

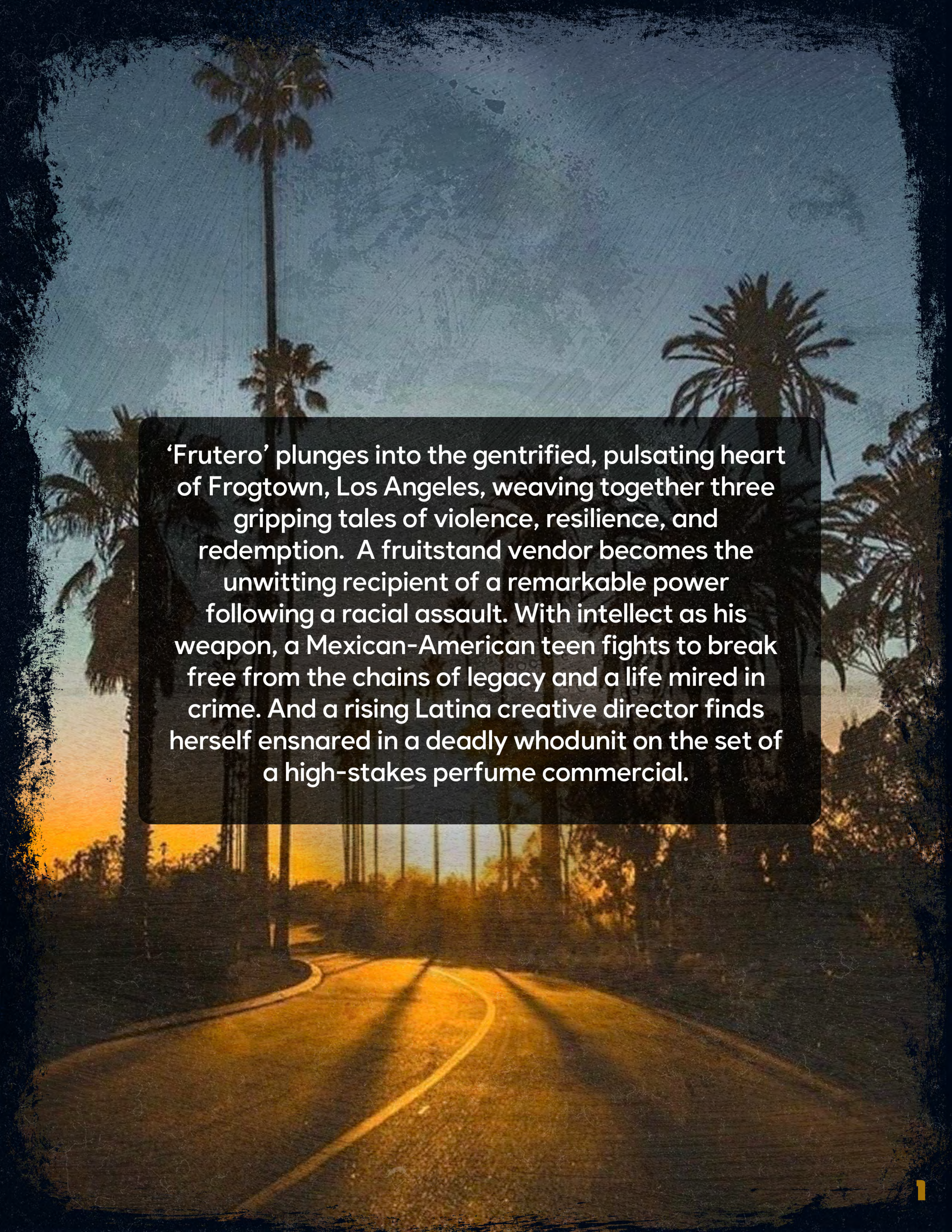
AN ANTHOLOGY BY
DANIEL GOMEZ-STEVEN MORENO-BLAKE VAZ

FRUTERO

FROGTOWN STORIES



SEE DEATH COMING...



