



caitlin mia cassaro
spun helga productions

FACE VALUE

Directed by Jeff Israel & James Israel
24P HD
17:32 Minutes

Contact:
James Israel
Back and Forth Films
310 12th Street, #8
Brooklyn, NY 11215
(347) 742-3440
bf@backandforthfilms.com
www.backandforthfilms.com

FACE VALUE

Directed by Jeff Israel & James Israel

24P HD

17:32 Minutes

SYNOPSIS (SHORT)

A lonely office worker from another country becomes entranced by a seductive barfly.

SYNOPSIS (LONG)

“Faraway, I hear it’s nice.”

Robert, a lonely office worker from another country sees a promiscuous woman outside a bar and decides to venture inside. He soon finds himself in a seductive night with Gita, who seems to have no aspirations outside of meeting men. As the two opposites attract they find themselves questioning their values and who they really are.

DIRECTOR’S STATEMENT

In FACE VALUE, we wanted to explore, under the familiar “opposites attract” scenario, two people with very different ethnic, social and economic backgrounds and how they relate to each other. Everyone is defined by the environment in which they are raised, and in FACE VALUE we get to see how two extreme characters shed their public faces to reveal who the person really is inside.

FACE VALUE

Directed by Jeff Israel & James Israel

24P HD

17:32 Minutes

CREDITS

CAST

Robert	Piter Marek
Gita	Niabi Caldwell
Bartender	Chad Brigockas
Passive Office Worker	Todd Faulkner
Aggressive Office Worker	Scott Brooks

Gita's Guy 1	Christian Pedersen
Gita's Guy 2	Marc Donovan
Gita's Guy at Bar	Israel Savage
Brad	Jack Conforti

Bar Goer	Grace Kline
Bar Goer	Tim Krause
Bar Goer	Laurie Krupp
Bar Goer	Susan Margolis
Bar Goer	Lisa Sbarrato
Bar Goer	Matthew Simonelli
Bar Goer	Roberta Sinkia
Bar Goer	Erin Thomas

CREW

Directed by	Jeff Israel James Israel
Written by	James Israel
Produced by	Amanda Doss Caitlin Mia Cassaro
Executive Produced by	Gino Vitale Michael Palmisano

FACE VALUE

Directed by Jeff Israel & James Israel

24P HD

17:32 Minutes

CREW

Associate Producer	Sondra Weimar
Director of Photography	Matthew Hale
Production Designer	Laurie Krupp
Editor	Jeff Israel
Assistant Director	Scott Westphal-Solary
Assistant Camera	Andrew Wonder
2 nd Assistant Camera	Patrick Murray
Script Supervisor	Luci Westphal-Solary
Gaffer	Melissa Guimaraes
Gaffer	Avra Fox
Electrician	Tom O'Connor
Key Grip	Jack Foster
Swing	Jess Fogel
Production Sound Mixer	Adam Chimera
Costume Designer	Matthew Simonelli
Hair & Make-up	Roberta Sinkia
Still Photography	Kenny Trice
Art Department Coordinator	Sabrina Mossberg
Prop Master & Set Graphics	Lucila Caro
Prop Graphics	Brian Ainslie
Unit Production Manager	Katie Ainslie
Production Coordinator	Lisa Sbarrato
Assistant Sound Editor	Johanna Bystrom Sims
Production Assistants	Julia Aidana Beau Bonnoitt Troy Cummings

FACE VALUE

Directed by Jeff Israel & James Israel

24P HD

17:32 Minutes

Production Assistants

Matt DeCapio
James Madrid
Andy Mills
Vanessa Regan
Holly Weidenbruch
Ali Weiss

Trucks

Grip & Lighting Equipment

Camera

Walkies

Expendables

Catering

Courier Car Rentals, Inc.

