



a la fresca
X
SCHEIMPFLÜG
for YVP

A Noah Gravillis Experience

a la fresca

PHOTO.MOTION
NARRATIVE

✦ a match made in equity heaven ✦

Some context for those just tuning into the future of production

ALF and FLÜG are flipping the script on what it means to capture an audience. Through ALF's Wave Initiative, producers/writers/actors extraordinaire, Ron and Vinny are lending their commercial production expertise to young creatives who are racially and systematically marginalized. Through the development of their skills, members of the Wave Initiative gain the upper hand in an already elusive and exclusive industry.



In comes SCHEIMPFLÜG

Dedicated to serving New York City's independent film projects, FLÜG offers quality equipment for all of your production needs. While coming together to aid in the production of some branded content for Your VIP Pass (YVP), a luxury travel experiential company, this highly experienced team has created a system that people can rely on when trying to bring their creative visions to life.

In the spirit of the Wave Initiative, it is important that we expose our fellows to people in this industry that just get it. We want to connect our people to allies who actively encourages a more diverse and equitable media industry - FLÜG is that ally.

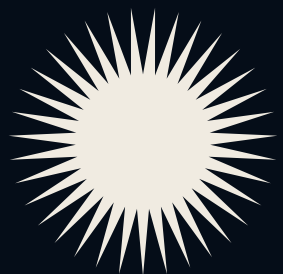
Meet Noah

As a film student, Noah Gravillis is keenly immersed in all things film. As a Wave fellow, we want to give him that extra push in understanding the quality and resources behind every great shoot.

“During my time at the YVP set using Flug equipment, I was amazed at the level of organization and the efficiency of operations. I was fortunate enough to be involved in the pre-production process, where I witnessed the meticulous planning that goes into achieving a successful commercial production. I learned the importance of scouting, creating daily schedules, and generating shot lists. Seeing everything come to fruition on the shoot day was incredibly eye-opening. My two most significant takeaways from the experience are that you always need to plan for the worst and be prepared to adapt to unexpected circumstances. No shoot ever goes exactly as planned, but with sufficient pre-production work, you'll be better equipped to overcome the obstacles that arise.”

Noah Gravillis, Wave Initiative Fellow





the issue of diversity within production

From the weforum report on diverse representation in media and entertainment

The American Association of Advertising Agencies (4A's) released a report in 2020 collecting data from 165 ad agencies representing more than 40,000 employees.¹⁴⁵ The report found that Black employees make up just 6% of the advertising sector (compared to 71% for their white counterparts) and 68% of those positions are admin or entry-level work.



Concerning, right? This is what our team at A la Fresca is trying to change - and it starts with young creatives like Noah. We want to develop an experienced and confident group of people who have the drive to succeed in the face of such dismal opportunity. Collaborating with industry OGs like FLÜG can only set our fellows up for success!