

THE ILLUSIONISTS

CALL FOR CREW

Project Title: The Illusionists (www.theillusionists.org)

Project Type: Feature-Length Documentary

Production Location: Boston, MA

Shooting Schedule: Tuesday December 6th through Saturday December 10th

Director: Elena Rossini (www.elenarossini.com)

Synopsis:

THE ILLUSIONISTS is a documentary about the body as the "finest consumer object," focusing on how mass media, advertising, and several industries manipulate and exploit people's insecurities about their bodies for profit.

The preoccupation over physical beauty is as old as time; what is different today is the central role that the pursuit of the perfect body has taken: it has become our new religion. A beautiful body is seen today as key for personal and also, more importantly, economic success for both women and men. The fast-paced culture brought on by globalization and the new economy has created a new paradigm of self-making: individuals are increasingly pushed to re-invent themselves. The key anxiety of the 21st century is the fear of disposability. The beauty industry is constantly expanding and has now found two new targets: little girls and men. A revolution is under way in the perception that these two groups have of themselves.

THE ILLUSIONISTS will explore these themes through the testimonies of sociologists, historians, advertising executives, magazine editors, photographers, scientists, and authors in North America, Europe, and Asia.

Crew Positions Needed:

- boom mic operator
- assistant DP
- runner (must have a car)

Paid/Non-Paid: Non-Paid

Other/Additional Compensation: Film Credit, DVD Copy. Meals provided.

Email Your Resumé To: illusionists.film@gmail.com

Special Notes: The documentary, albeit still in its early stages of filming, has already received national press coverage in Italy (in the September issue of *Vogue Italia* and the financial daily *Il Sole 24 Ore*), and has been selected as *indieWIRE*'s "Project of the Day" and "Project of the Week" back in July.

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