



@guidogagootz



HOW TO DO SHIT

with Guido Gagootz



guidogagootz



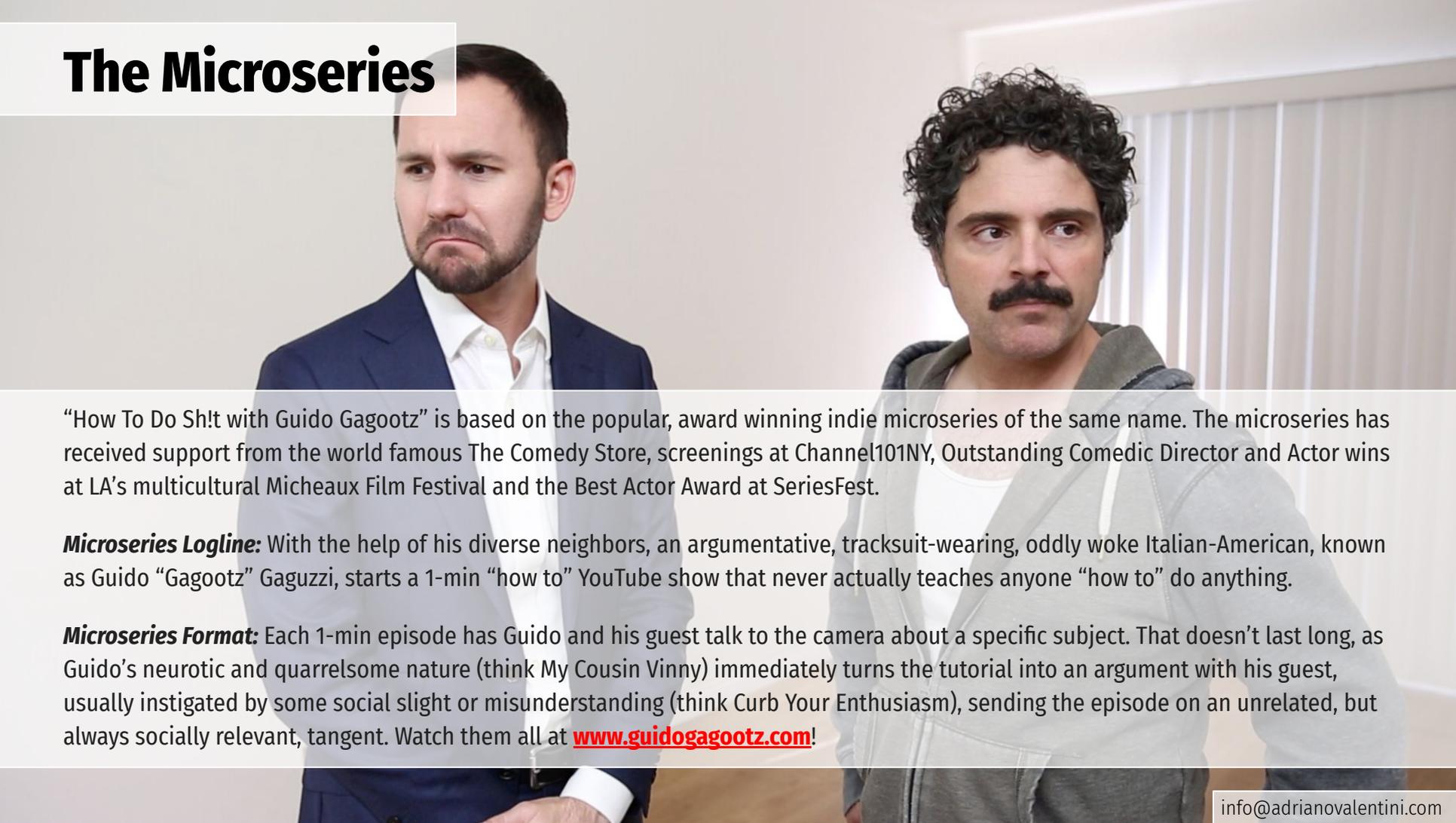
Logline

When general contractor Guido Gaguzzi's "how to" YouTube show turns him into a social media influencer, he moves into a Los Angeles influencer house and transforms the disconnected community of misfit, entitled content creators into a family.

