

SEX ♀ 50

STAFF and CO-CREATORS:

Writer-Director/Producer/Protagonist:	Betsy Pool
Camera/Protagonist:	Edward Efron
Producer/Visual Designer/Protagonist:	Edgar Bültemeyer
Executive Producer:	Ron Brawer
Photojournalist/Featured imagery:	Baron Wolman
Photojournalist/Featured imagery:	Arianne Clément
Composer	Hummie Mann
Graphics/Poster designer	David Edward Byrd
Sales/Digital Strategy/Business Affairs:	Wendy Bernfeld, Rights Stuff
Advisory Circle:	Liz Rosenthal, Power to the Pixel
	Michel Reilhac, Submarine Channel
	Savina Neirotti, Torino Film Lab/Venice Biennale

SEX ♀ 50:

What's happening in the sex lives of women over 50? Women across the globe shock with their answers, revealing diversities between repressive cultures, the Woodstock generation, today's sex-positive gurus, and an AIDS traumatized generation in-between.

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STAFF and CO-CREATORS:

FEATURED:

Key protagonists: The filmmakers, Betsy Pool, Edgar Bültmeyer and Betsy's husband Edward Effron:



BETSY POOL

Writer-Director/Producer

Featured protagonist

56-years-old, an American living in Italy, in a 35-year-relationship, which after 28 years of monogamous marriage became open to a second partnership. Her subsequent sexual reawakening, launched her journey as an activist for New Culture and motivated questions about the intimate lives of other mature women, which are central to this documentary film.

“Sex+50” marks Betsy’s directorial debut. She returns to feature film/video production, with a story that is very personal for her, after a decade of activism. Her life is based in The Federation of Damanhur, in Northern Italy, where she is part of the ambassadorial team in charge of global outreach. Damanhur is a research community that is a laboratory for environmental, social and spiritual research. The United Nations has recognized her Community as a model for a sustainable future. There, she was director of integrated media strategy for many years, co-founding Devodama, SRL, Damanhur’s media division and working to partner Damanhur with mainstream media consultants to strategically shift and build a sustainable communication strategy for the community. She does similar work with the Peace Research and Educational Center Tamera, in Portugal. There she works in a core team of activists to bring Tamera’s research into the world through both the platform “Terra Nova—Global Revolution and the Healing of Love,” as well as “Defend the Sacred,” a global alliance which includes the Standing Rock initiators, and other movement leaders worldwide, who work together to link indigenous wisdom to futuristic thinking.

She is the co-founder of “WAKE-UP! The Association for the Advancement of Consciousness,” based in Graz, Austria and “The Institute for the Mythology of Humanity,” based in Vidracco, Italy. Both organizations work within the human consciousness movement. The Institute works with researchers and storytellers worldwide to elucidate a history of humanity that was previously reserved in esoteric archives; a history that while outside of most mainstream world-views, is supported by current frontier physics. She hosts the YouTube series “Confessions of a Time Monk,” (<https://www.youtube.com/watch?v=jFhRpM5bN7o>) which features interviews with physicists, researchers and other pioneers from the consciousness movement, and works closely with The Laszlo Institute of New Paradigm Research.

Her work has included collaborations with transmedia pioneers Jeff Gomez and Starlight Runner Entertainment, Lance Weiler and former ARTE cinema director, current Submarine channel head Michel Reilhac. She was an inaugural participant in one of Europe’s first transmedia story development labs, hosted by Torino Film Lab in collaboration with Power to the Pixel.

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BETSY POOL (cont.)