Eastern Effects

Abel Cine Tech

Hello World Communications

Wits End Productions

Cuisine by Christine

Sound Design

Title & Graphic Design

HD Online Facility

Online Editor

Colorist

Postworks Producer

HD Stock

Production Services

Insurance

Tom Lino

Maggie Kraissamutr

Postworks New York

Pat Kelleher

Roger Doran

Shannon K. Hall

Film Emporium

American Made Productions

ACI Insurance Agency

FACE VALUE

Directed by Jeff Israel & James Israel

24P HD

17:32 Minutes

MUSIC

For FACE VALUE we used a range of music, from emerging musicians such as Joel Arnow to established artists Barney McAll, JC Hopkins, Frederique Trunk, and Liberty Ellman, and also work by veteran music act, The Magnetic Fields. These artists all captured the jazzy, bossa nova feel to fit the retro, playful mood of the film.

“Face Value Open”

Written and Performed by Joel Arnow

Courtesy of and Under License from Joel Arnow

“Sad and Beautiful World”

Written & Performed by JC Hopkins

Courtesy of King Arnold Songs

Under License from Seeshell Productions

“Us vs. Them”

Written and Performed by JC Hopkins

Courtesy of King Arnold Songs

Under License from Seeshell Productions

“Myriadance”

Written and Performed by Frederique Trunk

Courtesy of and Under License from Frederique Trunk

“Mysteriss”

Written & Performed by Barney McAll

Courtesy of Barnaby McAll Music

Under License from Barnaby McAll Music/ASCAP

“Bossa Bossue”

Written and Perforemd by Frederique Trunk

Courtesy of and Under License from Frederique Trunk

FACE VALUE

Directed by Jeff Israel & James Israel

24P HD

17:32 Minutes

“Juan Ho”

Written and Performed by JC Hopkins

Courtesy of King Arnold Songs

Under License from Seeshell Productions

“Farewell or Goodbye?”

Written and Performed by Frederique Trunk

Courtesy of and Under License from Frederique Trunk

“Chromos”

Written and Performed by Liberty Ellman

Courtesy of Pi Recordings

Under License from P/C 2006 Substance Theory, SESAC

“Papa Was A Rodeo”

Written by Stephin Merritt

Performed by The Magnetic Fields

Courtesy of and Under License from Gay & Loud/the Magnetic Fields

“Hey Over There”

Written and Performed by Joel Arnow

Courtesy of and Under License from Joel Arnow

“Dark Parade”

Written and Performed by Barney McAll

Courtesy of Barnaby McAll Music

Under License from Barnaby McAll Music/ASCAP

This project was completed with the support of Downtown Community TV Center

FACE VALUE

Directed by Jeff Israel & James Israel

24P HD

17:32 Minutes

CAST BIOS

PITER MAREK – ROBERT

Piter Marek, born in the Middle East, grew up in New York where he lives today. Marek's acting credits include a leading role in the TNT television series, *THE GRID* (opposite Juliana Margulies and Dylan McDermott) as well as work on *LAW & ORDER*, *THE EDUCATION OF MAX BICKFORD*, *THE CHAPPELLE SHOW*, and *THE LATE SHOW WITH DAVID LETTERMAN*. Piter has also worked with the Sundance Lab and the *REFUSE AND RESIST NETWORK ON IMAGINE: IRAQ*, a series of plays exploring connections between the people of Iraq, the Middle East, and the West, as well as Second Stage Theater, *DETI: NATION AMERICA* plays surrounding experiences in Immigrating to America.

NIABI CALDWELL – GITA

Hailing from the beautiful Shenandoah Valley in Virginia, Niabi Caldwell has been acting since the age of twelve. Since appearing in *FACE VALUE* she has starred in two other independent films and has also worked on Sydney Pollack's *THE INTERPRETER* and Kenneth Lonergan's (*YOU CAN COUNT ON ME*) latest feature film, *MARGARET* starring Anna Paquin and Matt Damon. Upon her arrival to New York City, Niabi worked as a knife thrower's assistant and formed an all female scooter club. Niabi currently resides in Brooklyn, New York with her two cats Obie and Ethie.

FACE VALUE

Directed by Jeff Israel & James Israel

24P HD

17:32 Minutes

CREW BIOS

JAMES ISRAEL AND JEFF ISRAEL – DIRECTORS

James Israel and Jeff Israel are Brooklyn based filmmakers originally from South Carolina. Their collaborations include short films and feature length screenplays.

They recently completed their latest short film, *FACE VALUE*, which is about a lonely office worker from another country that becomes entranced by a seductive barfly.

