



Multi-award winning writer/director Casper Andreas is back with his sixth feature film. *Going Down in LA-LA Land* explores friendships, love affairs, and the need for fame and success. Just how far is Adam willing to go to be adulated?

## Theatrical Opening

**LOS ANGELES THEATRICAL OPENING - May 18th, 2012**

Chinese 6 Theaters, 6801 Hollywood Blvd,  
Los Angeles, CA 90028 10003 [www.chinesetheatres.com](http://www.chinesetheatres.com)

**NEW YORK THEATRICAL OPENING - April 20th, 2012**

Cinema Village, 22 East 12th St,  
New York, NY 10003 [www.cinemavillage.com](http://www.cinemavillage.com)

## Synopsis

A candid, sexy, and outrageously funny look at what an actor can – and will do – to survive in Hollywood.

Young, handsome, and ambitious, Adam arrives from New York with dreams of making it big in L.A. He moves in with his zany best friend Candy who, between auditions, spends her time at the gym, shopping, or looking for a wealthy man.

Adam gets off to a rocky start, complete with parking tickets and an insufferable job answering phones. A new job in production looks promising, but soon Adam finds himself dealing with down-and-out directors, washed up starlets, and meth addicts, as he starts to lose himself in a seamy underworld of gay porn and prostitution.

**Specs** Running Time: 107 Min.  
Country, Year: USA, 2011  
Format/Ratio: HD 24P / Anamorphic Widescreen (16:9)  
Screening Formats: Digibeta, Blu-Ray or DVD  
Sound: 5.1 DTS Sound  
Rating: Unrated

**Written & Directed by** Casper Andreas

**Based on the Novel by** Andy Zeffer

**Produced by** Casper Andreas

**Executive Producers** Mich Lyon, Simon Jorna, Linda Larson,  
Bryan Guarnieri and George M. Taninatz

**Cinematographer** Timothy Naylor

**Edited by** Alex Hammer

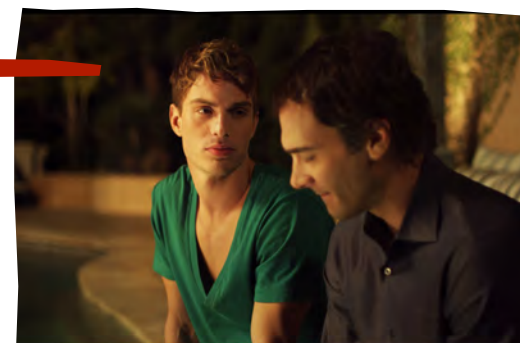
**Production Designer** Shannon Lee FitzGerald

**Costume Designer** Sarah Jeanne Mgeni

**Composer** Michael Barry

**Casting by** Jeremy Gordon, CSA

**E m B R E M**  
entertainment



"Going Down in La-La Land truly captures what Los Angeles can be. To some it's a fairy tale filled with insane opportunities and to others it's a wasteland that sucks the meat from your bones. There are dark aspects, dangers but also triumphs and heartfelt relationships. It's a complex film that will take you on a journey through the gutter and then out again, hopefully, no worse for wear." -**Edge Boston**

"A polished, entertaining look at biz realities from a gay perspective... well crafted and diverting throughout" -**Variety**

"Writer-director Casper Andreas has crafted a sexy but also funny and wise squinty-eyed look at Tinseltown, from the seductive side to the seedy (often one and the same), from the glamour to the pitfalls." - **Dallas Voice**

"a sharp-edged satire about naked ambition" -**The Philadelphia Inquirer**

"Going Down in LA-LA Land makes every characters' desperation—for money, drugs, sex, or love believable. [The film] is perfect summer entertainment—the right mix of message and mindlessness." - **The Bay Times**

"Director-actor Casper Andreas has adapted Andy Zeffer's 2006 wistfully comic novel with such a light touch that the action moves swiftly, and the characters seem to jump off the screen." - **The Pittsburgh Post-Gazette**

"[Going Down in LA-LA Land] is quick-witted, funny, and driven by a well thought-out and solid narrative. Its portrait of the Hollywood machine is brimming with just the right amount of cynicism to make it sharp, but it never overdoes the melodrama. Andreas manages to find a wonderful dry sense of humour that is the force behind the film's core charm, and that gives it pace and energy. Yet outside of the jokes it doesn't shy away from serious situations, especially when tackling morals, drug addiction, and the sex industry. Generous lashings of genuine romance give it depth and intelligence as well as laughs. Andreas's direction is sound and glossy, making it feel like a polished Hollywood film. - **So-So Gay**

