

The OF THE vinyl[©]
B side





TRACK 1: Director's Statement

THE B-SIDE of the **VINYL** is not just another music documentary; it's a profound exploration of the transformative power of music, particularly through the lens of women artists. Music has a unique ability to transport us emotionally and intellectually, touching on themes that range from personal introspection to global activism. The women featured in **The B-SIDE** have harnessed this power to not only express themselves but also effect meaningful change in the world.

Through their music, these women have tackled pressing issues such as politics, climate change, love, and betrayal, using their lyrics and voices as instruments of empowerment and advocacy.

Their artistry is not just about entertainment; it's about using their platform to amplify important messages and catalyze social movements and mostly equality in a world still dominated by men.

The B-SIDE delves into the personal and professional journeys of these women, highlighting the struggles they faced in a male-dominated industry and the ways in which they overcame adversity to carve out their own paths.

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It's about more than just their musical talent. It's about their resilience, determination, and unwavering commitment to making a difference.

By sharing their stories, **THE B-SIDE** inspires audiences to appreciate the power of music as a tool for social change and to recognize the invaluable contributions of women artists to the cultural and political landscape. It's a celebration of expression, freedom, and the enduring impact of music on our lives.

The B-SIDE It's not just about the auditory artistry; it's a visual journey too the kind that jumps off the screen and dances around you, the kind that takes into the past enveloping you in a world where the rhythm never dies. Because, let's face it, we don't just listen to music; we feast on it with every sense we've got.

Erupting into the auditory realm, the robust rendition of "It's a Man's World" by Christina Aguilera takes center stage.

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Our storyteller embarks on a musical odyssey, seemingly traversing a darkened tunnel, a gateway to encounters with women spanning centuries. Prepare to be fully immersed in a sensory extravaganza. We will guide you through a mesmerizing fusion of visuals and sounds, seamlessly shifting from paintings to vintage photographs, from the earliest filmstrips to captivating TV interviews. You'll even get a taste of the digital era through holograms and electrifying live performances.

We travel in time to meet the likes of:

Francesca Caccini, (1600) for instance, who used her music to convey powerful messages of female empowerment at a time when women were not accorded the same respect or opportunities as men in the arts and music field. A time that in order to “just” study music a woman had to become a nun.

Ma Rainey (1886-1939) a songwriter, her lyrics and melodies reflected her experiences as an independent, openly bisexual

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African-American woman. Her career reached a huge success and yet, in her obituary her occupation was "house keeper".

Ella Fitzgerald, that transports you in different time, explored themes of love, heartbreak, and injustice with an unparalleled vulnerability.

Billie Holiday's haunting voice and poignant lyrics continue to resonate with audiences, shedding light on the struggles of African Americans during the civil rights movement and beyond.

Celia Cruz, forced to go into exile after the Cuban revolution

Janis Joplin's raw, bluesy style challenged traditional gender norms in the music industry, while **Amy Winehouse's** haunting melodies captured the essence of love and loss.

Madonna, Tina Turner and Cher, three iconic figures in pop music, have continuously reinvented themselves and shattered glass ceilings for women in the industry.

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Mary J. Blaise's innovative production and empowering lyrics have influenced countless artists and redefined hip-hop.

These are just a few names we will encounter in this journey.

As our exhilarating journey through time reaches its climax, the end the true essence of our exploration is revealed:

we have been inside of the vinyl. With a captivating shift in perspective, the vinyl metamorphoses into a captivating stage, symbolizing the pivotal moment when the empowering Kintsugi Technique is set in motion.

As the opening notes of the concluding anthem, "Rise Up" by the extraordinary Andra Day, fill the air, a spotlight gradually illuminates her presence. At first standing alone, she is soon joined by the remarkable singers we had the privilege of conversing with.

A procession of vibrant young voices, embracing the spirit of gospel, gradually joins them, united in their delivery of a profound and empowering message. In a breathtaking montage, images of

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the remarkable women we explored come to life on the backdrop of vibrant screens. Just as we think our journey has reached its conclusion, the screen boldly declares "The end," only to be swiftly erased and replaced with the tantalizing phrase, "To be continued."

Prepare to be captivated and inspired as our extraordinary tale journeys onward.

TRACK 3: THE NARRATOR

In this captivating documentary on women in music, our narrator is an influential figure whose voice serves as the guiding force through the rich tapestry of musical and women history. She possesses a profound understanding of the pivotal role that women have played in shaping the industry across genres and eras. What sets our narrator apart is not just her encyclopedic knowledge, but her ability to weave a narrative that transcends mere chronology. With a voice that carries both authority and warmth, she invites the audience on a deep and immersive journey into the untold stories and unsung heroes of women in music.

As a passionate advocate for female musicians, our narrator delves into the challenges faced by women in the industry, celebrating their triumphs and shedding light on the often overlooked contributions. Through her nuanced storytelling, she creates a bridge between the audience and the powerful emotions embedded in each musical note and groundbreaking moment.

With a keen sense of empathy, the narrator invites the spectator to witness not only the evolution of women in music but also to experience the struggles, triumphs, and the indomitable spirit that defines their journey.