Betsy is a veteran of the entertainment industry. She began her career working for more than a decade as a Theatrical Lighting Designer. Besides designing primarily on Broadway, Betsy worked in such far-flung locales as Australia, Austria, England, Japan, Mexico, Spain, and Taiwan. As the American Lighting Coordinator of the runaway hit "LES MISERABLES," she adapted the original London designs for the Kennedy Center tryout and subsequent Tony Award-winning Broadway debut, then went on to reproduce the show worldwide — including seven separate productions for the Toho Company in Japan. Broadway associations as an Assistant Lighting Designer include the development and debut of Pulitzer and multiple Tony award-winning, "Sunday in the Park With George;" "The Tap Dance Kid;" "Harrigan 'n Hart;" "Surf City;" "The Visit," and a number of Radio City Music Hall productions. She also designed for numerous dance companies in addition to regional and Off-Broadway theater.

In the mid-90's Betsy left her theatre career to train in the directing department of "Law and Order" under tenured director Ed Sherin, who she had met while working on "The Visit." Her training continued when she moved to Los Angeles under the mentorship of famed British Film Director Ronald Neame.

She co-founded Los Angeles based Watermark Films with film veteran Matthew Carlisle in 1996 and shifted her focus from directing; co-writing and producing the award-winning film "The Unknown Cyclist" in '97. That same year, she won the Diane Thomas Screenwriting Award for her screenplay "En Chant," and developed her screenplay "Rowdy Boys," which had also been recognized in the Diane Thomas Awards the previous year, with Wes Craven.

"Sex+50" grows out of Betsy's personal journey and work as an activist. Her passion for exploring the connection between Eros and consciousness moves her to step behind the camera with the support of her two communities, creative partner, husband and colleagues from a lifetime in the entertainment industry.



EDWARD EFFRON

Featured protagonist/Camera operator

75-years-old, an American (part of the Woodstock generation) living in Italy; in a 35-year-relationship with Betsy, and after 28 years of monogamous marriage, successfully navigated their transition to an open relationship. Their exploration of New Culture supported his transition to the open relationship.

Eddie works with Betsy and Edgar, running camera during interview sessions. Before retirement Eddie worked for more than fifty years in the lighting industry after starting his career as a successful modern dancer in the heyday of the modern dance movement in New York.

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EDWARD EFFRON (cont.)

From dance he transitioned to photography, documenting the modern dance movement of the 60s and 70s. His photography collection is featured at Lincoln Center Library. His lighting work began with the stage for dance and theatre, and transitioned to architectural lighting, where he worked with many of NYC's top architects. His book "Planning and Designing Lighting," was published in the U.K. by Little Brown. Eddie was recruited by Philips Lighting in the 90's, where he worked for twelve years as a liaison bringing innovative new products into market. He became one of the world's foremost experts on LEDs, when the technology first came into the marketplace.

On retirement, Eddie returned to his love of handcrafting leather goods. He makes bespoke one of a kind leather bags and other high-end leather art objects, which are available through his studio, Tekovel, in Italy.



EDGAR BÜLTEMEYER

Producer

Visual designer/Web platform designer—(AVbaby Studio owner)

Featured protagonist

44-years-old, Austrian living in Graz, in an open relationship with Betsy and her partner; on this journey of exploration into models for New Culture.

Edgar and Betsy first met at a "Media Business School" residency in Ronda, Spain in 2014. Despite their age and cultural differences, they formed an immediate and profound creative and personal bond. Edgar's broad skillset, practical experience in video production, IT, and graphic design plus his partnership in AVbaby Studio, allowed them to create a self-sufficient production

collaboration with the capability of taking a project from concept through production, to distribution readiness, including the creation of associated web and marketing platforms.

In 2015, they co-founded "The Institute for the Mythology of Humanity," and in 2018 "WAKE UP! The Association for the Advancement of Consciousness." Edgar shoots and edits their YouTube series "Confessions of a Time Monk," (<https://www.youtube.com/watch?v=jFhRpM5bN7o>) which features interviews with physicists, researchers and other pioneers from the human consciousness movement, and works closely with The Laszlo Institute of New Paradigm Research.

With an extensive background in web-based applications, database creation, server administration and software rollouts, in 2012 Edgar expanded his career path to include visual design. This creative urge brought him initially to photography and from there to film and video production.

