

Sharon Gardner

Erika Apelgren

# B F F R

EVERYONE JUST WANTS TO CONNECT



A FILM BY ERIKA APELGREN

FOR LOVE PRODUCTIONS PRESENTS IN ASSOCIATION WITH GARGOYLE MEDIA EDITED BY MIDAS COLLECTIVE DIRECTOR OF PHOTOGRAPHY EDUARDO WHAITE  
 EXECUTIVE PRODUCER SHARON GARDNER PRODUCED BY STEVE DEERING ERIKA APELGREN WRITTEN AND DIRECTED BY ERIKA APELGREN

## *Technical information*

Title:	BFFR
Genre:	Dark Comedy
Year:	2024
Country of origin:	USA
Language:	English
Run time:	15 minutes
Screen ratio:	16x9
Sound format:	Stereo

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[www.bffrthefilm.com](http://www.bffrthefilm.com)

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## *Logline*

Desperate for human connection, a lonely, introverted, know-it-all invites a self-absorbed, wanna-be actress to her home for an evening of socializing that ends unexpectedly.

## *Synopsis*

A dark comedy that delves into the quirky and odd relationship between Angelica and Patricia. The story unfolds as the two women navigate a night of wine, food, and conversation. Patricia's detached and cold approach to the interaction becomes evident, but Angelica, desperate for connection, overlooks her flaws.



## *Cast & Crew*



### *Erika Apelgren*

#### **DIRECTOR, WRITER, PRODUCER, ROLE OF PATRICIA O'NEIL**

Originally from Sweden and currently based in Los Angeles, Erika Apelgren wears many hats as a writer, director, actor, producer, and model. Her extensive portfolio includes the authoring and directing of short films, a mini-doc series, and a theatrical play. Additionally, she has written four feature films and actively engages in diverse projects spanning film, music videos, and commercials.

Erika presently leads For Love Productions alongside the award-winning directing duo, Mariel and Marita Gomsrud. Their collaboration on "BFFR" marks a significant milestone as their first narrative production, underscoring their dedication to delivering compelling storytelling. Concurrently, Erika is involved in adapting five stories from a Brazilian author, working within an all-female team, with Jaguatirika Productions set to bring this project to pre-production in the upcoming summer.

As a classically trained actor, Erika graduated from the Stella Adler Academy of Acting and Theatre, studying under the guidance of Oscar-winning director Milton Justice. In Sweden, she honed her craft with renowned actors Stina Eklblad, Per Ragnar, and Mia Poppe. Throughout her Los Angeles tenure, Erika has showcased her versatility both in front of and behind the camera, collaborating with industry icons such as Tyra Banks, Giorgio Moroder, Sia, Nintendo, Clarion, Wella Professionals, and Fenty Beauty by Rihanna.



## *Sharon Gardner*

### EXECUTIVE PRODUCER, ROLE OF ANGELICA SINSOIRE

Bringing wit to drama and depth to comedy, Sharon plays global philanthropist and tech innovator Delphine Rism in hit Netflix comedy "Me Time", with Kevin Hart, Regina Hall, Mark Wahlberg, and Jimmy O. Yang. Upcoming films include thrillers "The Death That Awaits" with Paul Johansson, Megan Lawless, Katya Martin, and Ron Yuan, and "The Portrait" with Ryan Kwanten, Natalia Cordova-Buckley, and Virginia Madsen. T.V. credits include "Modern Family", "NCIS", "The Bold And The Beautiful", and "Passions".

## *Steve Deering*

### PRODUCER

Steve Deering trained in film development at The Robert Evans Company at Paramount Pictures. He went on to take a role as a story analyst for several companies and is a Senior Story Analyst at Slated. Steve has served as a creative consultant for New Line, Fox, Lionsgate, Warner Brothers, Netflix, and many more. He has been involved in projects like John Wick, Bad Moms, The Neon Demon, Manchester by the Sea, Captain Fantastic, Moonlight, and more. He is currently producing several upcoming feature films.

## *Eduardo Whaite*

### DIRECTOR OF PHOTOGRAPHY

Eduardo Whaite is an Emmy award-winning director and cinematographer with over ten years of experience in advertising, social media, and branded content. Currently, Eduardo is the Director & Head of Production at Octopustudio. Before this position, Eduardo worked as the Head of Creative & Video for Mc. Enter Enterprises, overseeing branded content, creative, and video production. Eduardo has produced and directed award-winning international commercial campaigns for clients such as Netflix, Pepsico, Telemundo, Zumba, Clorox, AAA, Kaiser Permanente, Citizen Watches and Jim Beam among others.



