

No Rules

WRITTEN BY AND STARRING
ASHLEY GIANNI

DIRECTED BY
CATRIONA RUBENIS-STEVENS

PRODUCED BY LAURA SCARANO



SYNOPSIS



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!



CONTACT



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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!

GENRE: FEATURE FILM COMEDY

WHY NOW & WHY NO RULES WILL SUCCEED:

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!

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". Yet, 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."