Their short film *THE TOURIST*, starring musician and actress Rebecca Moore had its world premiere at the 2005 South by Southwest Film Festival and also screened at the Woodstock Film Festival and the Hamptons International Film Festival. It is available on the DVD anthology *The Journal of Short Film*.

Their first film, *BACK AND FORTH*, screened around the country, including the Atlanta Film Festival and a giant outdoor video screen in Times Square.

Other shorts include: *TERRAIN VAGUE*, which screened at the Atlanta Film Festival and the Raindance Film Festival; and *THE SINKING SHIP*, a short film based on the Staten Island segment of their feature length screenplay, *FIVE BOROUGHS*.

They are currently in development on a feature length project, *THAT WOMAN*, which is about a middle-aged woman who has an inappropriate relationship with a teenage boy, threatening her brother's run for the gubernatorial race.

FACE VALUE

Directed by Jeff Israel & James Israel

24P HD

17:32 Minutes

More about JAMES ISRAEL – WRITER/DIRECTOR

James has written for indieWIRE and The Independent Film & Video Monthly and is currently a staff member at indieWIRE. James has worked with their daily Park City coverage for the past six years at the Sundance Film Festival. He was previously a staff member at the Association of Independent Video and Filmmakers. He has also acted as a script reader for Global Film Initiative, the IFP Gordon Parks Awards, and has screened films for The Tribeca Film Festival.

More about JEFF ISRAEL – DIRECTOR/EDITOR

For the past eight years Jeff has worked on features films, documentaries, television series, commercials, and short films. His post-production credits include: **READING RAINBOW** for PBS, **LITTLE BILL**, an animated series created by Bill Cosby for Nickelodeon/CBS, various reality television programming for BBC Productions USA, **IN MEMORIAM**, an HBO documentary covering the events of September 11, 2001 in New York City, and the independent feature film **LOGGERHEADS**, which screened in the Dramatic Competition at the 2005 Sundance Film Festival and was distributed theatrically by Strand Releasing. He is currently working on the ABC comedy, **THE KNIGHTS OF PROSPERITY**.

FACE VALUE

Directed by Jeff Israel & James Israel

24P HD

17:32 Minutes

CAITLIN MIA CASSARO – PRODUCER

Caitlin Mia Cassaro began her producing career on the music side, producing DVDs, music videos and profiles for artists such as Norah Jones, Amos Lee and Al Green. Caitlin has worked as UPM on numerous shorts including QUEJIOS, a short film produced by Krush Productions and PING PONG LOVE, directed by Bo Mehrad. She has also produced (and written) THIRSTY, directed by Bo Mehrad and produced the recently completed FACE VALUE, directed by James Israel and Jeff Israel.

Caitlin received her MBA in Media Management from Metropolitan College of New York, graduating first in her class. She began her career in entertainment with EMI Recorded Music where she developed and maintained first the production department, and later the international marketing department for EMI's Angel and Blue Note Records. She left EMI to join New Video Group as the acquisitions and marketing director for the company's dedicated documentary label, Docurama. She has also worked with the Tribeca Film Festival as their dedicated industry liaison and for the IFP Market.

Caitlin continues to work on a variety of short films, as well as commercial, and video projects. She recently line produced a Madeline Peyroux music video (Rounder Records) for Flip Productions, and has completed numerous industrial/commercial projects for New York based production company, Beaucoup Chapeaux. She is currently in pre-production on a documentary about the lovely insanity of being a new parent in New York City.

FACE VALUE

Directed by Jeff Israel & James Israel

24P HD

17:32 Minutes

AMANDA DOSS – PRODUCER

Amanda Doss has been working in independent film for almost a decade. She is a founding partner of Ugly Betty Productions, Inc. which was established in order to pool talented filmmakers to produce marketable, entertaining and stimulating independent films.

Through Ugly Betty Productions Amanda has produced the feature film, CLOSER THAN THE BOY NEXT DOOR as well as several short films, commercials and music videos. Individually, Amanda has worked as Line Producer and UPM on many features including Sarah Jacobson's 1997 Sundance entry, MARY JANE'S NOT A VIRGIN ANYMORE. She has also produced dozens of nationally aired commercials and industrial films; her work includes pieces for Universal Pictures, Procter & Gamble and Mercedes-Benz to name a few.

