

LIGHTS, CAMERA, INTROSPECTION!



RUDE

Awakening

A CINEMATIC DOCUMENTARY ABOUT THE
MODERN QUEST FOR ENLIGHTENMENT

STARRING JONATHAN KRAY GEOFFREY HOPPE JEAN TINDER MARISA CALVI ANDREW (AVAR) MARTIN HISAKO HINO IIRO RIHIKÁKI
EXECUTIVE PRODUCERS IIRO RIHIKÁKI RHONDA ALLISON CAROLINE MESSERLI NICI MELOTTIO JOSZEF HUGYECSEK KATJA EISSFELDT ANDRA ADELINA TAMASE
EXECUTIVE PRODUCERS NANCY BROX JEAN EVANS LARA LOLITA WEYLAND PRODUCED BY SANDRA ROEGGERMANN WRITTEN & DIRECTED BY JONATHAN KRAY & JORGE ANDRADE
ORIGINAL MUSIC BY MAJOR FIFTH FEATURING EDDY KOOPMAN & THE DUTCH METROPOLE ORCHESTRA SOUND DESIGN BY ELEPHANT EARS



WWW.RUDEAWAKENING-FILM.COM



Rude Awakening Documentary EPK 2025



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FACT SHEET

Name	-	Rude Awakening
Tagline	-	Lights, Camera, Introspection!
Type	-	Documentary
Runtime	-	93 mins
Resolution	-	4K UHD (3840x2160)
Aspect Ratio	-	2:35:1
Frame rate	-	24 fps
Sound	-	Stereo
Spoken language	-	English
Color / B&W	-	Color
Subtitles	-	English
Shot on	-	RED cameras
Lenses and primes	-	Cooke Optics
Budget	-	€3.200.000,- Euros
Official release date	-	Unreleased
Production company	-	Rude Awakening BV
Production country	-	The Netherlands
Shooting Locations	-	Amsterdam, Maastricht, Sydney, Tokyo, Kona, Denver, Los Angeles
Main Interviewees	-	Geoffrey Hoppe, Jean Tinder, Hisako Hino, Marisa Calvi, Iiro Riihimäki and Andrew Amar Martin
Other interviewees	-	Street interviews in different international cities.
Music by	-	Major Fifth and featuring Eddy Koopman with the Dutch Metropole Orchestra

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SYNOPSIS

Rude Awakening is a cinematic sucker punch masquerading as a documentary about self-discovery. You know, those innocent little questions like “Who am I?” and “Why am I here?”—the ones that sound poetic until they bulldoze your carefully curated life.

Part reality, part fiction, and part existential comedy, this hybrid documentary blends raw, unscripted interviews with a fictional narrative so immersive you might forget it’s your own chaos being mirrored on screen.

This is the story of what actually happens when you dare to turn inward.

The bad news? It’s not all angels, unicorns, and incense. From that first spark of awakening to the full-scale demolition of your identity, this is the wild ride your guru forgot to mention.

The good news? On the other side of this spiritual shit show lies something rare: real freedom—and a bone-deep knowing of who you truly are.

Follow filmmaker Jonathan on a quest that’s part pilgrimage, part midlife crisis, and part global soul scavenger hunt. Along the way, he interviews six fellow travelers navigating their own inner earthquakes—and strikes up candid conversations with strangers, all to see if there’s a thread that ties our unraveling lives together.



ABOUT THE PRODUCTION

A seven-year spiritual odyssey... with a camera crew.

The journey of Rude Awakening began, fittingly, in paradise—at a spiritual workshop on the Big Island of Hawaii in 2016. Filmmaker Jonathan Kray and producer Sandra Roggermann were capturing behind-the-scenes interviews when something strange happened: every participant—regardless of age, background, or beard length—was describing eerily similar experiences of awakening.

By 2017, Jonathan and Sandra were back in Hawaii, cameras rolling, chasing the deeper story. The two-person team quickly realized this wasn't just a feel-good montage about meditation or unicorn breathwork—it was something much bigger. Something messier. Something with existential teeth. So they ditched the small setup and began building a bolder, more cinematic vision.