## *Full Crew List*

Director/Writer/Producer:	Erika Apelgren
Producer:	Steve Deering
Executive Producer:	Sharon Gardner
Director of Photography:	Eduardo Whaite
Editor:	Midas Collective
Associate Producer:	Scott Smith
Supervising Producer	Vanessa Evans
Music Supervisor:	Joseph Cashman
Casting Director:	Dallas White
First Assistant Director:	Matthew Rodriguez
Set Decorator:	Jessica Moncrief
First Assistant Camera:	Adrian Salas
Second Assistant Camera:	Emily Biltonen
Production Sound Recordist:	Clarence Williams
	Oliver Patterson
Production Assistants:	Haley Zollin
	Olivia Brown
Colorist:	Autumn Palen
Audio Post-Production:	Anthony Barro
Production Company:	For Love Productions



## *Director's Statement*

Born and raised in Sweden, a society where people pride themselves on independence and where strangers typically don't talk to one another before a few drinks. I often felt out of place in a culture that could be perceived as cold and judgmental. Living there, I experienced alienation and often observed it in others around me.

Loneliness, a pervasive and often dominant emotion, remains a seldom-discussed topic. In the aftermath of the pandemic, it is crucial for society to openly address negative emotions. BFFR not only promises entertainment but also seeks to shed light on loneliness, fostering healthy and therapeutic conversations about this shared human experience.

The film takes a playful yet thoughtful approach to loneliness, focusing on the protagonist, Angelica, and the lengths she goes to combat her sense of isolation. Comedy, in my view, is a powerful medium to connect with people. BFFR uses humor to effectively delve into challenging issues, offering both entertainment and insight into the complexities of loneliness and human connection.



## *A conversation with the director, writer, and actor Erika Apelgren*

### **What inspired the story, and how did that shape the narrative?**

The inspiration for the film, BFFR, stems from the conceptual idea that unfolds as a proof of concept in this short. The revelation of what BFFR stands for is a key element. In creating the narrative, I deliberately crafted two characters who are polar opposites. As the saying goes in writing, the challenge is to create characters and place them in the most adverse situations.

The essence of storytelling is witnessing characters evolve and grow. As a writer, I posed questions to myself about the difficulties and discomfort each character could face. BFFR, in particular, explores the incredible discomfort experienced by both characters, with Angelica having made a bold move before the story begins. The film follows her struggle with this discomfort, portraying a desperate quest for connection.

### **Why does this film matter? Why now?**

The significance of our film lies in addressing the widespread issue of loneliness and the absence of meaningful connections, which are universal challenges. With London often referred to as the loneliest city globally and research from The Roots of Loneliness project identifying over 100 types of loneliness, it's evident that this is a complex and pervasive problem. Statistics reveal that 52% of Americans admit to feeling lonely, and 47% find their relationships lacking in meaningfulness. The health implications of loneliness are profound, making it a crucial topic for discussion.

Our film serves as a societal commentary, not only shining a light on loneliness but also delving into the impact of technology and the instant gratification mentality prevalent in our consumer society. By pressing a button, we seek immediate satisfaction, displaying impatience that has detrimental effects on our society. The film aims to stimulate conversations about these interconnected issues, urging reflection on the state of our societal values and connections.



## **How did you work with the cast to convey the emotional depth and authenticity of their performances?**

Collaborating with the exceptionally skilled Sharon Gardner was a delightful experience, as she brought a wealth of talent to the set. Our process involved in-depth discussions about the character, delving into who she is, her motivations, and the essence of Angelica Sinsoire. We dedicated time to a rehearsal session, blocking out scenes and exploring the character's background.

My approach values the trust that each actor arrives on set well-prepared, and Sharon certainly demonstrated that commitment. I encourage actors to engage in collaboration, and improvisation, and to infuse their unique perspectives into their portrayal of the character. This allows them the freedom to breathe life into the role in a way that is distinctly their own.

The essence of filmmaking lies in using the script as a foundation and then collectively breathing life into it, drawing from the diverse perspectives each member of the team brings to the table.

## **How do you as a director approach the use of visual elements and subtle details to enhance the narrative and evoke a specific atmosphere in your film?**

As a director, I focus on creating an aesthetically beautiful film that reflects the characters' essence through careful consideration of visual elements. Inspired by the polished, dark feel of 'House of Cards,' I aimed for a similar atmospheric quality, blending camera work, movement, and sound. Being a fan of Wes Anderson, I decided to integrate elements reminiscent of his work, such as the cue cards designed with his distinctive style. These cues serve as a nod to Anderson's unique storytelling approach, adding a layer of intrigue for the audience.

Collaborating with DP Eduardo Whaite, I conveyed the emotional tone and trusted his expertise during the shoot, allowing me to concentrate on directing. Costumes and hairstyles were chosen to symbolize characters; Angelica's French twist reflects her emotional character, while Patricia's messy hair embodies her carefree spirit. Each visual detail contributes to the film's narrative and overall atmosphere.