

### Gruen – The Pitch

<b>CONCEPT:</b>	Labels
<b>DURATION:</b>	45"

**Conceptual Framework:** Everyday we are faced with the constant pressures of an identity being forced on us – Halloween gives us the chance to reclaim this identity by choosing the masks we wear. Not the masks we are forced to wear.

**Setting:** An Australian home.

Vision	Audio
Open to an ethnic man standing in his bathroom looking at himself in the mirror as voices play out in his head over and over again, mocking and teasing him.	We hear things like “oi, you a terrorist or what?”, “you people come here taking our jobs, then you bomb us”, and “go back to where you came from”
Cut to young girl with glasses looking into mirror	We hear her thoughts as kids voices tease “four eyes four eyes!”
Cut to boy looking into mirror	Hearing ... “you’re such a freak!”
Rack focus to a picture of him and his two dads on his mirror	
Quick cuts of people looking into mirrors – kids and adults of different races, backgrounds, shapes and sizes – the voices become a cacophonous noise of bullying and teasing	Eg. “druggo”, “dole bludger”, “lazy”, “idiot”, “useless”, “good for nothing”, “houso”, “drop kick”, “ya mongrel”, “reffo” etc
... as the noises ring out... we return to the first man as he pulls a Halloween mask over his face, the voices suddenly go silent.	... noises ring out... then silence as if in air lock
He turns to open the bathroom door as a subtle drone holds for a beat of tension.	Subtle drone
He pulls open the door. A sudden rush of noise, laughter, glee and colour fills the screen. 3 kids in Halloween costumes are standing expectantly at the door	Chatter, laughter, foley and background music
He leaps out in full play and yells Kids run away squealing “	“Raaah!” “Monster!”  Foley
Outside, the roaring joy of a Halloween house party filled with the smiling faces, laughing, embracing, and smiling. Off camera, we hear “mate” as he turns his head and another man passes him a can.	Background: Squeals, positive chatter (“so nice to see you”, “you look amazing” etc), laughter  “Mate!”
One of the kids runs back and jumps up in his arms laughing, he holds her close - she pulls up his mask to reveal his smiling face as she squeals in delight, “daddy!”	“Daddy!”
<i>TEXT over footage:</i> The only labels that matter are the ones we choose for ourselves.	
<i>End tag:</i> Choose your own label. Choose Halloween.	

