



LYNN COHEN GEORGE S. IRVING

37

written & directed by PUK GRASTEN

produced by ISABELLA WING-DAVEY director of photography JONAS CARPIGNANO

production designer MAITE PEREZ-NIEVAS editor JACOB THORNDahl

costume designer MERIWETHER SNIPES casting by MATTHEW MESSINGER

'37'

- Inspired By Real Events

Written And Directed By Puk Grasten

8 Minutes/Drama/2012



Contact:

Puk Grasten

Phone: (347) 225-7022

Email: puk@grasten.com

Website: www.37themovie.com
www.PowderRoomFilms.com/37

Director's statement / Logline, Short & Long Synopsis /

Production Notes / Cast Biographies / Filmmakers Biographies / Credits

DIRECTOR'S STATEMENT

I was born in Copenhagen, Denmark but I have been living in New York City for the last four years. I have been interested for a long time in the idea that so many people can live side by side and somehow stay strangers. With that idea in mind, I found the New York Times article '37 Who Saw Murder, Didn't Call the Police' (March 27th 1964). Kitty Genovese was stabbed 17 times and sexually assaulted right outside her apartment building for 37 of her neighbors to witness. It is so easy to judge, but how far would I really go out of my



comfort zone to help a stranger if I knew that other people had seen or heard it too? I see myself as a very conscientious person; I treat the people in my life with respect and care. But that is it: in my life, who am I to judge the 37 neighbors, if I cannot know for sure that I would have done any differently?

The article had a great impact on social psychology. The Bystander Effect, also known as *The Genovese Syndrome*, is when a person sees that others have witnessed the same thing, or think that others have witnessed it, and therefore don't feel obligated to get involved. None of the neighbors who witnessed the murder of Kitty Genovese could explain why they had not interfered. A pattern of people's behavior has been discovered through research in social psychology, but why people would rather shut their eyes than take action is still a mystery. The easy way out would be to say that people are evil: it is in our nature; therefore we can't help it. But could it also be that we fear the unknown? The embarrassment of helping someone who doesn't want or need help, the fear of taking responsibility? Maybe we only want to help one from our own group, which would mean that every single one of us is xenophobic.

New York City serves as the backdrop for this story about the fear of losing someone, the unknown, and the duplicity of protecting yourself or helping a person in need.



LOGLINE: In March 1964, 37 people, silently, witnessed the murder of Kitty Genovese. None of them could explain why they hadn't interfered, why they had just stood by, watching. '37' is the story of two of those bystanders.

SHORT SYNOPSIS:

On March 27th, 1964, The New York Times published an article headlined '*37 Who Saw Murder Didn't Call the Police*'. For more than half an hour, 37 law-abiding citizens in Queens, NY, watched passively while their neighbor Kitty Genovese was brutally killed outside their apartment building. None of the neighbors could explain why they hadn't interfered; why they had just stood by, watching. "37" is the story of two of those bystanders.

LONG SYNOPSIS

March 27th, 1964, The New York Times published an article headlined '*37 Who Saw Murder Didn't Call the Police*'. For more than half an hour, 37 law-abiding citizens in Kew Gardens, Queens, NY, watched passively while their neighbor Kitty Genovese was brutally killed under a streetlamp outside their apartment building. She was stabbed 17 times and later raped by her killer Winston Moseley. None of the neighbors could explain why they hadn't interfered; why they had just stood by, watching.

'37' is about what went on in one of those apartments the night Kitty Genovese was murdered. Jack (George S. Irving) is old; his health is failing; and he can't sleep. Florel (Lynn Cohen) heats up milk and brings him cookies. Jack wants to read his newspaper in peace, away from his wife's nagging. Florel wants him to go to bed but her words are

drowned out by the constant noise from the street. Jack ignores her, and goes to the window to see what is going on. Their daily routine is suddenly changed.

THE PRODUCTION



“37” is an 8-minute short film produced as Puk Grasten’s pre-thesis film at NYU’s Graduate Film Program in collaboration with the Graduate Design Program. Production began in March 2012, and ran for three days in East New York. The film is dark and rough, shot on S16mm, with a fresh editing pace that suits the style perfectly. The script was developed with Spike Lee who also helped out in gathering the talented crew: Mike Ellis (Assistant Director) and Tim Stacker (Location Manager) who are normally part of a *Spike Lee Joint* joined the core team. The rest of the crew was comprised primarily of NYU Grad Film students, and a few skilled professionals working on the NY independent film scene. Postproduction was done in Denmark at Zentropa. The sound design works as the score throughout the film, whereby the noise from the city and the neighbors play a role up until the deadly stab of Kitty Genovese when there is only the sound of silence. Puk Grasten is currently writing the feature of ‘37’. The feature focuses on six different apartments who all interact with each other and all witness the murder of Kitty Genovese. The Genovese murder became a symbol of the lost of America’s innocence. The

public was still mourning the death of JFK, young men were being drafted, Beatle mania was at its peak and the women liberation and civil rights movements were dominating the news. All this was part of the transformation and disconnection people felt towards each other.

THE CAST

LYNN COHEN (Florel Bernstein)



Lynn Cohen is known to New York theater audiences for decades of memorable roles. Cohen has also appeared in critically acclaimed films such as “Munich” (dir. Steven Spielberg), “Synecdoche, New York” (dir. Charlie Kaufman), “Manhattan Murder Mystery” (dir. Woody Allen) as well as the popular HBO serial and films “Sex and The City”. She can next be seen in “They Came Together” also starring Paul Rudd and Amy Poehler and “The Hunger Games: Catching Fire” as the character Mags.