'Frutero' plunges into the gentrified, pulsating heart of Frogtown, Los Angeles, weaving together three gripping tales of violence, resilience, and redemption. A fruitstand vendor becomes the unwitting recipient of a remarkable power following a racial assault. With intellect as his weapon, a Mexican-American teen fights to break free from the chains of legacy and a life mired in crime. And a rising Latina creative director finds herself ensnared in a deadly whodunit on the set of a high-stakes perfume commercial.

STORY

BOBE, an LA street vendor awakens with a unique ability after being attacked by a racist individual in the neighborhood of Frogtown. Upon regaining consciousness in the hospital, seemingly unscathed, he discovers he can identify individuals close to death simply by observing an otherworldly vibration in them. Returning to his usual corner the next day, he becomes witness to two stories of violence. Utilizing his newfound ability, he sets off to warn those affected by the violence in Frogtown, emerging as a new kind of hero.

Our first story, titled "FROGTOWN," a thriller set in the gentrifying, Latino working-class Los Angeles neighborhood of the same name. It follows Carlos, an impoverished but brilliant high school senior who is manipulated into becoming an accessory to a botched robbery by his troubled brother, then jumped into the local gang. Carlos' lifelong neighborhood crush, Yvonne, encourages his criminal path as they fall in love, but it seems Carlos has other plans. Although Carlos begins to become enchanted with the power that it brings, gang life is not a good fit. The money that went missing from the robbery has, in fact, been in his possession the whole time. When Carlos asks Yvonne to leave town with him to start life anew, she tells him that her place is here in LA. With a group of violent, soulless monsters on his tail, Carlos has to make it out of town, hopefully with the money and Yvonne, but at the very least, with his life.

Our second story is titled 'IL COLORE DELLA NOTTE'. DARIA is a young and talented Latina Group Creative Director at one of Los Angeles' premier advertising agencies. As she assumes responsibility for her first major commercial production, her ambition to ascend in the male-dominated ad agency realm is violently disrupted by a black-clad stalker's thirst for blood. As members of the cast and crew are murdered, a young Production Assistant, NIEVES, finds herself caught in the middle after she witnesses an attack and decides to help find the culprits. UMBERTO, the commercial's director, once a revered Italian cult filmmaker, consistently makes inappropriate remarks to the models in an attempt to impress them with his "acclaimed" work, placing him right in the middle of this case as both a potential suspect and victim.

As both of these stories unfold within the same block where BOBE sets up his fruit stand, he perceives his newfound ability as an opportunity to aid his Frogtown neighbors. Will he succeed in alerting those seemingly headed for a collision course with death?



CONCEPT

We're a trio of close friends and creative minds who landed in the crazy maze that is L.A. From different corners of life, we ended up forming this tight-knit crew, bonded by our love for making movies. Whether it's whipping up a commercial, throwing together a social media vid, diving into TV shows, or tackling a full-blown film, we bring our A-game, fueled by a combo of pride and passion.

As award winning independent filmmakers, we are well-acquainted with the challenges that arise when attempting to secure project financing. We've collaborated on numerous indie projects, solely driven by our passion for the craft and our commitment to helping fellow filmmakers bring their visions to life. After an extensive process of attempting to launch our own feature projects, we've made the collective decision to merge our ideas. This collaboration will culminate in the production of our very first feature, presented in the form of an anthology.

THIS homage to 80's classic horror anthologies with a modern twist, emerged from the amalgamation of our team's ideas and fate. Both FROGTOWN and IL COLORE DELLA NOTTE were independently conceived with the L.A. neighborhood, Elysian Valley, or FROGTOWN, serving as the common thread.

FRUTERO isn't just a film; it's a celebration of different voices, a nod to our shared experiences, and proof that communities can stand strong in tough times.

As Latino filmmakers and longtime residents of this incredible city, we aimed to pen a connecting story that felt authentic to both ourselves and our community. Over the years, we've witnessed a troubling increase in attacks on street vendors, fruit vendors, taco carts, and eloterros – all targeted by an intolerant element that unfortunately still lingers in the area.

It's disheartening to see a community of hard-working vendors facing assaults from racists who seemingly take issue with people simply trying to make a living. Out of this, the idea for FRUTERO, the story that connects our anthology was born.

