

MORNING LARK
PRODUCTIONS

Her Mad Hatter

A NICOLE POUCHET FILM



HER MAD HATTER

A Romance Fantasy Feature

Based on the bestselling novel by Marie Hall

In this adult *Alice in Wonderland* romance, Alice from the real world and the Mad Hatter must fall in love in three days, or the Mad Hatter's mental illness will destroy all of Wonderland.

*Her
Mad Hatter*



FILMS WITH SIMILAR STYLE & TONE

HER MAD HATTER is an explosion of color, with Wonderland as a fantastical and absurd extension of Hatter's addled mind.

It is most similar in tone and style to the gothic fairytale, EDWARD SCISSORHANDS, by Tim Burton. The colors are overly, artificially bright and cheerful. Whimsy hides the truth of something more sinister.

The otherworldly vibe and sense that anything could happen is reminiscent of A WRINKLE IN TIME. Thoughts become reality as in WHAT DREAMS MAY COME.



Edward Scissorhands (1990)

A similarly bright, deceptively cheerful color palette and vibe.



A Wrinkle in Time (2003)

Regular people brought to colorful, fantastical landscapes.



What Dreams May Come (1998)

Imagination come to life in another world.



THE CONCEPT

HER MAD HATTER is a fun film for any devotee of romance film. Alice Hu is a lovable goof who bakes cupcakes and fantasizes about an unobtainable book boyfriend. After trials and seemingly insurmountable odds, Alice and Hatter live happily ever after.

That satisfying formula is where the similarities to stock romance end. Hatter suffers from mental illness. However, Alice is NOT the cure. Hatter must seek treatment and begin healing for love to win.

The theme of self-respect and careful unstigmatized handling of mental illness elevates HER MAD HATTER into a love story that will endure in the hearts and minds of its audiences.

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THE STORY

Adapted from a best-selling romance novel, the upcoming feature film, *HER MAD HATTER* is a twist on *Alice in Wonderland*. It combines compelling storytelling, strong performances from a diverse cast, responsible handling of mental illness, and mesmerizing virtual film sets to captivate audiences.

The story is an updated, socially conscious, fun take on the classic romance format: When Alice Hu was 13 and dying of cancer, she deliriously called the Wonderland character, Hatter, to her bedside. He cured her. Now an adult, Alice runs a Mad Hatter-themed cupcakery in Seattle and suffers from migraines and exhaustion.

Meanwhile, in a fantasyland, Danika, the fairy godmother to villains, has very little time before Hatter's sanity slips away forever. If she doesn't find his true love, Wonderland will disintegrate with him. Danika knows that person is "Alice." But, which one? Opening his heart to and

losing Alice after Alice over centuries has chipped away at Hatter's confidence and sanity.

Danika pays Alice a mysterious visit which leads to Alice plummeting into Wonderland. Hatter pulls Alice through crazy landscapes, confused feelings, and the dredges of mental illness. When they finally fall in love, wounded Hatter insists Alice stay with him in Wonderland without ever returning home. Alice refuses to sacrifice herself to save him; she leaves.

Turning the common trope on its head, our heroine's love is not the cure to her man's woes. Only when Hatter makes the effort to deal with his own illness does the pair live happily ever after in Wonderland. This theme of self-respect and unstigmatized handling of mental illness elevates *HER MAD HATTER* into a love story imparting valuable social commentary.





ALICE

Driven, unconventional, spirited.

Alice Hu loves all things Wonderland. She even combines her love of baking and the fairytale into a Wonderland-themed cupcakery.

Alice must journey from a woman infatuated with an idea into one who understands the reality of mental illness and prioritizes her own well-being over fantasy.

POTENTIAL ACTORS



Kelly Marie Tran

Star Wars
Raya and the Last Dragon



Lana Condor

X-Men: Apocalypse
To All the Boys I've Loved Before



Stephanie Hsu

Everything Everywhere All at Once
Birds of Prey

HATTER

Intense, whimsical, passionate.

