

# PLANTPOP Film Commission Story/Subject

Yes, we know that the prompt “People + Plants” is pretty vague. That’s on purpose. We want to be surprised by what you come up with. Here are a few things we like and some we don’t...

1. Cool people doing interesting things with plants. Love it.
2. We prefer you to stay away from food, essential oils, and community gardens. That’s kind of overdone (and therefore not that interesting). It has to be a pretty special, unique or outrageous thing to make us interested in those subjects.
3. Woodworking is out, too. We know that wood comes from plants...but a guy who makes boats really doesn’t fit with “People + Plants.” (Unless he grows the trees himself...or makes boats that look just like trees...or the boats never go in the water and are used as planter-boxes in some funky garden...)
4. We like “ornamental horticulture” best. We want to show the beauty of plants and the aesthetics, design, art, wonder, splendor, etc.
5. So, we really like artists who seriously grapple with understanding plants and nature (plant-based nature, that is...this ain’t AnimalPop).
6. Environmental preaching is kind of like food...it’s a little overdone. We would probably really like practical examples of environmental action, but community tree-planting is more like a story for the local news.
7. We want unusual, unexpected, remarkable.
8. Or touching, emotional, personal, real.
9. “Fish out of water” stories are excellent. (A tough-guy biker who collects Camellias.)
10. Stories of change and growth, loss and redemption...so long as plants play a role, they are golden.
11. We do NOT do “how-to” instructional videos. We do NOT do HGTV makeovers. We make films about how people relate to plants--and how that relationship makes their lives richer, better, more fun.
12. In other words: We hate “Home Improvement,” and we love “Life Improvement.”
13. Finally, a good guide is to answer this question: “How would the person in this film say that plants make a difference in their life?” If you can’t answer that, you probably don’t have a PlantPop film. Even if the answer is vague, like “Uh, her plants help her feel like she’s rooted even though her life is kind of chaotic,” then you probably do have a PlantPop film! (Awesome, we can’t wait to see it...and write you a check!)