

WRITTEN BY AND STARRING ASHLEY GIANNI

No Rules

DIRECTED BY CATRIONA RUBENIS - STEVENS

Logline

In 1992 New Jersey, fueled by the urgency of the AIDS epidemic, drag queen Visa Declined and best friend Angela Caruso fight for the money and respect to open their own bar so they can finally have a place to be unapologetically themselves!



ON
WASHINGTON

and
rights

NOVEMBER

Everybody's
gay Kimmy,
it's the '90s.

Manhattan

Trade



I am out
therefore
I am

Summary

In 1992 New Jersey, at the boom of drag culture and amidst the raging AIDS epidemic, drag queen Visa declined and best friend Angela Caruso find themselves at a standstill in their creative endeavors while desperately trying to build a community to call their own. Their dream of one day owning their own bar where they can produce their own shows is becoming less of a reality as they approach their mid-thirties and feel societal pressure to "grow up" and "get a real job". Nonetheless, Angela is stubborn, Visa's an optimist, and neither of them are fulfilled by the idea of a traditional and ordinary life. But how can two struggling artists scrape together the money for a down payment? They get creative, of course!

Set in the infamous Garden State and brought to life with nostalgic 1990s club music, *No Rules*, written by and starring New Jersey native Ashley Gianni, is a film that celebrates friendship, queerness, and the power of femininity, all while empowering the viewer to pursue a fulfilled life even it means breaking the rules!