BOBE, our street vendor, is an uncommon hero. Pushed around by many, mostly overlooked or ignored, as fate rewarded him with a unique ability, he won't let the bad element in FROGTOWN affect his noble heart.

THE FILMMAKERS



BLAKE VAZ

Director/Writer/Producer

A native of the Juarez, Mexico, and El Paso, Texas borderland, Blake Vaz is a singer, writer, musician, director, and EMMY® AWARD Winning producer with over 15 years of experience in the industry.

He has directed and produced branded content and commercials for international clients including Lexus, ESPN, Toyota, Carter's, Hyundai, Intuit, Delta/Aeromexico, 7-Eleven, Spalding, Genesis, Han-

kook Tires, Dos Equis, Tecate, Korbel, Michelob Ultra, KIA, Coors, Smash-box, Jack Daniel's, Henessy, Remezcla, among others.

Vaz is also the owner of VALAGARDO PRODUCTIONS, through which he produces branded content, commercials, films, and TV shows Vaz recently directed and produced the multi-award-winning horror short film "L.U.N.A.", a modern take on the Haunted House genre, with hints of gothic horror and Italian Giallo. Vaz also produced, directed, and starred in the crime thriller short currently in festivals "MATCHES". His short films have been selected to over 100 festivals including 30 awards and 18 additional nominations combined.

Blake is currently working on the horror/crime anthology "FRUTERO", composed of three stories of L.A. violence connected through the experience of a street vendor. Vaz will produce the feature and direct one of the short stories, "IL COLORE DELLA NOTTE" a Giallo-inspired short.

See his latest work at valagardoproductions.com, blakevaz.com and IMDB.

THE FILMMAKERS



STEVEN MORENO Director/Writer/Producer

Los Angeles-based filmmaker Steven Moreno's experience in the industry spans two decades. Steven has contributed his skills and experience as a director and cinematographer to capture a wealth of diverse projects, including feature films, commercials, television series, shorts and music videos. Most recently, Steven completed principal photography on a charming indie comedy feature "Sour Party", a commercial with

Pete Davidson, and Netflix promos with the casts of Stranger Things and The Umbrella Academy.