Format

Mockumentary Comedy Feature

The Microseries



“How To Do Sh!t with Guido Gagootz” is based on the popular, award winning indie microseries of the same name. The microseries has received support from the world famous The Comedy Store, screenings at Channel101NY, Outstanding Comedic Director and Actor wins at LA’s multicultural Micheaux Film Festival and the Best Actor Award at SeriesFest.

Microseries Logline: With the help of his diverse neighbors, an argumentative, tracksuit-wearing, oddly woke Italian-American, known as Guido “Gagootz” Gaguzzi, starts a 1-min “how to” YouTube show that never actually teaches anyone “how to” do anything.

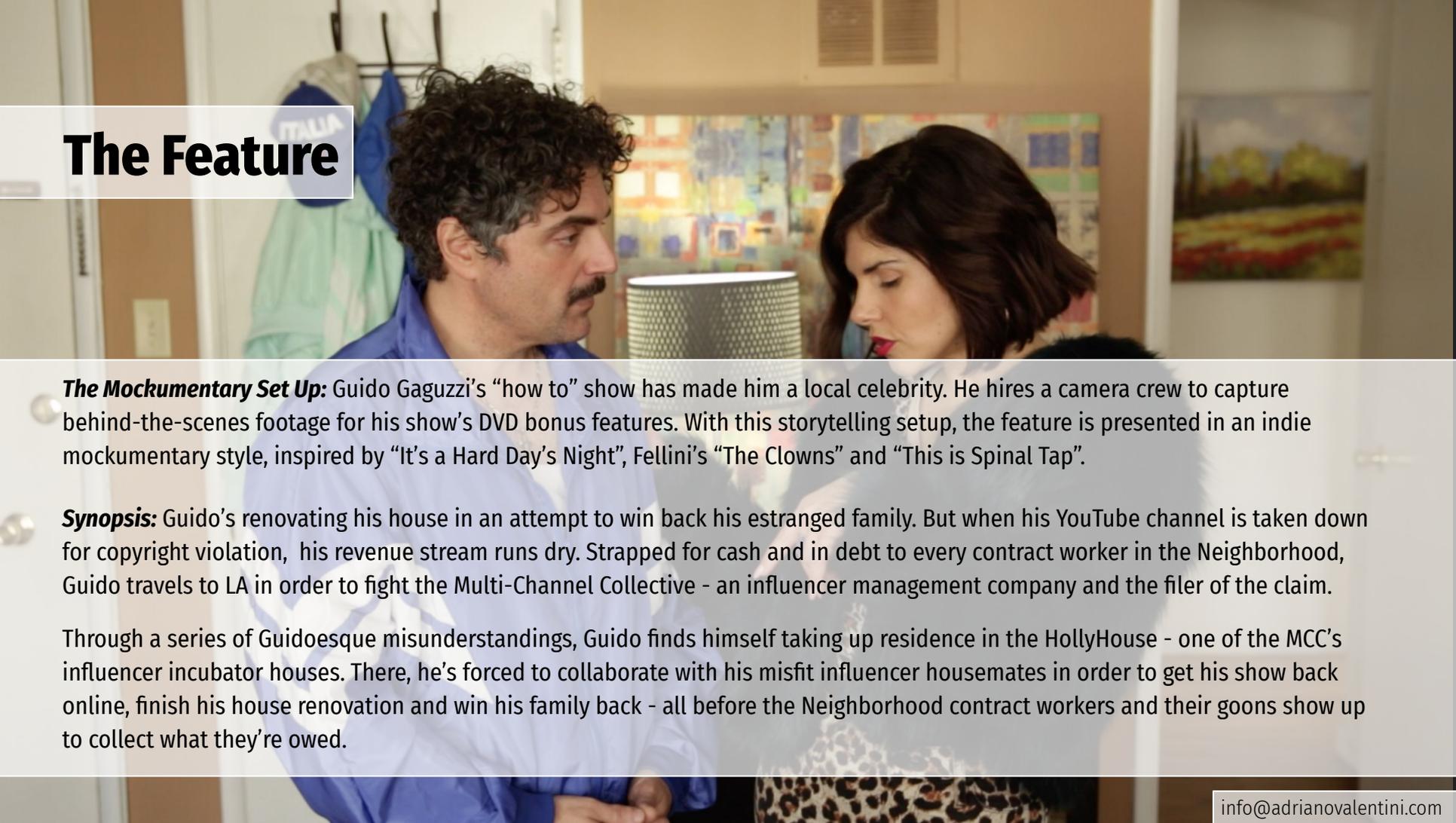
Microseries Format: Each 1-min episode has Guido and his guest talk to the camera about a specific subject. That doesn’t last long, as Guido’s neurotic and quarrelsome nature (think My Cousin Vinny) immediately turns the tutorial into an argument with his guest, usually instigated by some social slight or misunderstanding (think Curb Your Enthusiasm), sending the episode on an unrelated, but always socially relevant, tangent. Watch them all at www.guidogagootz.com!



