

MAYBE IT'S ME

Synopsis :

The film is questioning the contemporary obsession with image and authenticity in a world where social networks amplify our **multiple 'selves'**. To expose the ridiculousness of self-performance, while revealing the profound humanity in these attempts to embody **something 'real'**. A truth that slips between the images, a character that is captured in the hollow, in what is left unsaid, in what is not shown. This film was made entirely from the personal casting self-tapes of Stefano Cassetti.

- film by Samuel Bester
- concept by Stefano Cassetti
- creation : 2025
- duration : 17'13"
- production : CUMULUS
- format : 4K color, stereo sound
- genre : video art / installation
- language : english, italian, french, german
- subtitles : english, french, spanish
- actor : Stefano Cassetti

Link to the film :

<https://vimeo.com/samuelbester/maybe> password : maybenot

Link to the teaser :

<https://vimeo.com/1138510755>



• distribution :



**Heure
Exquise !**

Distribution, diffusion &
programmation d'art vidéo
et de documentaires

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Installation version of the work :

an interactive version of the film is in development with several possibilities for interaction:

- with a movement sensor: when the audience stops moving, the speech becomes clear and precise (one voice, the others listen), when people get restless and move around, there's a hubbub and a lack of understanding.
- with a tablet: when one of the 16 images is selected, speech becomes comprehensible (removing the hubbub of stand-by mode), and the next activation launches another intervention, creating a random story.
- A version with 2 tablets could be considered to create a 'dialogue' between the spectators through the activation of the different characters.

Samuel Bester's statement :

I like to explore the ambiguity between reality and our conception of it. Through nuance or distortion, I amplify the interrelations between perception and emotion. Time, the senses and dreams play key roles in my work: they conjure up a language that is often metaphorical, arousing curiosity or blurring apparent meanings and triggering unexpected mental images. My work is protean and intermedial: sounds and/or images in installation or projection, in still or moving images. I seek to present a philosophical and poetic view of the world, because I'm convinced that that's what art is there for: to reveal to us things that we don't see or wouldn't have seen. A work of art has the power to shift our gaze and thereby enrich us, fill us with wonder and transform our perception. My quest is to (re)poetise the world through the visual arts.

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Stefano Cassetti's statement :

Stefano Cassetti is a conceptual designer with a background in fine arts and industrial design. He uses contemporary art disruptively to investigate social behavior, instinct, perception and how creativity has to deal with irony and morality.

He thinks objects as a way to discover our hidden desires but also viceversa. His aim is answering hidden need with a smile-solution, pumping poetry into surrealistic but purpose-led object.

Constantly placed on the edge between art and design, first he transforms ordinary into mundane and after that into something else somehow surprising and reflection-provoking.

Stefano Cassetti likes the words: downshifting, randomly drawn democracy, permission-free, site specific & location independent, durational performance.

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