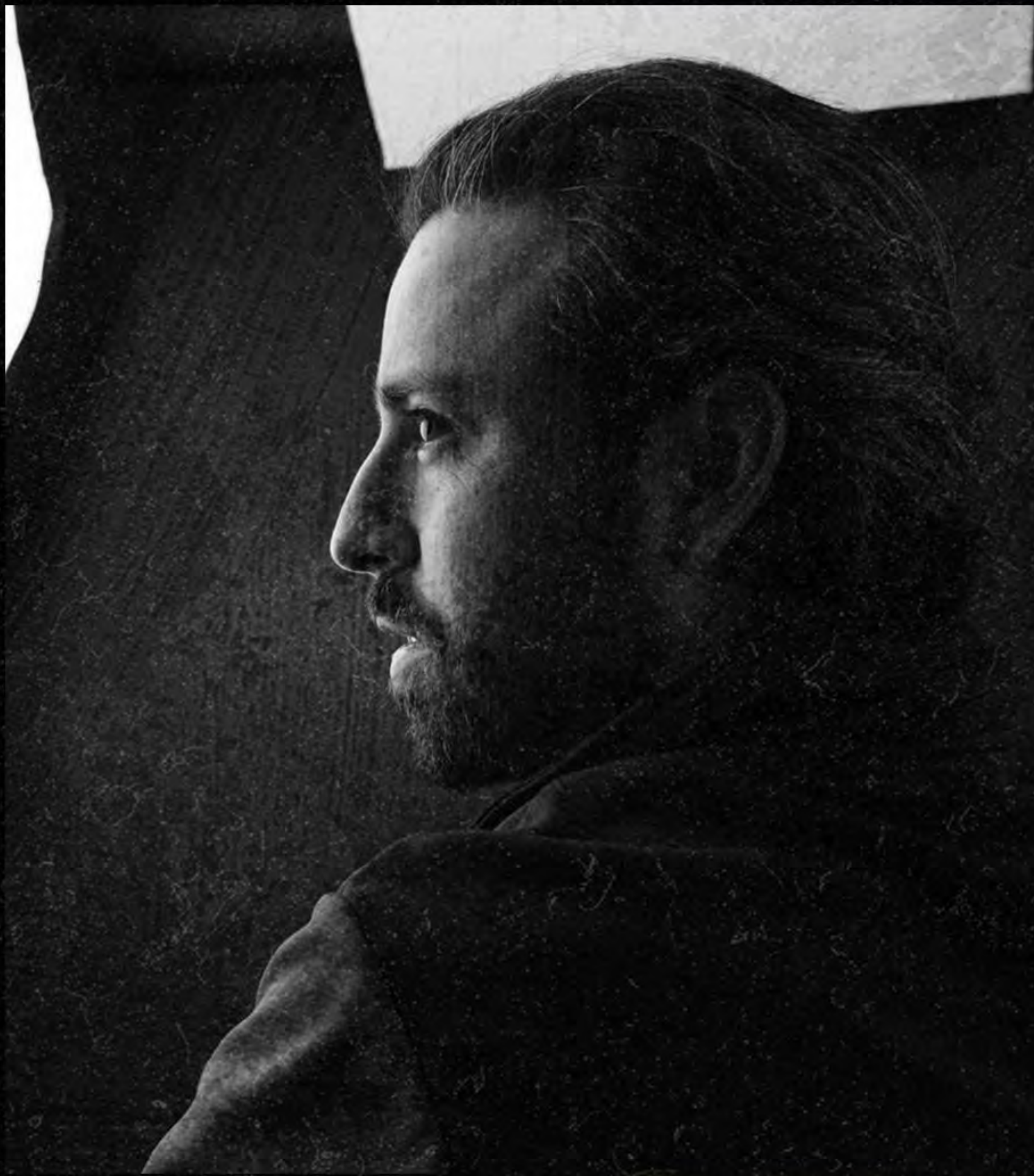
Steven believes that life has been his greatest teacher and that we should never stop learning. He approaches each experience with fresh eyes, eager to collaborate and capture the content that a project needs while nurturing his creative spirit. He's worked on so many interesting projects with some amazing people...yet he feels like his journey is just beginning.

Some of his featured work includes a series of branded spots with Kevin Hart, a documentary series with Zooey Deschanel, a talk show hosted by Van Jones featuring Kim Kardashian and Jamie Foxx, and "Orbital Redux", a live, narrative sci-fi series that was pre-nominated for an Emmy Award.

His clients include Netflix, Nickelodeon, Disney, HBO, Showtime, Warner Brothers, Dreamworks, Viacom, Paramount Network, AT&T, Bose, Red Bull, Hulu, LG, T-Mobile Lexus, Capital One, and the prestigious Tribeca Film Festival among others.

See his latest work at stevenmoreno.com, and IMDB.

THE FILMMAKERS



DANIEL GOMEZ

Writer/Producer

Director/Cinematographer

Daniel Gomez Bagby is a Mexican-American, LA-based Director, and Cinematographer from the border of El Paso, Texas, and Cd. Juarez, Mexico.

Since he relocated to Los Angeles, he's worked in different capacities in countless commercials, TV shows, shorts, and feature films.

In his career, Daniel has directed and shot short films, music videos, and branded content for brands like Lexus, Hyundai, Netflix, Amazon, Discover+, Fenti, Smashbox, Honest, Tecate, Corona, Spalding, Korbels, Quest Nutrition, Youth to the People, Capitol One, Facebook, McDonald's, and many others.

His short film "FIRST NIGHT" premiered at the DANCES WITH FILMS festival in Hollywood in the summer of 2017. His latest short "THE CLIMBING PERCH", which he directed and co-produced, is currently enjoying success on the festival circuit, winning multiple awards and getting the attention of many with its visual style and narrative.

As the Director of Photography for Blake Vaz's horror shorts "BLOOD STAINS" and "L.U.N.A.", and Vaz' crime thriller "MATCHES", Gomez has won multiple awards for his Achievement in Cinematography and was an integral part of the success of the all three films.

