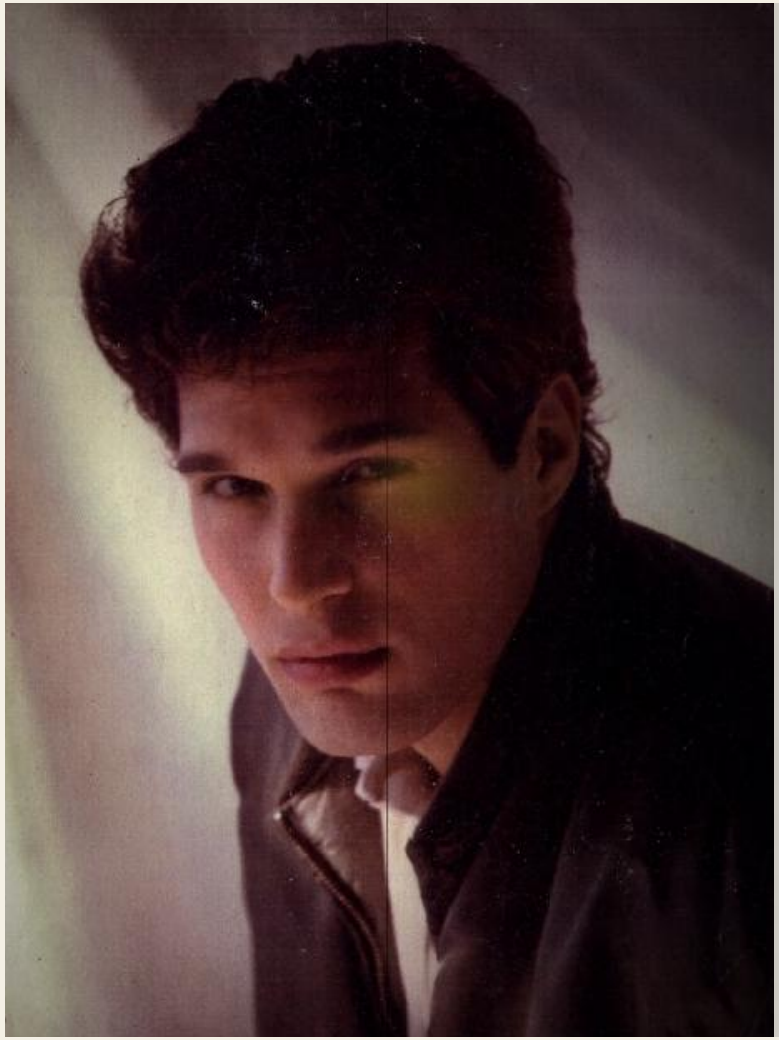


A FILM BY TOM DEMAR

Noticed You Today

Some people are born to be seen.

Others just want to be found.

- Inside Llewyn Davis meets Call Me By Your Name
- Milan • Zagreb • Paris • 1991
- A story of survival, identity, and the search for meaning

IN DEVELOPMENT

Logline

A heartbroken young musician with OCD pursues an improbable modeling career across Europe in the early '90s, only to discover that finding himself requires confronting the generational trauma that shaped him.

Story

Nico is 21, fronting a failing grunge band in small-town Pennsylvania. After discovering his girlfriend in bed with another man, his severe OCD spirals. Working as a middle school janitor, he meets a photographer who plants a seed: take your chances in Milan.

Milan strips him bare. Homeless, starving, sleeping on park benches—until he meets Arianna, who offers shelter and introduces him to his Italian heritage. When his estranged father asks him to find their Croatian roots, Nico travels to war-torn Yugoslavia, arriving during his great-aunt's funeral. Days later, a bomb destroys the village.

Returning transformed, Nico races back to the U.S. to be at his dying grandmother's bedside. After her funeral, he discovers the modeling world was never about him at all. He scrapes together money for Paris, crashes a Thierry Mugler fashion show screaming for an unattainable love, and finds his voice—not as a model or musician, but as a poet surviving on Paris streets.

Why This Story Now

- **Immigrant Identity:** At a moment when immigrant contributions are dismissed, this film honors the truth—America was built by people like Nico's grandparents who left everything to forge something new.
- **Broken Homes:** Nico's fractured family mirrors millions of American youth. The film explores the cost of broken communities and the search for belonging.
- **Masculine Vulnerability:** A rare portrait of a young man struggling with OCD, heartbreak, and the pressure to perform masculinity in a world that commodifies male beauty.
- **European Values:** Through Arianna and the Croatian villagers, Nico discovers a culture where human connection matters more than profit—a stark contrast to American individualism.
- **Historical Moment:** Early '90s Europe, the Yugoslav Wars, the end of the Cold War—a transformative time rarely depicted authentically on film.

This Is True

What makes this project unique is that **I was there. I lived it.** This isn't research or imagination; it's memory transformed into art.