## FILM FESTIVAL AWARDS

**Tel Quels Festival de Belgique, Brussels Audience Award - BEST FILM**

**Desperado Film Festival, Phoenix, AZ Audience Award - BEST FILM**

**Barcelona Int. Gay & Lesbian Film Festival Audience Award - BEST FILM**

**QCinmea, Fort Worth BEST GAY FILM**

**The Connecticut Gay & Lesbian Film Fest BEST DIRECTOR - Casper Andreas**

**Iris Prize, Cardiff BEST ACTRESS - Allison Lane**



## Starring

Matthew Ludwinski ADAM

Allison Lane CANDY

Michael Medico JOHN

Casper Andreas NICK

John Shile RON

## Co-starring

Alec Mapa AS HIMSELF

Bruce Vilanch MISSY

Judy Tenuta ZINNIA

Jesse Archer MATTHEW

## The stars

### Matthew Ludwinski (Adam)

graduated from Catholic University in Washington DC with a degree in Music Theatre. In DC he appeared in numerous theatrical roles (Including a principle role in Washington National Opera's celebrated production of *Andrea Chenier*). After graduating he worked as a model in New York, London, and Milan, appearing in work as diverse as magazine covers, national campaigns, coffee table books, television commercials, and his personal favorite- a choose your own boyfriend teen romance book cover called *Hook-up or Break-up*. After settling in New York he appeared in theatre productions with roles that varied from 'Sir Robert Scott' in the Fringe Festival play *An Air Balloon Across Antarctica*, to 'naked guy number 4' in *Naked Boys Singing*. His film career includes the lead role in the feature film *The Battle of Pussy Willow Creek*, the award winning short *The Red Stitches*, and a previous Casper Andreas film *Between Love & Goodbye*.

**Allison Lane (Candy)** is an award winning actress, writer and filmmaker, who first learned her comedy chops growing up in the 'burbs of Chicago. Most recently, she won 'Best Actress' (Long Island International Film Expo) for the comedy feature *The Video Guys* as well as 'Best Ensemble Cast' (Houston Comedy Film Festival) and 'Best Comedy Short' (Illinois International Film Festival) for *WTFU*, which she starred in, wrote, produced and directed. Her comedy web series *The Morning Bitch* for which she writes, directs, produces and stars, has received international acclaim. Allison had a supporting role in Casper Andreas' *A Four Letter Word*. She also starred in the Warner Brothers series *Viralcom* as well as appeared in leading and supporting roles in numerous feature films, shorts, TV shows, commercials, web series and theatre productions. In addition, she has also produced and directed over 100 commercials, corporate spots, shorts, and web series for a variety of clients. She is currently developing a feature film. Allison holds a B.F.A. degree in Musical Theatre from the University of Michigan.



**Michael Medico (John)** received a BFA and a 2010 Distinguished Alumni Award from Boston University and attended the British American Drama Academy. He spent many years in NYC and LA as an actor. Michael's television credits include: *Grey's Anatomy*, *House*, *The New Adventures of Old Christine*, *Threshold*, *Frasier*, *Will & Grace*, *Sex and the City*, *Law & Order: SVU*, *Roswell*, and *Angel*. His film credits include: *Kiss the Bride* and *Life's Too Good*. Michael wrote and directed the short *Bitch* for a friend's Oscar Party "extra short" competition, which has gone on to receive much attention on the festival circuit and was named best short film of 2009 in *Frontiers LA* magazine. His second film *Power Play* was a finalist in the 60oneminutes.org competition. He is also the creator and director of A2IM's anti-piracy campaign entitled *Stealing Sucks*, which was featured in *Billboard Magazine*. Michael has recently wrapped two viral promos for 20th Century Fox Home Entertainment, one of which, *Miss March Mishap*, received over a million hits in under a month. In addition, Michael is the creator and executive producer of *Hot In Hollywood*, a celebrity-driven benefit that has raised more than half a million dollars in three years for domestic and international AIDS organizations.

## About Casper Andreas

**Casper wrote, directed, and produced *Going Down in LA-LA Land*, in addition he stars as Nick.**

Originally from Sweden, Casper lived in Chicago and Paris before settling in New York City to study acting and directing.

In 2003 Casper wrote, directed, and produced the short film *Mormor's Visit* as well as his first feature, the romantic comedy *Slutty Summer* in which he also stars.

In 2006, Casper wrote and directed the short film *Saying Goodbye*, as well as the multi-award winning feature *A Four Letter Word*. His third feature, the drama *Between Love & Goodbye*, enjoyed a successful festival run and opened in theaters early 2008. Casper's fourth film, *The Big Gay Musical*, was released in theaters the same year and is currently a bestseller on DVD and VOD.

In 2010, Casper premiered the comedy *Violet Tendencies* at festivals and in theaters. In addition to producing and directing, Casper co-stars. The film is now available on VOD and DVD.

As an actor, Casper has appeared on stage (Hamlet in *Hamlet*, Romeo in *Romeo & Juliet*), TV (*The Late Show*, *As the World Turns*), and film (*Little Children*, *Celebrity*). In 2008, he was selected as one of the 100 most influential and newsworthy GLBT people by Out Magazine.

### Filmography

GOING DOWN IN LA-LA LAND (2011)  
VIOLET TENDENCIES (2010)  
THE BIG GAY MUSICAL (2009)  
BETWEEN LOVE & GOODBYE (2008)  
SAYING GOODBYE (short) (2008)  
A FOUR LETTER WORD (2007)  
MORMOR'S VISIT (short) (2005)  
SIUTTY SUMMER (2004)



### Embrem Entertainment

328 E 15th St. #14, New York, NY 10003  
(212) 203-0318  
[www.embrem.com](http://www.embrem.com)

#### Bookings:

[production@embrem.com](mailto:production@embrem.com)

#### Press:

Adam Bentley  
[adam@embrem.com](mailto:adam@embrem.com)

### EPK and High-Res Stills

Please visit [www.embrem.com/lalaland/press/](http://www.embrem.com/lalaland/press/) to download high-res stills from the film and the latest EPK.