His most recent work as a cinematographer was the upcoming feature THE WATER BEARER. He is also currently in the development stages of his first feature film, a couple of TV projects, and he is finishing his latest horror short "ECHOES".

See his work at danielgomezbagby.com and IMDB.

THE FILMMAKERS



LALO DURAN Executive Producer

Born and raised on the dynamic USA-MEX border, Lalo, Co-Founder & Managing Partner of WALO, navigated the intersection of two vibrant cultures from an early age. This upbringing gifted him a nuanced perspective on the evolving tapestry of our society, a viewpoint he passionately integrates into his professional endeavors.

Drawing from his multicultural roots, Lalo infuses his work with a rich blend of insights, offering a fresh lens on marketing challenges for his clients and creative projects alike. His commitment to showcasing the beauty of cultural convergence is evident in every endeavor he undertakes.

Lalo's collaborations with esteemed Latino actors such as Salma Hayek, Efrén Ramírez, and Diego Luna have yielded award-winning content in the advertising space. Notably, alongside Diego Luna, Lalo co-produced and wrote the critically acclaimed short film "The Journey," directed by the Emmy Award-nominated Mexican actor.

With 18 years of experience in the advertising industry, Lalo has left an indelible mark on brands like AT&T, Southwest Airlines, the New York Lottery, McDonald's, Miller Lite, Samsung, Jarritos, and 7-Eleven. His dedication to authentic storytelling and cultural resonance continues to redefine the landscape of advertising.

THE FILMMAKERS



WALTER BARRAZA Executive Producer

Fleeing a civil-war-torn country in Central America brought Walter, WALO's Co-Founder & Executive Creative Director, to Dallas, Texas. Enamored with life in the U.S., he became a sponge for all cultures. Speaking Spanish at home and English in school with friends that were Latino, American, African-American, and Asian allowed him to develop a unique perspective on life. This perspective has

molded his work and keeps it evolving.

Over the last 18 years, Walter has built brands like Fruit of the Loom, NBC Universal (Comcast + Xfinity), Miller Lite, Samsung, Jarritos and 7-Eleven. He and Lalo Durán opened the doors to their own agency, WALO, in 2014 and in 2015 WALO became the AOR for Jarritos.

Previous agencies include The Richards Group, Dieste, Gallegos United, and Lopez Negrete Communications.



THE STYLE

A great anthology not only weaves a cohesive narrative but also maintains visual consistency, even when told through different creative voices. Our team, despite having diverse perspectives, has developed a unique synergy over time, allowing us to create cinematic magic. The visual style will be bold, with unique genre-bending cinematography. Gritty, electric, and fast-paced.

In FROGTOWN, we dive into an LA crime thriller, where the city becomes a crucial character. Drawing inspiration from iconic 90's gang and crime films, we aim to showcase the genre's essence. The gritty streets and back alleys of Ellysan Valley will show the very real juxtaposition happening around the city in the form of gentrification. A visual representation that brings to mind the sense of immediacy created by the reality-based style of WILLIAM FRIEDKIN's TO LIVE AND DIE IN LA combined with a world slowly descending into madness similar to TOD PHILIP's JOKER.

IL COLORE DELLA NOTTE is a film within a film, embracing the classic Italian Giallo style with a vintage film look. Moving from the beauty-based advertising world to a gritty GIALLO-like feel, to a modern-day noir. A perfect balance between the DARIO ARGENTO-inspired camera movement, lighting, and set design and a modern fashionable commercial world, mirroring the atmosphere and style of Nicholas Winding Refn. It is PROFONDO ROSSO meets NEON DEMON.

Stylistically, these diverse narratives serve as plot and transition devices in our overarching FRUTERO storyline. The story of an unlikely hero, of a man who is used to being pushed down by society, yet not even after being the victim of racism does he lose his sense of what is right. This gritty world from which this grounded superhero emerges will have elements of both stories in its visual style combined with visual touches reminiscent of M. KNIGHT SHYAMALAN's UNBREAKABLE.