Aside from producing, Amanda is the founder of The Producer's Action Network (PAN), a workshop series geared toward helping producers network, exchange ideas and develop their film projects. She has served as Marketing Coordinator for IFP/New York, has taught producing workshops at DCTV, and has moderated and coordinated Master Class Workshops for AIVF. Currently Amanda teaches producing at the New York Film Academy.

Amanda recently completed two other short films; THIRSTY, directed by Bo Mehrad, LUCKY, directed by Melissa Berman, DONUT HEAVEN, directed by Annetta Marion. She is currently working on several other projects with her partner, Director Bo Mehrad.

FACE VALUE

Directed by Jeff Israel & James Israel

24P HD

17:32 Minutes

MATTHEW D. HALE - DIRECTOR OF PHOTOGRAPHY

Matthew D. Hale graduated from the film program at University of Florida and moved to New York to and worked as a crew member on feature films, music videos, commercials, and television. Over the course of eight years Matthew honed his skills on projects like BOYS DON'T CRY and ALL THE REAL GIRLS with acclaimed cinematographers Jim Denault and Tim Orr. Matthew has also headed up the lighting department for music videos for Interpol, Death Cab for Cutie, and Taking Back Sunday as well as commercials for Canon, Discovery Times, Westminster Dog Show and many others. He now builds his own shooting career, working on a myriad of projects including short comedy, dramatic narrative, and commercials while utilizing the full spectrum of digital and film formats. His latest dramatic project was shot in 24P High Definition for Jeff and James Israel entitled FACE VALUE.

LAURIE KRUPP – PRODUCTION DESIGNER

Since 1997 Laurie Krupp has art directed and production designed more than 30 independent films, and recently finished production on a feature called DAY ZERO starring Elijah Wood, Chris Klein, Ally Sheedy and Ginnifer Goodwyn. She has served as art director for Chelsea Pictures, Cohn & Company, and Creative Group. Commercial Clients include: Jet Dry, Spike TV, Coca Cola, Clairol, Plavix. She earned her BFA from School of Visual Arts, where she majored in photography and minored in sculpture. She has helped design installations for major New York event design companies, and designed store windows

JEFF ISRAEL AND JAMES ISRAEL – FILMOGRAPHY

Short Films

2006	Face Value	<i>TRT: 17:32</i>
	Screenings:	Sarasota Film Festival (2007) South by Southwest Film Festival (2007) More screenings TBA.
2005	The Tourist	<i>TRT: 15:00</i>
	Screenings:	Brooklyn Independent at Barbes (2007) Coney Island Film Festival (2006) Hamptons International Film Festival (2005) Raindance Film Festival (2005) Woodstock Film Festival (2005) Atlanta Film Festival (2005) South by Southwest Film Festival (2005) Flicker NYC (2006)
2003	The Venice of Brooklyn	<i>TRT: 2.30</i>
	Screenings:	Prends ca court! (2005) Raindance Film Festival (2004) Architektur und Film Festival (2004) Submerge Art & Environment Festival (2004) Flicker NYC (2003)
2002	Terrain Vague	<i>TRT: 7:00</i>
	Screenings:	Coney Island Film Festival (2004) Anthology Film Archives (2004) Atlanta Film Festival (2003) Raindance Film Festival (2003) Beg and Grovel Film Festival (2003) Flicker NYC (2003) Best of Flicker New York (2003 & 2006)

**PRESS ABOUT JEFF ISRAEL AND JAMES ISRAEL'S
SHORT FILM, THE TOURIST**

"I saw 'The Tourist' at SXSW - it was quiet and dreamy and had a subtle sense of humor that I really liked."

Karina Longworth, [Cinematical](#)

"A short film with much power, and an almost mystical instinct about the weirdness of everyday life."

Mark Rhodes, [Films in Review](#)

"Nicely enigmatic and with spectacular colour sequences."

Simon Cameron, [Shooting People](#)

"I pictured the 'conclusion' before it even happened, but what difference does that make...? Eerie and intense b&w visuals."

from the blog [small- scale: stash](#)