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STAFF and CO-CREATORS:

EDGAR BÜLTEMEYER (cont.)

Edgar is the co-founder, original partner and head of post-production for AVbaby Studios in Graz, Austria, the only upscale full-service production facility in the Styria region of Austria. AVbaby Studios features film studios, green screen studio, sound mastering studio, color grading suite, equipment rental and attached co-working spaces. (<http://www.avbaby.at>).



RON BRAWER **Executive Producer**

Austrian citizen and lifelong New York City resident, Ron Brawer interfaces with a broad network of high-net-worth contacts with interest in SEX ♀ 50, as well as a community of women who attended Woodstock and are interviewees.

He has an extensive background in the television and music industries. He won an Emmy Award for his musical supervision of NBC's "Another World" and also supervised NBC's "Passions."

He is the President of Village House Theatre in NYC. He co-wrote the upcoming release of the biography "In A Pryor Life," with the son of Richard Pryor. As Captain Ron, he has a major role in the soon-to-be-released feature film "Everything is Wonderful."

As a screenwriter, his adaptation of "Stand Fast" was optioned by Danny DeVito; "Open Circle" and was a Sundance/Sloan finalist; a short he co-wrote and produced, "Almost Home," played the festivals; "guitar lessons" was a PAGE Awards quarter-finalist; and his only horror script, "Don't Let the Bedbugs Bite!" won two screenplay contests and is now under option.

Ron wrote, produced, and directed a short film, "The Glue Story"; his satirical series, "The Dead Howard Show," in which he stars as a zombie Howard Stern, has returned to YouTube; and "The Jockstrap Bomber," which he wrote, produced, and starred in, was voted FUNNY on "Funny or Die."

He has performed stand-up at NYC's Gotham Comedy Club, the Metropolitan Room, and WORD. Ron recently vacationed in Vienna, where he had pre-production meetings with "SEX+50"'s Betsy Pool, and visited his father's pre-Anschluss home and business. He eagerly awaits a return to Austria for filming and post-production on the project.

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STAFF and CO-CREATORS:

HISTORIC IMAGES

The conceived style of SEX+50 includes animatic sequences using the historic imagery from Woodstock and the Summer of Love, shot by collaborator **BARON WOLMAN**, one of the 20th century's most famous photojournalists.

Baron was the first photojournalist for Rolling Stone Magazine, and documented not only Woodstock and The Summer of Love in Haight Ashbury, but the full scope of the tumultuous societal and sexual transformations of the Woodstock Generation.

Working with Baron, we are currently tracking down women from the images that he captured during Woodstock and The Summer of Love. We will interview these women whom we will first meet in their youth through Baron's historic photography:



Grateful Dead, Summer 1969, San Francisco
<http://fotobaron.com/>

Photo credit Baron Wolman,

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STAFF and CO-CREATORS:

CONTEMPORARY IMAGES

The animatics will carry through into contemporary photo imagery by Quebec native **ARIANNE CLÉMENT**, famous for her sensuous photo documentation of men and women in their 70's to 100's. The couple below is a 103-year-old Paul and his "young" 87-year-old wife, Christine.

We will interview Arianne's models about the role of eroticism in their lives.



Photo credit: Arianne Clément; <https://www.arianneclément.com/>

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STAFF and CO-CREATORS:

We are interviewing women who are over the age of 50, about their intimate lives and their view of their role as erotic mature women in today's society. The following women represent a sample of the first interviewees who have shared their personal stories with us:



TONYA

A 56-year-old Tony Award winning actress.



PAMELA

A 56-year-old Sexuality, Pleasure, Relationship Consultant, Specializing in the Needs of Women & Couples.



JANE

A 64-year-old British widow who recently fell in love again, reactivating her erotic life;

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ADA

Columbian, 52-years-old living in the United States, divorced and struggling to find a partner, sexually active only sporadically with her ex-husband;



VASAMALLI

63-years-old, an indigenous elder of the Toda people in the Nilgiri Mountains of southern India, a matrilineal society, whose women traditionally openly enjoy “well wishers” in sexual encounters additional to their marriages.