click a tile to watch!



The Feature



The Mockumentary Set Up: Guido Gaguzzi's "how to" show has made him a local celebrity. He hires a camera crew to capture behind-the-scenes footage for his show's DVD bonus features. With this storytelling setup, the feature is presented in an indie mockumentary style, inspired by "It's a Hard Day's Night", Fellini's "The Clowns" and "This is Spinal Tap".

Synopsis: Guido's renovating his house in an attempt to win back his estranged family. But when his YouTube channel is taken down for copyright violation, his revenue stream runs dry. Strapped for cash and in debt to every contract worker in the Neighborhood, Guido travels to LA in order to fight the Multi-Channel Collective - an influencer management company and the filer of the claim.

Through a series of Guidoesque misunderstandings, Guido finds himself taking up residence in the HollyHouse - one of the MCC's influencer incubator houses. There, he's forced to collaborate with his misfit influencer housemates in order to get his show back online, finish his house renovation and win his family back - all before the Neighborhood contract workers and their goons show up to collect what they're owed.

A photograph of two men in a dorm room. The man on the left has curly hair and a mustache, wearing a light green shirt and a patterned tie. The man on the right has a beard and is wearing a red and white hoodie. They are standing in front of a closet with shoes hanging on the wall and a denim jacket hanging on a hanger. A chalkboard with mathematical equations is visible on the right side of the frame.

Genre & Tone

“How To Do Sh!t with Guido Gagootz” is a mokumentary comedy feature in the the style of “This Is Spinal tap” and “What We Do in the Shadows”. The feature blends the grounded comedic tone of “My Cousin Vinny” with rapid fire dialogue and social commentary of “Seinfeld” and “Curb Your Enthusiasm”. The themes explored include class, community and social media’s influence on individuals, relationships and society.