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Her role extends beyond that of a mere storyteller; she becomes a companion, a guide, and an inspiration, urging the audience to appreciate the profound impact that women have had on the world of music.

In this documentary, the narrator emerges as a catalyst, igniting a passion for discovery and fostering a deeper connection to the incredible stories that have shaped the musical landscape. Through her narrative prowess, she transforms the documentary into an unforgettable odyssey, where the audience is not just a passive observer but an active participant in the celebration of women who have left an indelible mark on the rhythmic heartbeat of our collective musical history.

TRACK 4: THE ART OF SYNESTHESIA

The docufilm is divided by chapters and each chapters is defined by a specific color so that the photography in the tunnel, the overall mood of the visual, the clothes, graphics, etc..... will reflect the specific color in details not in your face but in subtle and yet powerfull details.

These colors are not chosen haphazardly, but instead are carefully selected. The incorporation of music and colors, when done correctly, is a powerful combination that has the ability to heal. As spectators view the stunning visuals that have been crafted to match the specific hue of each chapter, they will not only enjoy the story and the music, but also subconsciously receive the messages of healing that have been expertly woven into every detail.

This creative approach to storytelling is yet another example of a unique and inspiring vision.

TRACK 5: THE KINTSUGI TECHNIQUE

Another powerful concept used at the end is the Kintsugi Technique.

Kintsugi is a traditional Japanese technique that involves repairing broken pottery using a creative and innovative approach. Rather than hiding the cracks and breaks, Kintsugi emphasizes them by filling them in with gold or other precious metals, turning the flaws into something beautiful and unique. This technique reflects the Japanese philosophy of Wabi-Sabi, which appreciates the beauty of imperfections. Kintsugi is not just a way to fix broken objects, but it also symbolizes the belief that our past experiences and imperfections are what makes us stronger and more beautiful which is the core perhaps of our message: what doesn't break you makes you stronger.

This will be used at the end, in the most powerful scene: it opens with a top-down view of a vinyl record illuminated by a spotlight, creating a dramatic yet mysterious atmosphere. Suddenly, a sound is heard and the vinyl begins to crack before our eyes. But just as quickly, the cracks are filled with gold paint, revealing a creative and unique use of the Kintsugi technique.

The silky voice of Andra Day begins to sing "Rise Up" as three spotlights illuminate Emily Estefan on the guitar, ALICIA KEYS at a beautiful white piano, accompanied by the other talented artists. The audience is drawn into this creative performance that combines musical artistry with an eye-catching display of innovative techniques.

And this is just a small part of the story :)

TRACK 6: THE 2 PIVOTAL MOMENTS

1) The beginning_

Black screen

Erupting into the auditory realm, the robust rendition of "**It's a Man's World**" by **Christina Aguilera** takes center stage.

Our storyteller embarks on a musical odyssey, seemingly traversing a darkened tunnel, a gateway to encounters with women spanning centuries.

2) The END_

As our interviews and journey through different eras conclude, the true nature of that tunnel is unveiled: we had been traversing within the confines of vinyl.

Transition to an overhead perspective, and the vinyl transforms into a stage, marking the pivotal moment when the Kintsugi Technique, discussed earlier, comes into play. The initial notes of the concluding song, "Rise Up" by Andra Day, fill the air, and a solitary spotlight gradually illuminates her. Initially alone on stage, she is soon accompanied by the other singers we had conversed with.

A procession of young singers, adopting a gospel style, gradually joins them to convey her powerful message. On the backdrop of screens, a montage showcases images of all the women we had discussed. The scene shifts to the screen displaying "The end," only to have it erased and replaced with the phrase, "To be continued."

TRACK 7: THE DIRECTOR_Francesca Ferretti

Born under the Roman sun, this creative dynamo emerged from the cradle of culture with a flair for storytelling that would make even the Colosseum blush.

With a resume that reads like a who's who of Italian cinema - Verdone, Neri Parenti, Fellini - she cut her teeth on the silver screen, crafting narratives as rich and textured as a fine Italian wine.

Fast forward to the neon-lit streets of Miami, where she reigns supreme as the brains behind Fracata Productions, a powerhouse of creativity that's as vibrant and eclectic as the city itself. From art direction to editing, she's the maestro of the unexpected, weaving tales that leap off the screen and into the hearts of audiences worldwide.

But it's not just about the art - it's about the accolades. From the Coconut Grove Arts Festival to the glittering halls of the Summit and Golden Addy Awards, she's collected more trophies than a Roman emperor, each one a testament to her boundless talent and unyielding passion.

And just when you think she's reached the pinnacle of success, she goes and outdoes herself again. Case in point: a short film starring the irrepressible Jonathan Adler, launching the Eau Palm Beach Resort & Spa into the stratosphere of luxury and allure. But that's not all - she also created the advertising campaign starring none other than the legendary Iris Apfel, proving once and for all that when it comes to storytelling, this Roman-born dynamo is in a league of her own.

TRACK 8: THE TEAM

FRANCESCA FERRETTI_ Creator / Director

ANDREA ANGIOLI_ Producer

ALESSIA MOCCIA_ Producer

PAMELA LUBELL_ Producer