Vito's

SERVER	TABLE	GUESTS	CHECK NUMBER
	7	2	984796

Cong island ice tea \$3-

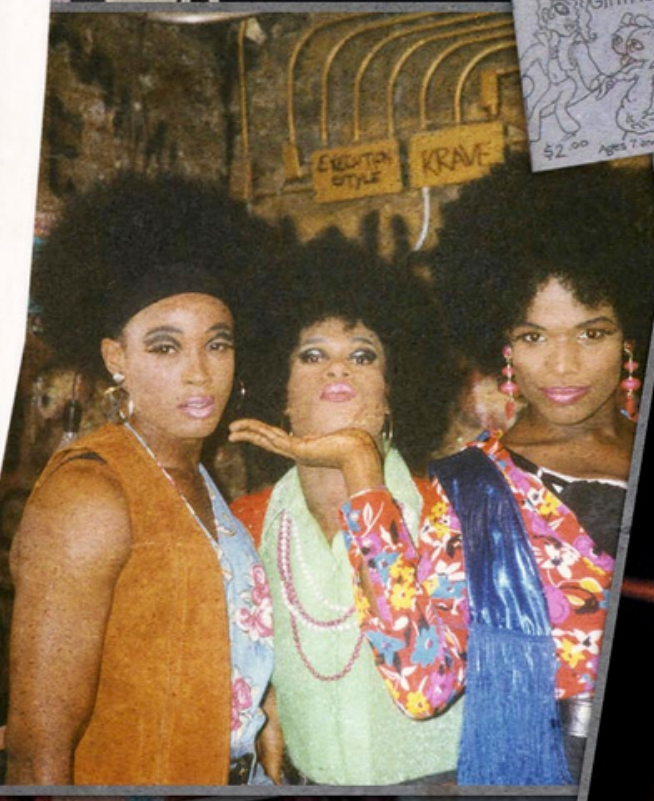
Goengling \$1.50

2 Shots \$1-

quit this dump and get
a real fuckin job!
-W

Thank You TOTAL 5.50

Visual References



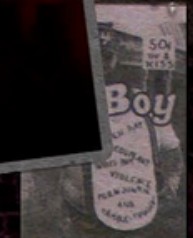
HOW TO BE A BILLIONAIRE



0,000,000 \$400,000,000

seven determined Cinderellas who found true love—and true loot



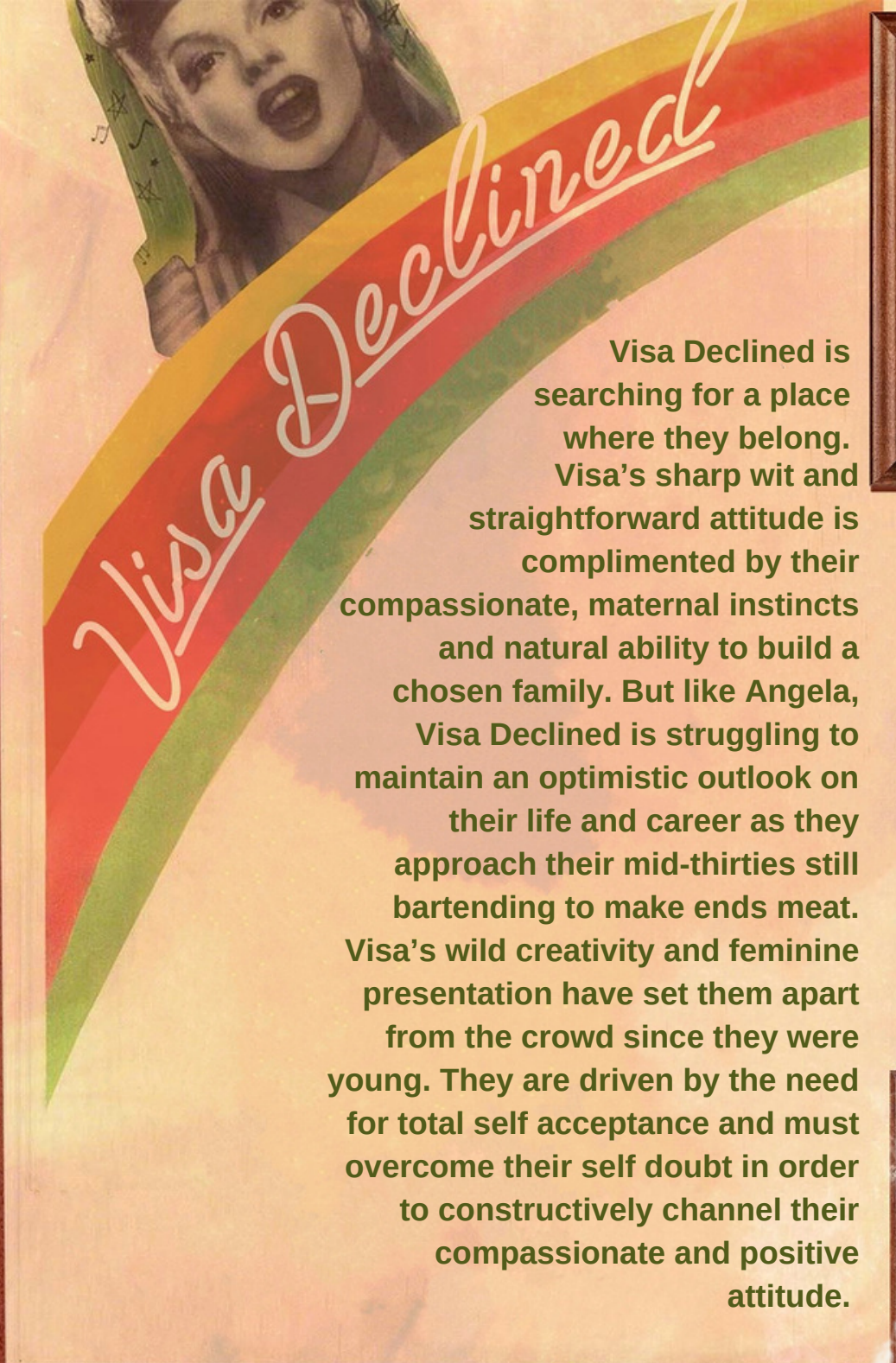


COMPANIONS
TURTIS
COMMON

Angela Marie Caruso

Angela, a down-and-out cocktail waitress, has never played by the rules! Angela is not fulfilled by the idea of a traditional, ordinary life and refuses to settle for anything less. She is a fierce, yet stubborn woman which often leads to her getting in her own way. Angela is forced to overcome her stubbornness by tapping into her wild determination as she fights for the money to own her own bar, a place where she can direct her own shows, and finally be seen!

Inspired By
Marisa Tomei in My Cousin Vinny
Melanie Griffith in Working Girl
Drea de Matteo in The Sopranos



Visa Declined is searching for a place where they belong. Visa's sharp wit and straightforward attitude is complimented by their compassionate, maternal instincts and natural ability to build a chosen family. But like Angela, Visa Declined is struggling to maintain an optimistic outlook on their life and career as they approach their mid-thirties still bartending to make ends meet. Visa's wild creativity and feminine presentation have set them apart from the crowd since they were young. They are driven by the need for total self acceptance and must overcome their self doubt in order to constructively channel their compassionate and positive attitude.



WHY WE NEED THIS FILM RIGHT NOW

Because we "Can't Say Gay", because our transgender youth can't play sports, and because women have lost access to critical healthcare and the rights to their own bodies! As the rights of women and LGBTQIA+ Americans continue to be threatened every day, it is vital that we tell our stories -- to enlighten, uplift, and empower our communities. To remind our peers that we belong. To uphold the values of our communities, and to amplify the necessary voices of the underrepresented.