They brought on American writer/director Jorge Andrade, assembled a tiny-but-mighty pre-production crew, and created a 3-minute concept trailer. That trailer premiered at a spiritual event in Slovenia—and boom, something clicked. The audience erupted. Investors (many on their own soul quests) started pledging support. It became clear: people weren't just watching this story—it was their story.

To match the scale of the subject matter, the team enlisted cinematographer Ties Versteegh NSC, whose visual flair gave the film the polished edge it needed to go toe-to-toe with the big players on streaming platforms.

Production sprawled across continents—Amsterdam, Sydney, Los Angeles, Las Vegas, Colorado, Maastricht, Tokyo, and back to Hawaii. At its core: six brave souls sharing the raw truth of their inner journeys. The film weaves their interviews with street encounters and a fictional protagonist stumbling through his own spiritual chaos—loosely based on Jonathan himself. Because if you're going to fall apart on camera, you might as well do it with cinematic flair.

Then came March 2020.

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Just two days into the final 8-day shoot—complete with a Back to the Future DeLorean and other ambitious set pieces—Rude Awakening got a plot twist of its own: COVID-19. Production slammed to a halt. What was supposed to be a short delay turned into a two-year standstill. Budgets evaporated. Sanity frayed. The dream nearly flatlined.

But, in true hero's journey fashion, the team caught one final lifeline in 2022: enough funding to finish the film. They returned to the editing bay with a new perspective—and a lot less ego.

In March 2023, Rude Awakening had a soft, closed test release to over 100,000 spiritually curious viewers. The feedback was clear: simplify the complex themes, tighten the runtime, and lose the repetition. So they did. A new voiceover was written and recorded—lighter, more grounded, and reflecting Jonathan's personal experience. It also reframed the story to meet people where they are, especially those navigating the messy intersection of awakening and mental health. The film's focus shifted from niche spiritualism to something much broader—and far more human.

The result? A leaner 93-minute film that lands with both cinematic impact and human relatability.

Now complete, Rude Awakening is ready for its next chapter. The team is currently seeking international representation for distribution, marketing, and sales—with plans to premiere at global film festivals, selected theatres, and streaming platforms in 2025.



ABOUT THE CREATORS

JONATHAN KRAY

Jonathan is one of the creators, writer, director, & editor on Rude Awakening.

Jonathan Kray has spent over 25 years writing and directing international commercials, films, game cinematics, music videos, and documentaries.

He served as Cinematics Director for Sony and Guerrilla Games on the internationally acclaimed PlayStation 4 title Horizon Zero Dawn and its DLC, The Frozen Wilds.

Inspired (and traumatized) by growing up in and around spiritual cults, smelly hippie communes and virtually every spiritual modality know to man, Jonathan set out to document the lifestyle of spiritual seekers and their motivation to find the truth.

This resulted in completing his first feature-length documentary, Rude Awakening—a raw and timely exploration of the inner journey and the modern day quest for enlightenment.

He is currently developing his first international, commercially driven feature film, continuing to collaborate with his trusted team of creative professionals who share his passion for telling beautiful, meaningful stories.



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SANDRA ROGGERMANN

Sandra is one of the Creators & Lead Producer on Rude Awakening.

Over the past two decades Sandra has built a coaching business, a community of change makers, hosted a weekly podcast and been invited to speak at conferences & events on the topic of mindset/mental health & awareness.

She says: “Creating this documentary about the journey of self discovery, is my way of leaving a love letter for everyone thinking they’re alone.”

After completing production, Sandra is re-focusing on her passion for coaching: “I can’t imagine many things that are more fulfilling, than giving others the ability to grow into their full potential and enable them to contribute to a better and more peaceful world.”





LINKS

FULL DOCUMENTARY

Request a screener at info@rudeawakenig-film.com

TRAILERS

<https://youtu.be/36rOYCQRq5k>

IMDB PAGE

www.imdb.com/title/tt27079680/reference/

INSTAGRAM

https://www.instagram.com/rudeawakening_documentary/

FACEBOOK

Group - <https://www.facebook.com/groups/RudeAwakeningDocumentary/>

Page - <https://www.facebook.com/profile.php?id=100063686463004>

ORIGINAL SOUNDTRACK

<https://open.spotify.com/album/4SkjgmHealtBC9GspewZq5?si=yx5QX0kaSqmOL2pt4669Mg/>