> *In 1990, I left Pennsylvania for Milan with barely enough money and a guitar, running from heartbreak and a fractured family. I lived on park benches, navigated the absurdity of the modeling world, and traveled to war-torn Yugoslavia to find my father's village. I arrived during my great-aunt's funeral, days before a bomb destroyed the community center where I'd heard my grandfather's music.*

The photos from that time exist. The villages exist. *This is intellectual property in the truest sense: a firsthand account of a specific moment in history that no one else can tell.*

Comparable Films

Inside Llewyn Davis

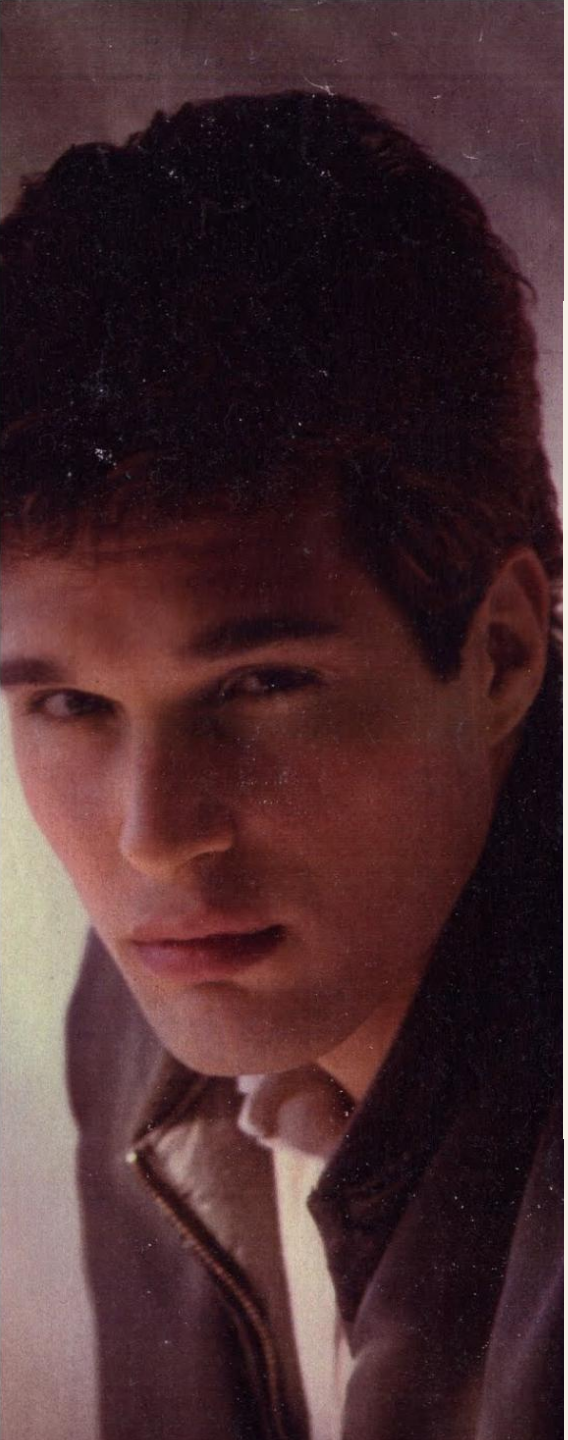
Circular structure, struggling artist protagonist, economic desperation, episodic narrative, music as survival, melancholic tone. Our primary comp.

Paterson

Quiet observational tone, unrecognized artist protagonist, episodic daily structure, poetry and music made without audience, the act of creation as its own reward.

Key Themes

- **Generational Trauma & Cycles:** Nico's journey mirrors his parents' failures and grandparents' displacement. Breaking the cycle requires confronting inherited pain.
- **The Wandering Soul:** From the Summer of Love to present-day Paris, the search for meaning and home persists across generations.
- **Art as Survival:** Music becomes Nico's lifeline—not for fame, but to process pain and find meaning.
- **Family & Heritage:** Discovering his Italian and Croatian roots connects Nico to something larger than himself.
- **Class & Shame:** The modeling world exposes Nico to wealth and beauty, intensifying his working-class shame.



Authenticity

This photo was taken in Milan, 1991.

The writer was there. The modeling world, the Croatian village, the Paris streets—all real. The period detail, emotional truth, and cultural specificity cannot be replicated.

"Based on true events" increases marketing value and festival appeal. Audiences want authentic immigrant stories told by those who lived them.

Production Details

$8-12M	35-40	100-110
BUDGET	SHOOT DAYS	RUNTIME (MIN)

- **Locations:** Milan, Pacentro (Italy), Croatia, Paris, Pennsylvania
- **Co-Production Opportunity:** Italian, French, and Croatian film fund eligibility. Multi-country story ideal for European financing.
- **Language:** Primarily English, with Italian and Croatian dialogue (subtitled)
- **Period:** 1990-1991 (early '90s aesthetic, grunge era, pre-internet)

Team & Partnerships

Tom Demar – Writer / Creator

Second-generation Italian-American and Croatian-American. Lived in Milan and traveled through war-torn Yugoslavia in 1990-1991. Has made micro-budget films and is seeking experienced production partners for this international co-production.

Seeking:

- **European Production Partner:** Italy, France, or Croatia preferred
- **Director:** Experienced with character-driven drama and European co-productions
- **Financing/Co-Production Partners:** EU film funds, private equity
- **Sales Agent:** International festival strategy

Let's Talk

Noticed You Today is a personal story with universal themes—a love letter to the immigrant experience and the search for home. I'm seeking partners who believe in authentic, character-driven cinema.

Tom Demar

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