ZION

56-years-old. Zion left Eritrea, East Africa, a country that practices genital mutilation on young girls, as a refugee when she was 16-years-old. In 2018, she made the decision to undergo genital reconstructive surgery with the desire to embrace her erotic nature as a mature woman and to find her voice as a spokesperson against FGM/C.

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STAFF and CO-CREATORS:



GAIL

Mid-70s, worked at Woodstock and the Fillmore East.



MARYLOU

Mid-70s, worked at Woodstock and the Fillmore East.



AMALIE R. ROTHCHILD

Mid 70s, unofficial photographer at the Fillmore East and Woodstock.

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NAN SHEAN SHAFFER

64-years-old, divorced, living in a small town in West Virginia. Found written in her medical chart the surprising assessment: “imminently homeless with vaginal atrophy.”



BETH GALLON LEFEVRE

57-years old, divorced mother of teen boy, living in a small town in West Virginia.



DR. SERENAGAIA (SERENA ANDERLINI-D'ONOFRIO, PhD.)

65-year-old Italian/American leader of the ecosexual movement and an expert in the ecology of love.

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STAFF and CO-CREATORS:

NEW CULTURE

Our film comes around to an aspirational vision of what a New Culture which embraces the erotic nature of mature women can look like. This vision is explored through our relationships and ongoing experience in the Peace Research Community of Tamera in central Portugal, <https://www.tamera.org/>.

We have completed interviews with:



EMMA SHAMBA

46-year-old Rabbi from Israel who works with mature women who desire to re-embrace their sexual nature, she lives in Israel and Tamera, Portugal.



BARBARA (BORY) KOVATS

60-years-old, German and living in Tamera, Portugal, openly enjoying multiple partnerships, also with much younger men.

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DOUGLAS BAILLIE

British, mid-40s, also living in Tamera, Portugal where he is married and openly enjoys multiple sexual partnerships also with mature women.

This May 2019, in Tamera, we are scheduled to interview others, including:



SABINE LICHTENFELS

63-years-old, Peace-Researcher, Co-founder of Tamera, Head of the Global Love School. Since 1978 she has been working on a Healing Biotopes Plan together with Dr. Dieter Duhm. In 1995 she co-founded the "Peace Research Center Healing Biotope 1," Tamera in Portugal. For decades she has been a source and internationally renowned voice for female peace knowledge, which she offers in conferences and seminars, books and speeches as well as in international peace actions.



DR. DIETER DUHM

Born in 1942, initiator of the "Global Healing Biotopes" project. He is the founder of the Tamera Peace Research Center together with his life-partner Sabine Lichtenfels. As scientist and artist, he works in the areas of Eros and healing, the theory of global healing, concrete utopia and on the building of real-life models. Over the years, a worldwide network of groups and projects who take these basic thoughts as their orientation has developed.

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STAFF and CO-CREATORS:

ADDITIONAL TEAM MEMBERS:

Composer:



HUMMIE MANN

Long-time collaborator Hummie Mann, is a two-time Emmy-award winning Canadian composer/arranger. Best known for his scores to the Mel Brooks films Robin Hood: Men in Tights and Dracula: Dead and Loving It, Hummie has collaborated with some of Hollywood's most celebrated directors in both theatrical and television films.

Poster Artist/Graphic Designer:



DAVID EDWARD BYRD

We are honored to have life-long friend David Byrd as part of our design team. David's illustrations defined the look of Rock and Roll. He is one of this epoch's most celebrated poster artists, having created some of the most memorable Classic Theatre and Rock and Roll images from the 1960s and 70s. David also created the original Woodstock poster as well as the Woodstock commemoration posters for this year's 50th anniversary of Woodstock.