GEORGE S. IRVING (Jack Bernstein)

George S. Irving is a beloved Broadway actor/comedian. He made his debut in the original 1943 production of “Oklahoma”. In 2008, Irving received the 17th Oscar Hammerstein Award for Lifetime Achievement in Musical Theatre. He won a Tony award for Best Featured Actor in “Irene” (1973). He is the man behind the voice of the “Heat Miser” in the classic Rankin/Bass stop-motion animated Christmas special “The Year Without A Santa Claus” and “A Miser Brother Christmas”.



HEATHER LIND (Kitty Genovese)

Heather Lind is a New York-based actor. She graduated from NYU’s Grad Acting Program in 2010. Lind has appeared in 10 episodes of the critically acclaimed TV show “Boardwalk Empire” as the character Katy. She won the Screen Actors Guild Award for an Outstanding Performance by an Ensemble in a Drama Series for “Boardwalk Empire”.

KOREY JACKSON (Winston Moseley)

Korey Jackson is a New York-based actor. He graduated from NYU's Grad Acting Program in 2011 and the British American Drama Academy (BADA) Oxford Midsummer Program. He has appeared in New York theatres, NYU Tisch films and popular television shows.

THE FILMMAKERS

PUK GRASTEN (Writer/Director)



Puk Grasten is a 26-year-old Writer/Director born in Copenhagen to a family of filmmakers. She attended the European Film College in Denmark and moved soon after to Paris to pursue a BFA in film production at EICAR-The International Film School of Paris. The short films that she produced in Paris have been screened at festivals around the world. Grasten is a thesis student at NYU Tisch Film Graduate Program.

Grasten is currently developing the short film '37' into a feature film while working as a Script Consultant on Danish feature films and as a Production Designer in New York.

ISABELLA WING-DAVEY (Producer)



Isabella Wing-Davey is a British Producer and Director based in New York and London, and the inaugural recipient of the Creative Media Services Producing Award. Her projects have received support for short film production and feature development from, Alfred P Sloan Foundation, Sundance/Sloan Commissioning Grant, Fotokem, Kodak, Panavision New

Filmmaker Program. She has worked with filmmakers such as Stephen Woolley, Mike Newell and Philip Seymour Hoffman and her work has been seen at festivals around the world, most recently at Edinburgh International Film Festival, LA Shorts, and London International Documentary Festival. Wing-Davey is currently a thesis student at NYU's Tisch Graduate Film Program.

JONAS CARPIGNANO (Director Of Photography)



Jonas Carpignano is a Director and Cinematographer based in New York and Rome. His latest short film, A Chjana, won the Contro-campo Award for

Best Short Film at the 68th Venice Film Festival and was awarded a Nastro D' Argento Special Mention from the Association of Italian Film Critics (SNGCI). He is in preproduction of his feature film based on his short film " A Chjana ". Carpignano is an alum of the 2012 Sundance Screenwriters & Directors Lab and he was recently named one of the top 25 new faces in independent film by Filmmaker Magazine. Carpignano is currently a thesis student at NYU Tisch Film Graduate Program.

MAITE PEREZ-NIEVAS (Production Designer)

Maite Perez-Nievas is a Costume and Production Designer. She is a 2013 MFA Design Candidate at New York University Tisch - School of the Arts. Perez-Nievas is originally from Madrid, Spain, where she worked in art department on several features and the television show " Muchachada nui ". In 2010 before going to NYU, she attended the Talent Campus at the Berlin Film Festival. At NYU Tisch she teaches undergrad in the studio shop while both working on theater and film projects.

MERIWETHER SNIPES (Costume Designer)

Malcolm Meriwether Snipes is a 2013 MFA Design Candidate at New York University Tisch School of the Arts and received her BFA in Costume Design from the University of North Carolina School of the Arts in May 2010. Snipes was recently honored with the 2012 Princess Grace Award (Pierre Cardin Theater Award). Snipes has worked on several NYU Grad Film Thesis short films and theater productions.

CREDIT

THE CAST

Florel Bernstein Lynn Cohen
Jack Bernstein George S. Irving
Kitty Genovese Heather Lind
Winston Moseley Korey Jackson

THE FILMMAKERS

Written and Directed by Puk Grasten
Produced by Isabella Wing-Davey
Director of Photography Jonas Carpignano
Casting by Matthew Messinger
Edited by Jacob Thorndahl
Production Designer Maite Perez-Nievas
Costume Designer Meriwether Snipes
1st Assistant Director Michael Ellis
Location Manager Tim Stacker
Unit Production Manager Sydney Buchan
Additional Editor Sarah-Violet Bliss
Stunt Coordinator Drew Leary
Sound Mixers Heather Fink
Jonathan Matthews
Boom operator Nikita Liamazine
Make-Up/Hair artist Emma Barley
SFX Make-Up artist Anthony Pepe
Script Supervisors Omar Zúñiga Hidalgo
Danielle Lessovitz
First Assistant Camera Brian Lannin
Second Assistant Camera Edward Barnes
Vladimir De Fontenay
Sam Panger
Still Photographer Quinn Miller-Bedell
Gaffer Tim Curtin
Key Grip Lionel Cineas
Grip Joshua James Richards
Assistant Art Director Yin Chiao Liao
Drivers Greg Lemaire
Tina Romero
Production Assistants Max Buchan
Agnes Choi
Kendall Haney
Angela Juarez
Marissa Rutka
Sofy Solomon
Post Sound Facility Mainstream
Sound Designer Lars Rasmussen

Post Production Facility.....Zentropa
Colorist.....Mikael Reidar
Titles.....Electric Parc
Prints by.....Technicolor - PostWorks, New York