



CASE
STUDY

ELISA-SOFIA FIORETTI

A Student Gets a Grant and a Boost to Her Filmmaking Career

The MPS in Directing is a fast-paced program that focuses on learning by doing, preparing students for a career in filmmaking. Just ask Elisa-Sofia Fioretti. Graduating from the program in 2016, she has already completed work as a writer, director and producer; shown work in film festivals; and set up an LA-based production company called Curieyes with fellow MPS Directing alumnus Ji Hyun Kim.

Born and raised in Italy, Fioretti moved to the U.S. on her own at 17, eventually finding herself in SVA's ►

ELISA-SOFIA FIORETTI ON SET WITH SVA ALUMNUS AMAURYS GRULLON.



MPS Directing program. The quality of the faculty—and the ability to work closely with them—piqued her interest. And she liked that the program is so hands-on: working on real sets and covering different positions, developing stories and scripts, and receiving practical help from the teaching staff.

The 2016 film festival for the MPS Directing program was sponsored by GreatCall, a company that makes health and safety solutions for older adults, including easy-to-use mobile phones, apps and other products. They offered an opportunity to SVA MPS Directing students: a \$50,000 grant to make a series of scripted shorts on aging in America to be featured on the GreatCall website. Fioretti submitted a detailed proposal, including a beat sheet of how the story would unfold,

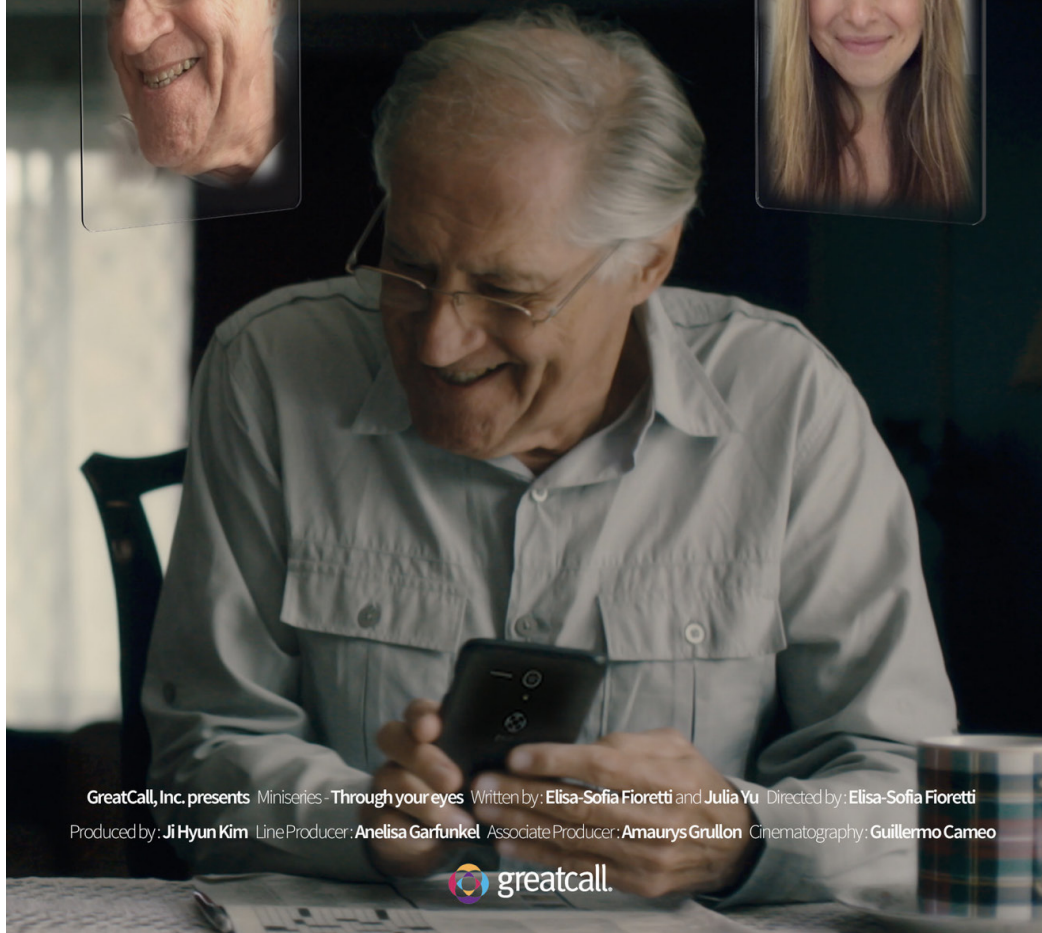
an outline of how the project could be realized from start to finish and an initial budget of how she would use the grant. Her idea: an Italian-American granddaughter heading off to college gives her technologically unsophisticated grandfather a smartphone so they can stay in touch by video chatting, and the technology ends up opening up his life in more ways than one. Her proposal, which would become a series of five shorts called *Through Your Eyes*, won.

Fioretti was the writer and director of *Through Your Eyes*, but she describes making the GreatCall shorts as a highly collaborative project, with the cast and crew all contributing. GreatCall watched the project as it unfolded, but they left Fioretti and her team in full control of the creative process. Her

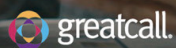
Raul Martinez

Katerina Eichenberger

Through Your Eyes



GreatCall, Inc. presents Miniseries - **Through your eyes** Written by: **Elisa-Sofia Fioretti** and **Julia Yu** Directed by: **Elisa-Sofia Fioretti**
Produced by: **Ji Hyun Kim** Line Producer: **Anelisa Garfunkel** Associate Producer: **Amaury Grullon** Cinematography: **Guillermo Cameo**



ELISA'S SERIES, CREATED WITH A \$50,000 GRANT, WAS FEATURED ON GREATCALL'S WEBSITE.





partner at Curieyes and fellow alumnus, Ji Hyun Kim produced the project. And the MPS Directing department offered the use of their facilities for casting and post-production, which, she says, “really helped me deeply in the making of those five shorts and to stay within the budget offered by the company.” She also worked closely with MPS Directing teacher Anelisa Garfunkel, who served as a line producer, and SVA undergrad, Amaurys Grullon, who helped with design and offered his expertise about the Bronx, which is where the shorts are set.

Through Your Eyes was first screened at the Consumer Electronics Show in Las Vegas in January 2017. “It was very well received by the audience,” explains Fioretti. “Many people contacted me via Twitter and Facebook to talk about the project and how it touched them and their relatives.” Fioretti has been working steadily since graduating.

She describes her time at SVA: “The year was definitely a roller coaster, and of course full of difficulties like in any true hardworking master’s program.” As her mother used to tell her, “Sometimes obstacles are in your way to give you a push and get stronger to face a bigger obstacle. And I think this year prepares you to face the much harder real life of a filmmaker.”

FROM LEFT, ACTORS RAUL MARTINEZ AND ANDREW REYNOLDS COOKSEY WITH ELISA.