## FILM FESTIVAL SCREENINGS

2012

June 2 Out Takes Film Festival, Wellington, New Zealand  
May 31 Fairy Tales Film Festival, Calgary, Canada  
May 26 & 29 Out Takes Film Festival, Auckland, New Zealand  
May 16 shOUT Gay & Lesbian Film Festival, Newcastle, Australia  
May 3 Freiburg Gay Film Festival, Germany  
April 28 & 29 Verzaubert Gay Film Festival, Berlin, Germany  
April 23 St. Louis QFest  
April 21 & 22 Verzaubert Gay Film Festival, Frankfurt & Cologne, Germany  
April 21 Asbury Park - Best of Newfest film festival  
April 14 & 20 Brisbane Queer Film Festival, Australia  
April 14 & 15 Verzaubert Gay Film Festival, Munich, Germany  
March 22 Long Island Gay & Lesbian Film Festival Film Series  
March 23 & 24 Febiofest -- The Prague International Film Festival  
March 16 Melbourne Queer Film Festival, Australia  
Feb 18 & 23 Mardi Gras Film Festival, Sydney, Australia  
February 15 GLOW, The Miami Gay & Lesbian Film Fest Series  
February 6 Toulouse Gay & Lesbian Film Festival, France **OPENING NIGHT**  
February 2 Tel Quels Festival de Belgique, Bruxelles **OPENING NIGHT**  
January 28 Desperado Film Festival, Phoenix **CENTERPIECE FILM**  
January 17 Aspen Gay Ski Week  
January 14 Out at the Movies, Winston-Salem

2011

Nov 25, 26 Rio de Janeiro, Festival MixBrazil  
Nov 25, 26 Hong Kong Lesbian & Gay Film Festival  
Nov 13, 17 San Paulo, Festival MixBrazil  
Nov 12 Indianapolis LGBT Film Festival **CENTERPIECE FILM**  
Nov 12 Reeling: Chicago Lesbian & Gay Film Festival **COSING NIGHT**  
Nov 5 Image+Nation, Montreal  
Nov 4 & 7 LesGaiCineMad, Madrid, Spain  
Nov 2 Barcelona International LGBT Film Festival  
10/22,25,26,28 Mix Copenhagen, Denmark  
Oct 25 & 27 Out in Africa, Johannesburg, South Africa  
Oct 23 & 28 Out in Africa, Cape Town, South Africa  
Oct 15 Seattle Lesbian & Gay Film Festival  
Oct 14 Pittsburgh International Lesbian & Gay Film Festival **OPENING NIGHT**  
Oct 14 Fort Lauderdale Gay & Lesbian Film Festival  
Oct 14 Reel Affirmations, Washington DC  
Oct 8 & 9 Tokyo International Lesbian & Gay Film Festival  
Oct 8 Tampa International Gay & Lesbian Film Festival  
Oct 8 ImageOut: Rochester LGBT Film Festival  
Oct 8 Iris Prize Film Festival, Cardiff, UK  
Oct 3 Portland Gay Film Festival  
Sept 29 Out on Film, Atlanta **OPENING NIGHT**  
Sept 25 Palm Springs Gay Film Festival **CLOSING NIGHT**  
Sept 24 Dayton LGBT Film Festival  
Sept 17 Fresno Reel Pride Gay & Lesbian Film Fest **MEN'S CENTERPIECE**  
Sept 11 Austin Gay Film Festival, **CLOSING NIGHT**  
Sept 10 Outflux Film Festival, Memphis **SPOTLIGHT FEATURE**  
Aug 19 FilmOut San Diego **OPENING NIGHT**  
Aug 17 & 20 Out on Screen Film Festival, Vancouver  
Aug 13 & 14 North Carolina Gay & Lesbian Film Festival  
July 22 Newfest, New York  
July 18 Qfest Philadelphia, **CLOSING NIGHT**  
July 9 Outfest, Los Angeles  
June 25 Frameline Film Festival, San Francisco  
June 16 Kansas City Gay & Lesbian Film Festival  
June 16 Tel Aviv GLBT Film, Israel  
June 8 Birmingham Shout Film Festival, Alabama  
June 4 Connecticut Gay Film Festival **CLOSING NIGHT**  
June 2 QCinmea, Fort Worth **OPENING NIGHT**  
May 26 Mix Milano Film Festival, Italy  
May 22 Inside Out Film Festival, Toronto  
May 12 The Rainbow Film Festival, Honolulu **OPENING NIGHT**  
May 7 The Boston LGBT Film Festival  
May 6 The Pink Apple Film Festival, Zurich, Switzerland  
May 1 Miami Gay & Lesbian Film Fest **CLOSING NIGHT WORLD PREMIERE!**