AWARD

NOMINATED BFF BULL AWARD (BEST OF FEST)

2023 LA FEMME INTERNATIONAL FILM FESTIVAL
NOMINATED BEST WEBISODE

2023 RIO WEB FESTIVAL
NOMINATED BEST SERIES INTERNATIONAL CIRCUIT

2023 SOHO INTERNATIONAL FILM FESTIVAL
NOMINATED BEST SHORT FORM PILOT

2023 BALTIMORE NEXT MEDIA FESTIVAL
NOMINATED BEST DRAMEDY SERIES
NOMINATED BEST DIRECTOR FOR A DRAMEDY
SERIES

NOMINATED BEST WRITING FOR A
DRAMEDY SERIES

NOMINATED BEST ACTOR IN DRAMEDY SERIES FOR
TODD WARING
NOMINATED BEST ACTOR IN A DRAMEDY SERIES FOR
KAPIL TALWALKAR

2023 MIAMI SHORT FILM FESTIVAL
SEMI-FINALIST

2023 INTERNATIONAL ONLINE WEB FESTIVAL
NOMINATED BEST WEB SERIES

NOMINATED BEST DIRECTING
NOMINATED BEST ORIGINAL SCREENPLAY

NOMINATED BEST ACTRESS
NOMINATED BEST SOUND DESIGN

2023 NEW JERSEY WEB FESTIVAL
NOMINATED BEST ACTRESS
NOMINATED BEST EDITING

2023 BILBAO SERIESLAND FESTIVAL
NOMINATED BEST INDIE SERIES
NOMINATED BEST ORIGINAL IDEA
FOR AN INDIE SERIES
NOMINATED BEST ACTRESS IN AN INDIE SERIES

ADDITIONAL SELECTED SCREENINGS:
2024 CULVER CITY FILM FESTIVALS

2024 WE MAKE MOVIES LA
2024 CINEMA D'IDEA FILM FESTIVAL

2024 MARINA DEL REY FILM FESTIVAL
2024 THE VALLEY FILM FESTIVAL

2024 MALIBU FILM FESTIVAL
2024 LIGHTHOUSE FILM FESTIVAL

2024 NEW MEDIA FILM FESTIVAL
2024 OSCAR-QUALIFYING CLEVELAND

INTERNATIONAL FILM FESTIVAL
2023 LADY FILMMAKERS INTERNATIONAL

FILM FESTIVAL
2023 SAN PEDRO INTERNATIONAL FILM FESTIVAL

2023 WORLD PREMIERE AT OSCAR-QUALIFYING
HOLLYSHORTS