To create change!

It is our hope that *No Rules*, which celebrates the power of femininity, can inspire more acceptance for and the celebration of feminine presentation and values. We hope that *No Rules* can provide healing to anyone suffering, for anyone battling the heteronormative, and for anyone struggling to find their community.

PYRAMID

York City

TICKETS \$8

LACK OF FUNDING

Women and LGBTQIA+ filmmakers struggle daily to find opportunities, fair wages, and financial investment in Entertainment. In their 2022 study, Women In Film LA found that "...on average, men-owned production companies receive over SEVEN-TIMES the amount of funding that women-owned production companies receive."



RISING ANTI-QUEER LEGISLATION



The annual number of anti-LGBTQIA+ bills to have been filed has skyrocketed over the past several years, from 41 in 2018 to 238 in less than three months of 2022 with most of this year's bills targeting the trans community, according to the ACLU.

WHY THIS FILM WILL SUCCEED

Audiences are craving female and queer stories told by female and queer filmmakers more than ever!! In their study "I Want To See Me", The Geena Davis Institute concluded that, "People want to see themselves reflected on screen. Moviegoers being able to identify with the characters in a movie drives their attendance behavior".

DIVERSITY SELLS! A UCLA study shared by Women and Hollywood showcases that, "In 2018, films with casts that were 21-30% minority enjoyed the highest median global box office receipts. In 2019, this honor went to films with casts that were 41-50% minority" and "41 of 2021's top 100 films featured a female lead or co-lead".



PLAY

Our Audience

No Rules celebrates feminine expression and queer values through comedy, camp, and compassion taking inspiration from classic, popular queer films like *To Wong Foo* and *The Birdcage*. With that, our target audience for the film is female and LGBTQIA+ identifying viewers.

No Rules will connect with audiences that enjoyed recent female-led films like *Do Revenge* (Netflix) or indie-hit *Booksmart* as well as recent queer films like *Fire Island* and *Crush*. Audiences that tune into networks like *Bravo* and *Logo* and/or watch shows like *Pose* (FX), *RuPaul's Drag Race* (VH1), and *Queer Eye* (Netflix) are our film's main demographic.

On a border scale, the world of the film and its familiar characters reaches audiences who enjoy classic Italian-American films like *My Cousin Vinny* and *Goodfellas* or shows like *The Sopranos* and/or who are New Jersey natives.

SLP 0:00:00

Reaching Our Audience

To reach our target audience organically, we aim to attach talent in leading roles that come with female-identifying and/or LGBTQIA+ fan bases. The creative team is dedicated to casting actors that share the same lived experiences as our characters, especially in the role of Drag Queen Visa Declined.

Beyond Festivals

Our strategy is to premiere at one of many elite festivals with robust markets to secure distribution including, but not limited to, SXSW, Austin Film Festival, and Raindance. Additionally, we will submit to festivals at which our team has been showcased and/or have won awards at including, but not limited to, Tribeca, Slamdance, Heartland, New Filmmakers LA, SoHo International Film, and the Big Apple Film Festival. Lastly, we will submit to festivals that showcase the specific themes of the film including LGBTQIA+/Queer, Female, and New Jersey specific festivals. Major festivals are consistently interested in showcasing diverse and underrepresented voices. The film festival market is designed for independent films like *No Rules*.

After its festival run and distribution, it is our mission to expand our outreach deeper into the LGBTQIA+ community -- focusing primarily on youth outreach by organizing screenings with educational talk-backs and/or fundraising events with non-profits in the Los Angeles and New Jersey/New York areas.



CREATOR STATEMENT

No Rules

I believe deeply in the transformational power of storytelling; it is why I am an artist and storyteller. When you can connect to someone on an emotional level, you can change their heart and mind. It is my hope that No Rules, which celebrates the power of femininity, can inspire more acceptance for and the celebration of feminine presentation and values. I hope that No Rules can provide healing to anyone suffering, for anyone battling the heteronormative, and for anyone struggling to find their community. As a female-identifying filmmaker myself, I am proud to say that the No Rules team is entirely composed of female-identifying filmmakers, as well as LGBTQIA+, people of color, and immigrant storytellers behind camera. Ultimately, No Rules is my ode to my childhood growing up in the suburbs of New Jersey, and my love letter to all of the Drag Queens who have helped shape my identity.