Our Director of Photography, Daniel Gomez, brings a deep understanding of the crime thriller, horror slasher, and supernatural superhero genres. To achieve this visual tapestry, we'll utilize different tools and techniques. Seamlessly transitioning from hand-held, reality-based shots to smoother POV steady-cam movements. Creating a dynamic and fast-paced style.

The soundtrack will be the perfect complement to our visuals. From frenetic progressive synth-based leads combined with modern beats to heavy electronic rock riffs blended with classic strings. A unique blend of genres that will give the audience a slight sense of familiarity with themes that bring to mind classic JOHN CARPENTER yet re-imagined in a unique and modern way.



FRUTERO CHARACTERS



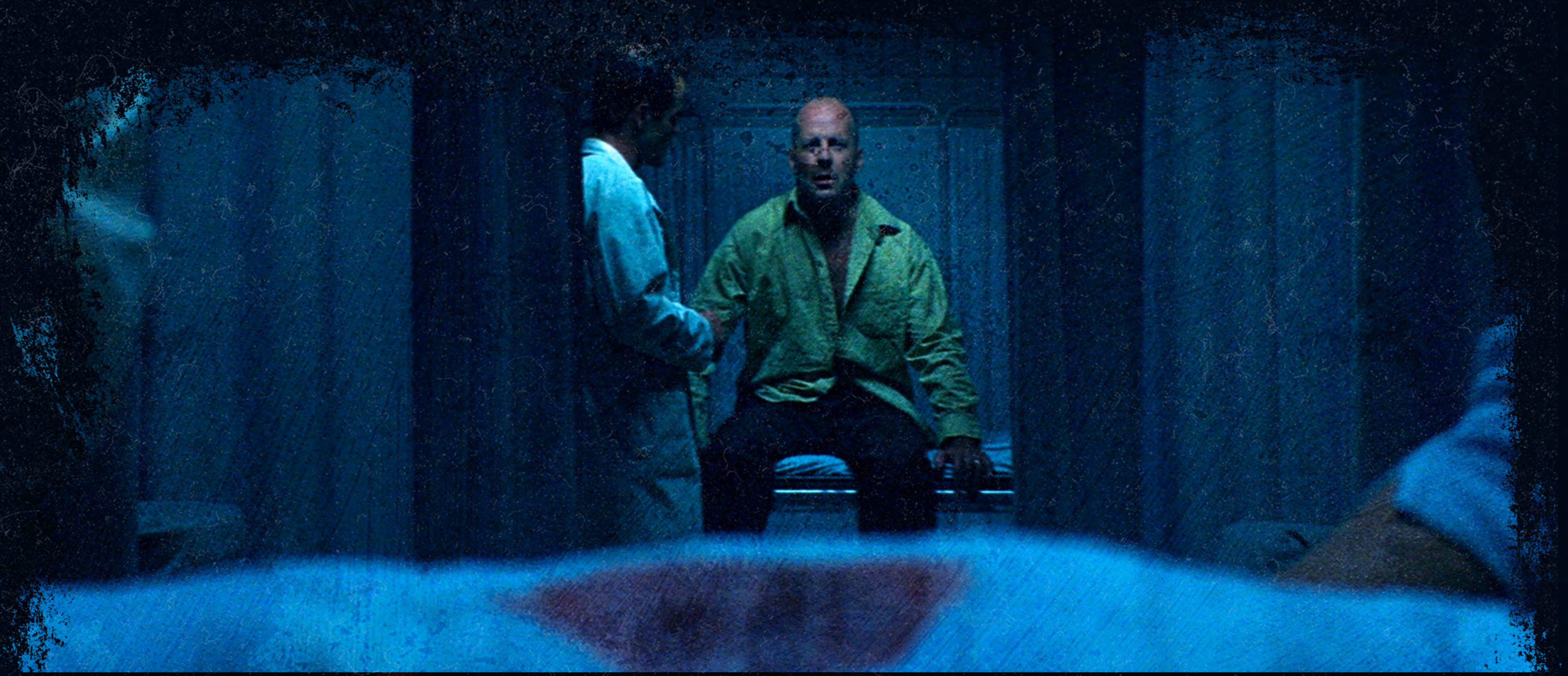
BOBE: 45-50 Is a proud Mexican man, dark skinned, short in stature but built like bull. Born and raised by the tracks in Frogtown. He makes a living as a fruit stand vendor and has unmatched skill with the knife. Married to his life long friend, Julia. Even though he's not a big guy, he's brave, and is always looking out for the vulnerable. After being a victim of a racial attack and thrown into incoming traffic, he not only survives the attack, he wakes up with not a broken bone in his body and a new ability to sense when death is near. Bobe is a man with a big heart, with real Hero qualities. A mexican "Unbreakable."