Hatter would like to bond with a romantic partner but no longer trusts anyone. He also has a serious mental illness.

He must get his mental illness under control without using a partner as a crutch. If he can do that, he might be able to trust again and accept Alice into his life.



POTENTIAL ACTORS



Jacob Anderson

Game of Thrones
Interview with the Vampire



Regé-Jean Page

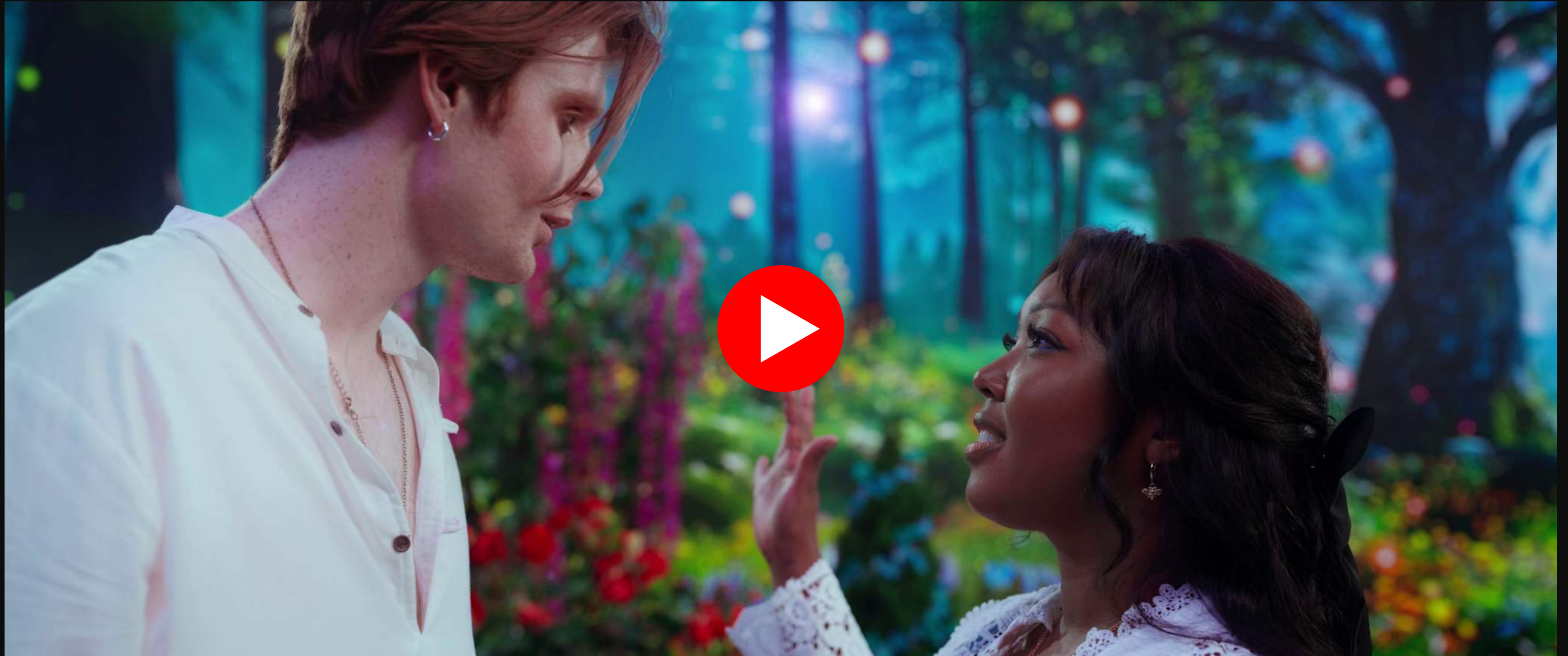
Bridgerton
Dungeons & Dragons



Ncuti Gatwa

Doctor Who
Barbie

PROOF OF CONCEPT



Teaser for the Proof of Concept Short Film
Sticky Buns, Ravioli, and White Cake

WRITER / DIRECTOR

After publishing five novels, Nicole Pouchet transitioned into screenwriting and film. Her first short film premiered at the Seattle International Film Festival in 2019. Since then, she's written for a fantasy web series which took her to Copenhagen for her directorial debut in 2019, won the Women in Film Professional Grant in 2020, screened multiple films at festivals worldwide, and is now the recipient of Artist Trust's 2024 Fellowship Award for Black Artists.