LOVE IS LOVE

HATE HATE

Ashley Gianni



Writer, Producer, Angela. Ashley Gianni is an Italian Jew from New Jersey - aka a Pizza Bagel! She is an award-winning actress, comedian, and creator with experience in film, television, and theatre. Ashley holds a BFA in Theatre Performance from Chapman University. Most recently, Ashley starred in the award-winning short film *Gone Tomorrow*, directed by TC Grey. Additionally, you can catch Ashley as Karen Cane in *Community Theater Christmas* currently streaming on Amazon. Some of Ashley's most notable on-screen credits include DJ Pooh's *Grow House*, Jeff Probst's *Kiss Me*, and Steve Anderson's *The White Orchid*.

Ashley has produced; web content, sketch comedy, live improv and stand up shows, as well as short and feature length films including festival-selected film, *Moving Millie* (starring as Millie). Ashley runs Gianni Marketing specializing in brand development and marketing for entertainment professionals.

Ashley is a proud SAG-AFTRA member and is represented by Momentum Talent and Literary Agency. www.ashleygianni.com

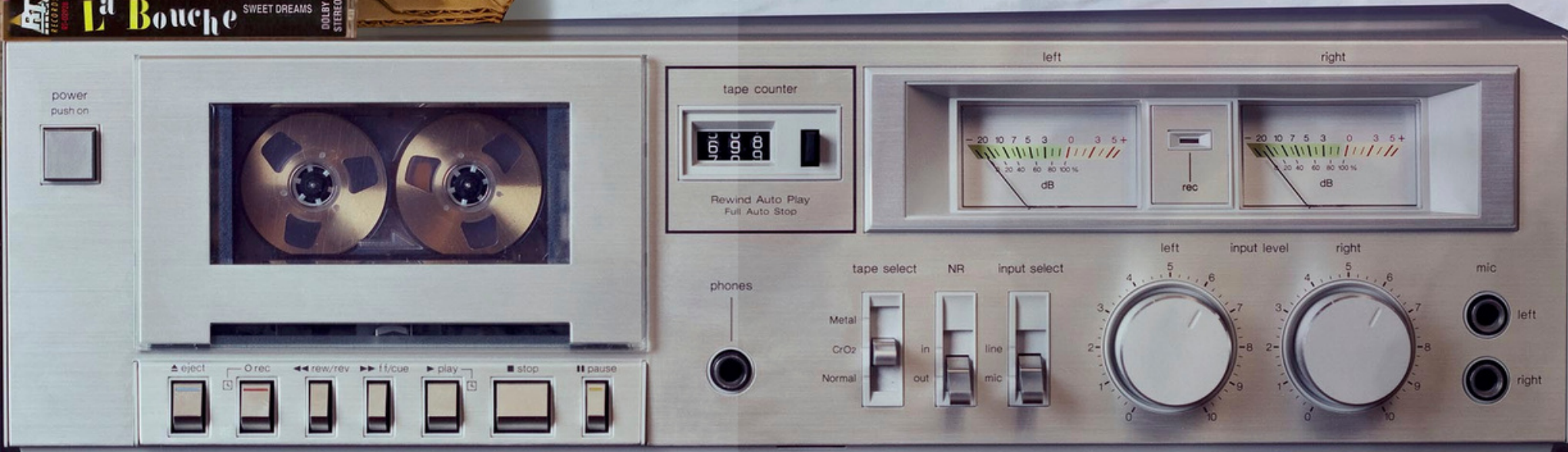
Catriona Rubenis-Stevens

DIRECTOR

Catriona Rubenis-Stevens is a multi-award winning director and producer and was part of the team that went to the 93rd Academy Awards with the best live action short film nominee; *Feeling Through*.

Directing credits include over a dozen short films that have screened at Slamdance, Hollyshorts Film Festival, Sci-Fi London and Heartland, music videos for Broadway Cares, LUX and On The Quays, multiple web/digital series including *Brainpop*, *Speak American*, *Maestro's Magical Music Box* and *The Scoop*, and spots for Cartier and Money Map Press. Catriona was recently commissioned by Speak.a Technology in Hangzhou China to write, direct and produce over 50 videos for an English language learning app specifically aimed at preschoolers in China to aid them in their study of English.

Outside of her own filmmaking career, Catriona serves as a mentor at Reel Works, and later this year she is opening her own mentorship program in New Jersey offering professional shadowing opportunities to pre-college youth. www.catrionarubenis-stevens.com



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• Endorsed by AIDS ACTION NOW •

MEMBER CARD
*EXCEPT FOR SPECIAL EVENTS-PIRAMID-101 AVE-A

SILENCE=DEATH



Encourage
LESBIANISM

FOR A GOOD TIME CALL

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THE COLLABORATIVE
the film collaborative.org

POST
NO

IT'S THE END OF
THE ROLL AS WE KNOW
IT!