JULIA: 40-45 A petite and curvy Mexican woman with Long dark hair. Grew up on the streets of Frogtown so she's as tough as they come. Like many that grow up in the area, she could've easily gone more of the street route, but she managed to stay out of trouble. She was fairly religious and worked hard in pursuing her dream of opening her own hair salon one day. She fell in love at an early age so her priorities shifted since. She Married Bobe when she was 18 and never looked back.



KARL: 55-65 A tall White modern day MAGA "patriot" man. You can bet he was running up the capitol on Jan 6. Wearing a sleeveless shirt and cut off shorts and flip flops. He's not fond of latin music or people for that matter and decides to take matters into his own hands and physically assaults Bobe and his fruit stand with an axe.



FROGTOWN CHARACTERS



CARLOS: 16-18 A very intelligent high school senior, Carlos is bright eyed, hopeful, and focused on his academic future, which he hopes will be his ticket out of the Los Angeles Barrio. His determination is equaled only by his passion and his feelings for Yvonne, a local girl who he's been in love with his whole life.



YVONNE: 20-23 A talented artist and muralist, Yvonne is hungry for success and hopes her loyalty to the local gang will bring her money, power and family. She knows about Carlo's feelings for her, while she thinks he is a sweet kid, she always puts the gang first.



JAY: 25-28 Carlos' gangbanger older brother. The only adult in Carlos life after the death of their parents. Jay is a volatile, aggressive apex predator. He reads as a lost soul on his surface, but deep down he hides a sensitive spirit that he's probably not even aware of. Like their father before them, Jay sees the gang as the most important thing and wants nothing more than to see Carlos follow in their footsteps. Constantly pushing him to join.