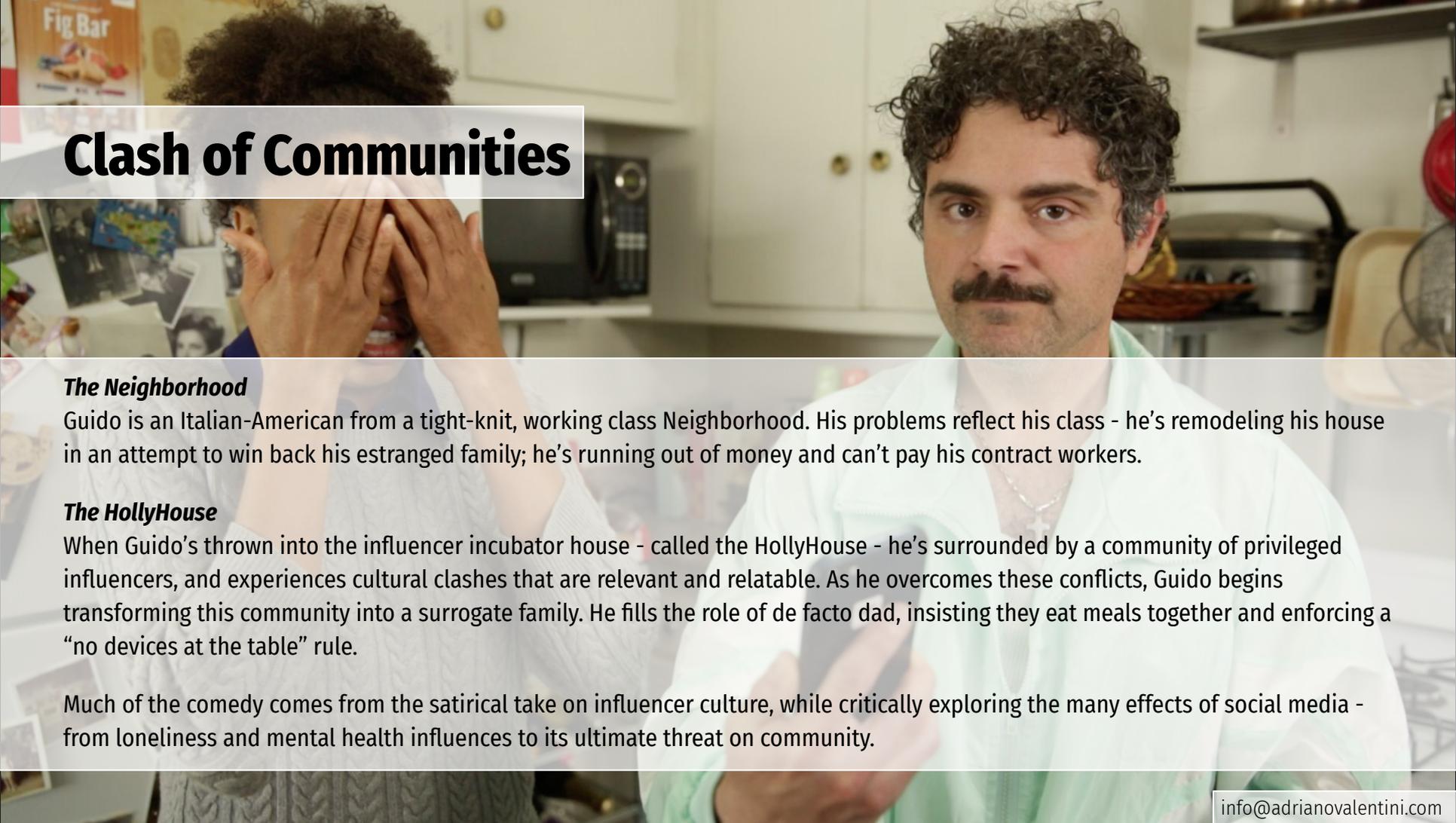
1 Minute Interludes

The narrative will be broken up by 1 min episodes of the microseries, positioned to complement thematic beats and situations. This will also serve to heighten the feeling of distraction that all the characters are constantly experiencing due to social media.

A woman with dark hair in a ponytail, wearing a red and white tracksuit, is seated on the left side of a wooden table. She is looking towards a man on the right. The man has dark curly hair and a mustache, and is wearing a blue jacket with white stripes on the sleeves and light-colored pants. He is looking back at the woman. The table is set with a white tablecloth, a glass bottle, and some napkins. In the background, there is a window with a view of a city at night, decorated with string lights. The text 'CAMPUS' and 'MA' is visible on the window. The overall setting appears to be a restaurant or cafe.

Guido Gaguzzi

Guido isn't your stereotypical Italian-American. He's unusually woke and progressive, insightful and intelligent. But this all seems to be buried under a vulgar, argumentative, East Coast, neurotic, Joe Pesci-ish outer shell. Most importantly, he's extremely likeable and hilarious.

A man with curly hair and a mustache, wearing a light green shirt, looks on with a serious expression. In the background, a woman with curly hair is covering her face with her hands, appearing distressed. The setting is a kitchen with white cabinets and a microwave.

Clash of Communities

The Neighborhood

Guido is an Italian-American from a tight-knit, working class Neighborhood. His problems reflect his class - he's remodeling his house in an attempt to win back his estranged family; he's running out of money and can't pay his contract workers.

The HollyHouse

When Guido's thrown into the influencer incubator house - called the HollyHouse - he's surrounded by a community of privileged influencers, and experiences cultural clashes that are relevant and relatable. As he overcomes these conflicts, Guido begins transforming this community into a surrogate family. He fills the role of de facto dad, insisting they eat meals together and enforcing a "no devices at the table" rule.

Much of the comedy comes from the satirical take on influencer culture, while critically exploring the many effects of social media - from loneliness and mental health influences to its ultimate threat on community.

Supporting Cast

The Neighborhood

LINA DESPERZA (30s), Guido's cousin's cousin and publicist who often works as his fixer.

JOHN CASTELLOTIERI (30s), Guido's good for nothing brother-in-law and producer who's always getting under his skin.