"So often, the world seems impossible because of the myriad of colossal problems we face as a society. It's easy to feel guilty for not devoting time to every issue. But, in much the same way that a single film cannot explore every social issue, a single individual cannot meaningfully support all causes. We each have to do our own part. I make movies that hopefully open people's eyes. A friend works to reduce homelessness in his town. Another friend donates money. Every contribution is important."

*Nicole
Pouchet*



MARKET INSIGHTS

ROMANCE NOVEL ADAPTATIONS

According to a 2022 study by Ampere Analysis, 64% of content on subscription video on demand channels like Netflix were based on pre-existing intellectual property (IP). We all know IP sells.

Romance novels are the highest selling genre of books in the U.S. So, it's not surprising that films based on romance novels do well. Even low budget films like *Call Me By Your Name* earned up to 10x their original budgets.



BIG-BUDGET FAIRYTALES

Most fairy tale adaptations are big-budget studio productions. Their huge box office returns prove audiences love fairy tales. High budgets have historically been required to achieve the whimsical, gorgeous settings and costumes in these adaptations. However, *HER MAD HATTER* uses virtual sets and everyday costumes to drastically reduce budget without compromising on cinematic quality.



TARGET AUDIENCES

Identifying a specific target audience enhances the chances of resonating deeply with the intended audience, increasing the likelihood of positive word-of-mouth, stronger engagement, and higher ticket sales.

The target audiences for HER MAD HATTER include:

- Fans of the best-selling novel, *Her Mad Hatter*
- Disney and fairy tale enthusiasts
- General romance novel readers
- Fanbases of our leads' prior fantasy shows, i.e. *Interview with the Vampire*
- Folks interested in stories about mental illness