IL COLORE DELLA NOTTE CHARACTERS

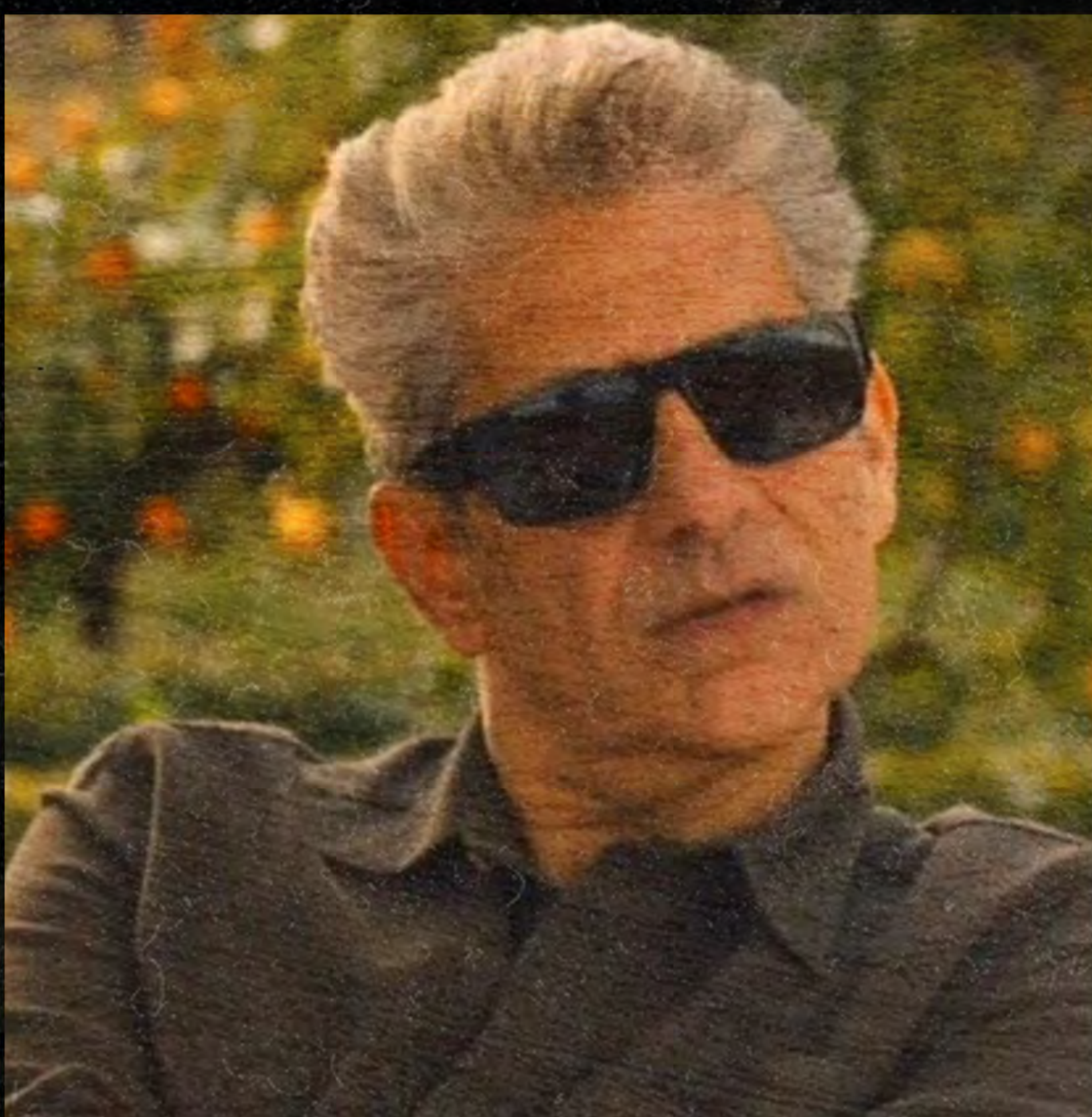


DARIA: 35-45 is the youngest VP Group Creative Director at one of the best ad agencies in Los Angeles. She is smart and determined. She exudes confidence and her sense of style is impeccable. She carries herself in a way that shows she is doing her best to hang with the older senior executives in a male dominated industry, yet at times you might catch a glimpse of her self-doubt and anxiety.

To most people she is a bad ass boss lady in control of every situation, to the point where she comes off as over-controlling, especially to her male coworkers.



NIEVES: 25-30 a production assistant, she is a smart and talented punk rock/horror chic. Wiser than her age, she is a self made second generation Mexican-American Angelina. She is a hard working over achiever who is determined to make a name for herself in the industry. Nieves is passionate about old films, especially Italian gialli. Outgoing and social, she looks up to Daria, wanting to be a self-made woman in a world still dominated by men.



UMBERTO: 55-65 The director of the commercial being produced. Full of himself, trying a little too hard to stay young and impress everyone with his mannerisms, dress and style. The limited previous cult following his old Italian horror films had, make him believe he can get away with anything, even in a post ME TOO world. Constantly making inappropriate comments to the talent and trying to ask them out.



EXECUTIVE SUMMARY

TITLE: FRUTERO

LENGTH: FEATURE FILM

SCRIPT: 111 PAGES

GENRE: THRILLER/HORROR/CRIME

BUDGET: \$750,000-\$1,000,000

SHOOT: SUMMER 2024

NICHE DEMOGRAPHIC

HORROR: **\$900 MILLION** (2023 US GROSS REVENUE)

THRILLER: **\$436 MILLION** (2023 US GROSS REVENUE)

With its dedicated fan base and relatively less expensive budgets, horror is one of the most profitable genres in the industry. Even if a horror movie does not earn excessive revenue the way big-budget blockbusters do, it is fairly easy for a horror film to turn a profit.