

MUSIC

I'm drawn to music that has a strong, driving beat. This can come in the form of a nostalgic bluesy song with strong percussive groove or a more modern orchestral piece that has vibrant staccato strings that keep up the pace. For these films, I'd like to explore options that give each film it's own distinct feel yet still maintain the same rhythm and energy that will unify them as part of one creative campaign.





CASTING

I love the idea of using real subjects in these films. They are the ones leading the sea change in Southern California and their unique, diverse looks and spirits will give heart and authenticity to the piece. Subjects will be comprised of men, women and children from many ethnicities that all makeup Southern California. While casting, I look for people who wear their emotions on their sleeve and have expressive bodies and faces that offer a window into their past.

Authenticity is key. If a scene calls for a family, then we should cast a real family. Workers will be workers; volunteers will be volunteers. I have learned in my time as a director that subjects are not performers and if they're treated that way the results will always disappoint. Instead, if allowed to act as themselves then genuine moments of human nature often present themselves.