AVA FAROOKI (30s), Guido's dry cleaner's daughter and cultural consultant who attempts to teach Guido about subtlety.

ELI BAUMBLATT (30s), Guido's real estate agent and legal advisor who's totally unqualified to deal with Guido's problems.

The HollyHouse

CALEB BRUCEY (30s), a spiritual real estate coach who misses his husband and struggles with living in a communal mansion.

ABUELA ADELLA (70s), the house's former maid who, after her homemade guacamole video went viral, now lives like a 20-year-old molly addicted TikToker.

THE ICE CREAM QUEEN (8), a jaded "industry veteran" ice cream reviewer who was conceived and born on Vine.

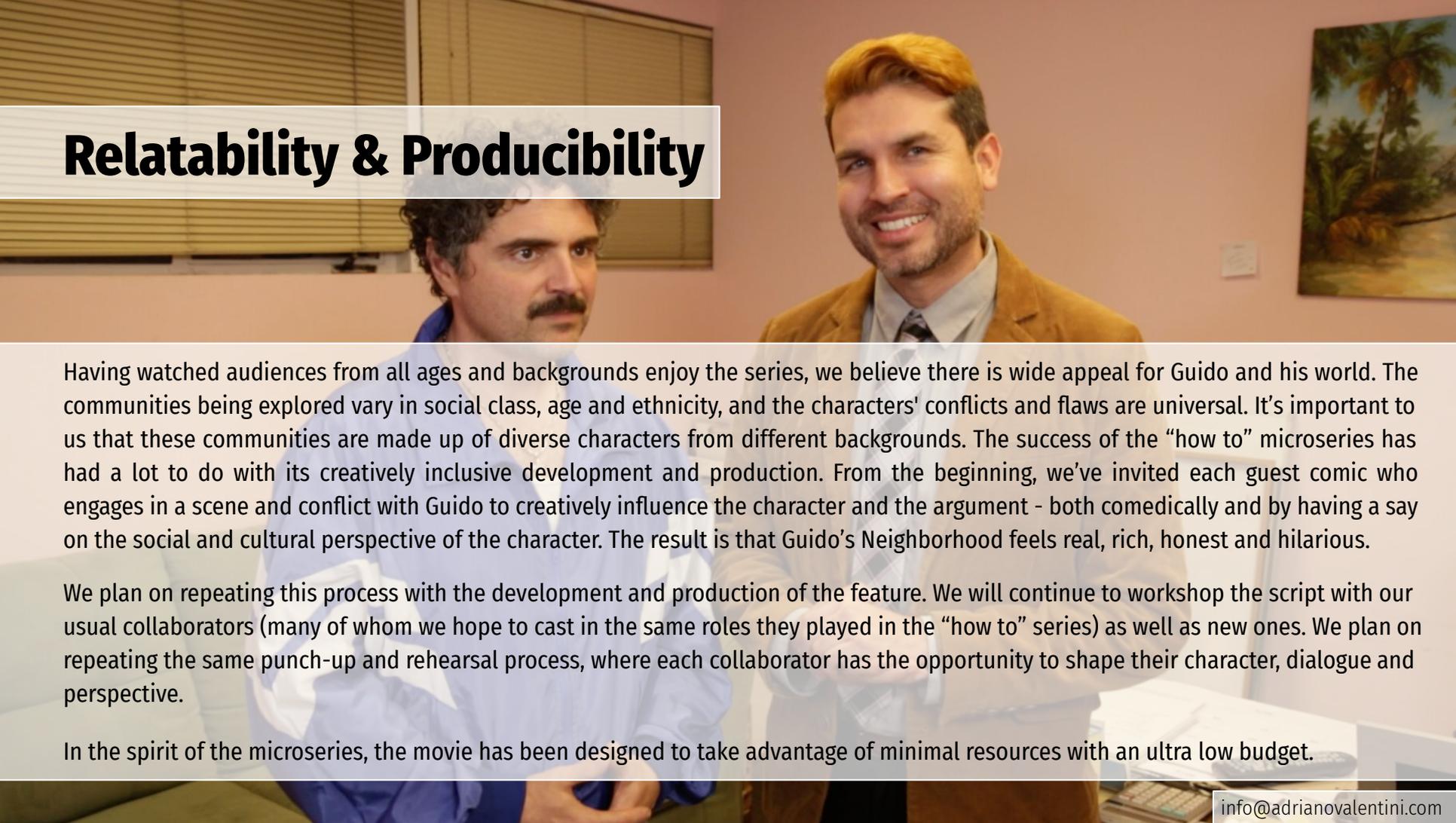
BROOKLYN BRONSKI (20s), a fashion-beauty-health-wellness-dogs brand ambassador who seems perfect but secretly suffers from depression and ADD from device addiction. She forms a father-daughter relationship with Guido.