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LED VOLUME SOUND STAGE

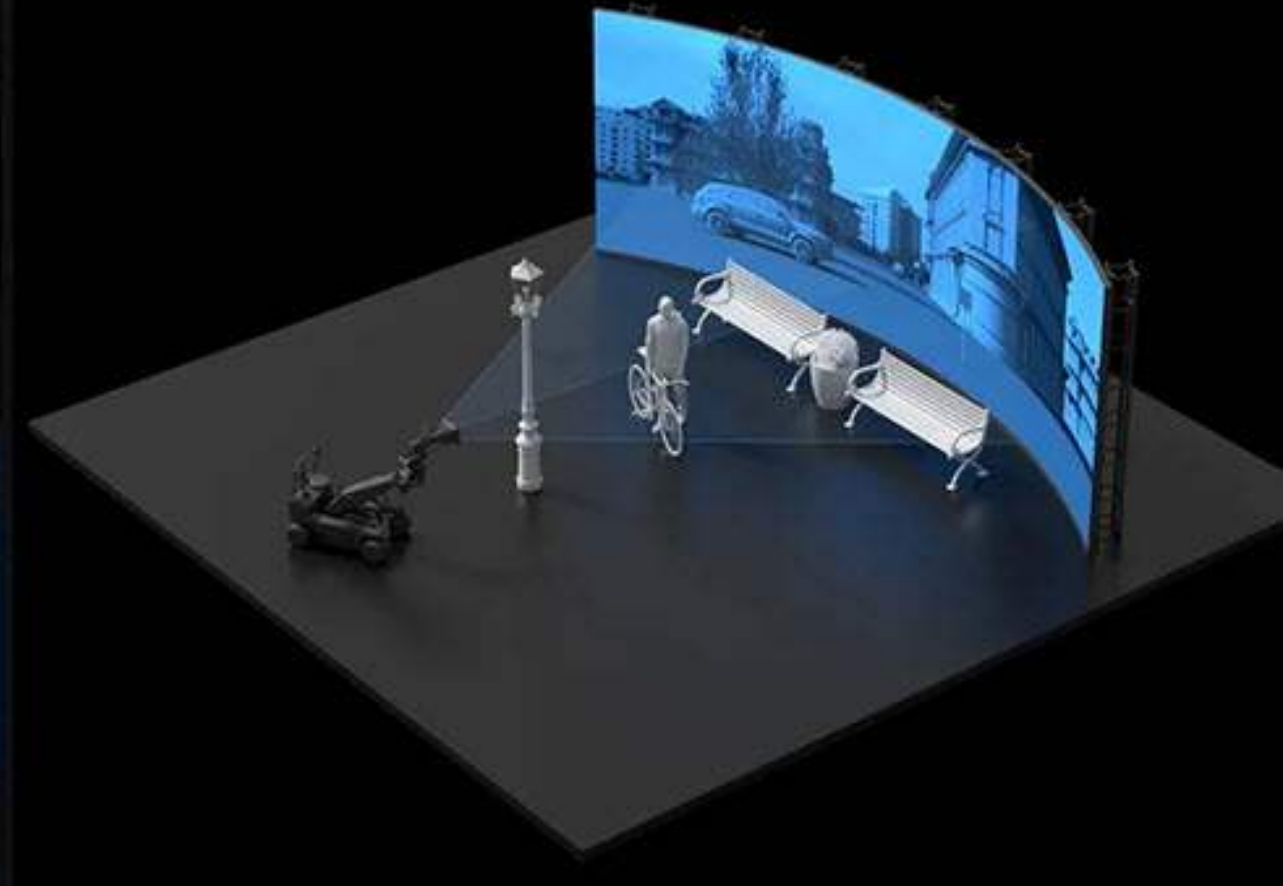
HER MAD HATTER has a drastically lower budget than its comparable films because of our usage of virtual sets on LED volume soundstage instead of heavy CGI.

Most exterior Wonderland scenes will be filmed on virtual sets designed with Unreal Engine, a technology similar to that used in *The Mandalorian*.

The proof of concept for HER MAD HATTER illustrates the team's expertise with this strategy.



■ Practical set ■ LED wall



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BUDGET & FINANCING

821-00	SET DRESSING	32,321
823-00	PROPERTY	10,000
829-00	EXTRAS AND STAND-INS	457
831-00	COSTUMES	21,390
833-00	MAKEUP & HAIR	16,972
835-00	PRODUCTION SOUND	12,643
837-00	LOCATIONS	130,205
838-00	BTL TRAVEL & LIVING	3,750
839-00	TRANSPORTATION	16,468
841-00	DIGITAL MEDIA & DAILIES MANAGEMENT	8,400
843-00	STAGE FACILITIES & VIRTUAL SETS	10,800
850-99	Total Fringes	51,810
	TOTAL PRODUCTION PERIOD	526,989
851-00	EDITORIAL	30,347
853-00	MUSIC	34,150
855-00	POST SOUND	20,296
857-00	POST VIDEO	21,630
859-00	VISUAL EFFECTS	34,500
861-99	Total Fringes	1,665
	TOTAL POST PRODUCTION PERIOD	142,588
862-00	PUBLICITY, MARKETING & FESTIVALS	56,000
865-00	INSURANCE, LEGAL & GENERAL EXPENSES	35,200
	TOTAL OTHER CHARGES	91,200
	CONTINGENCY : 10%	112,758
	Total Above-The-Line	624,935
	Total Below-The-Line	760,778
	Total Above and Below-The-Line	1,385,712
	Grand Total	1,498,470

- The budget is approximately **\$1.5 million**
- 40% of budget in tax rebate from Washington Filmworks

CONTACT

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