Subverting Stereotypes

A man with a mustache and a woman in a purple hijab are standing in a kitchen. The man is wearing a blue jacket and has his arms crossed. The woman is wearing a purple hijab and a red top, and is holding a piece of paper with a blue circle drawn on it. The kitchen has white cabinets and a refrigerator with various photos and magnets on it.

From the “life coach” to the “TikTok couple”, the characters are satirical takes of archetypes in digital media pop culture. It’s vital that they have depth beyond their inspiration. This starts with Guido, who on the surface may seem like a stereotypical Italian-American who looks a lot like Super Mario (and just happens to have a plumbing license). But Guido is unusually woke and progressive, insightful and intelligent. These qualities just are buried under a Joe Pesci vulgarity and Larry David neurosis.

As for Guido, we’re excited to present an Italian-American character who doesn’t fall into the stereotypes of being a gangster or unintelligent. It’s important that these distinct and diverse characters both confront and break free of such stereotypes.



Relatability & Producibility

Having watched audiences from all ages and backgrounds enjoy the series, we believe there is wide appeal for Guido and his world. The communities being explored vary in social class, age and ethnicity, and the characters' conflicts and flaws are universal. It's important to us that these communities are made up of diverse characters from different backgrounds. The success of the "how to" microseries has had a lot to do with its creatively inclusive development and production. From the beginning, we've invited each guest comic who engages in a scene and conflict with Guido to creatively influence the character and the argument - both comedically and by having a say on the social and cultural perspective of the character. The result is that Guido's Neighborhood feels real, rich, honest and hilarious.

We plan on repeating this process with the development and production of the feature. We will continue to workshop the script with our usual collaborators (many of whom we hope to cast in the same roles they played in the "how to" series) as well as new ones. We plan on repeating the same punch-up and rehearsal process, where each collaborator has the opportunity to shape their character, dialogue and perspective.

In the spirit of the microseries, the movie has been designed to take advantage of minimal resources with an ultra low budget.

Key Creatives

ADRIANO VALENTINI (*writer-director*)

I'm Adriano Valentini. Sounds like I'm from Italy but I'm actually from Canada. This has led to major identity issues. I studied film at NYU and business at Ryerson, working construction every summer. I was a Video Journalist at The Globe and Mail, where I perfected "how to" style videos. After taking part in the Writers Guild of Canada Diversity Writing Program, I moved to LA.

I was a finalist on HBO's Project Greenlight (2015). A week later I was filming a blender infomercial. I created two award-winning indie comedy series. I spent the next summer pushing a wheelbarrow. I won the NBC Playground writing competition and wrote/directed an NBC comedy pilot produced by Will Packer. My next gig was building a website for a stripclub.

I recently worked as a Segment Director on Jimmy Kimmel. I love making grounded dramedy. Thankfully, my experiences continue to keep me grounded!

SANDRO IOCOLANO (*actor*)

I'm Sandro Iocolano. I'm a stand-up comedian. I act and write! I was born in Boston to immigrant Italian parents and a German Shepard. I grew up speaking only Italian until I was 5, then learned English from cereal boxes. I've been performing since I was a little kid. I love being the center of attention, but only at parties and never at funerals. I enrolled in pharmacy school after high school, but soon found that I would rather tell jokes than push pills. I was called "off-center and quirky" by my first comedy mentor. I perform comedy in the US, Canada and Italy and I've been seen on HBO's Project Greenlight, NBC, Aspen Comedy Festival and recently won Outstanding Comedic Actor at the Micheaux Film Festival and Best Actor at SeriesFest. I'm a member of two improv troupes and a regular at The Comedy Store, Laugh Factory, and Hollywood Improv.

And it's pronounced "YO-KO-LAH-NO".

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