Sales/Digital Strategy/Business Affairs:



WENDY BERNFELD, RIGHTS STUFF:

RIGHTS STUFF is an international consultancy providing content curation and pragmatic licensing services, including content acquisition, distribution and development, with specific emphasis on maximizing the potential of 'Rights' and 'Windows' across evolving VOD, digital and traditional media.

Since 1999 Rights Stuff has been at the forefront of developments in entertainment content and the industry, including its changing players and the various methods of distribution. Rights Stuff crosses the bridge between tech companies, telecom, online and other service operators, and the entertainment world.

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STAFF and CO-CREATORS:

WENDY BERNFELD (cont.)

WENDY BERNFELD, founder/M.D. Rights Stuff, is a passionate film-buff specialized in content strategy, curation, acquisition/distribution, international strategy and deals, for traditional (film, TV), digital media (Internet/IPTV, VOD, OTT mobile, OTT/devices), and web/cross-platform/VR.

Originally Canadian, in Europe since '91, Wendy first spent 15+ years as in-house buyer/senior exec in PayTV/VOD, & distribution; including CEO of Canal+International, MD for Alliance-Atlantis, and SVP Acquisitions MovieNetwork (Canada) before founding Rights Stuff ('99).

With earlier roots as an entertainment-lawyer (JD,LLB) & Supreme Court judges' Law Clerk, Wendy and her Rights Stuff international advisors curate/license content for VOD/pay/digital platforms, and help producers/distributors/sales agents to engage commercially with new or expanding platforms (including SVOD /AVOD/OTT and particularly in EMEA/international) and to go beyond just the traditional "Big5" of Amazon/Netflix types.

Wendy also assists rights holders with strategies such as hybrid-distribution, creative "windowing," alternative funding ("Originals" productions), and the business side of new and cross-over formats (eg VR) to help maximize revenues/audiences.

Wendy is a frequent lecturer and writer on digital media, as well as a strong supporter of the indie production and festival sectors including on advisory boards (IDFA, The Film Collaborative etc). Wendy was named as one of the 'Brave Thinkers of Indie Film, 2010' by Oscar-winning independent producer Ted Hope.

Wendy is a long-time friend of Producer-Director Betsy Pool and has worked as an advisor on Betsy's European-based projects for the past ten years.



LIZ ROSENTHAL

Advisor

An early advocate and pioneer of digital distribution and filmmaking, Liz is a digital film and media expert. Liz is the Founder and CEO of Power the Pixel (PttP), an organisation that supports the film and media industries in their transition to a digital age. PttP organises the annual groundbreaking Cross-Media Film Forum in association with The BFI London Film Festival. This event connects the film and media industries with key innovators of the digital revolution, pioneering new models of storytelling, finance and distribution, in a conference, a think tank and a cross-media marketplace called The Pixel Market.

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LIZ ROSENTHAL (cont.)

The company also ran the Pixel Lab, a first of its kind project-focused business development course for cross-media properties.

She is invited regularly to speak at international conferences, film festivals and leading film schools including Berlin, Cannes, Rotterdam, Dubai, London and Edinburgh Film Festivals, Screen International Conferences and lectured at EAVE, The Media Business School in Ronda, BAFTA, The National Film and Television School, The BFI, Skillset and the ICA in London.

Liz was the Programme Director of Digimart's Global Digital Distribution Summit, www.digimart.org in Montréal, another groundbreaking forum that brought together for the first time ever leading filmmakers, innovators and digital pioneers from around the world, who are building new film distribution models.

Liz set up and ran the UK office for Next Wave Films (a Santa Monica based company of the Independent Film Channel US) from 1998 to 2002. Next Wave Films was a pioneer in the production, finance and sales of low budget features and digital filmmaking. The company helped exceptionally talented filmmakers, from the US and abroad, launch their careers. Their award winning films include Christopher Nolan's *Following* (Winner: Tiger Award, Rotterdam '99, Silver Hitchcock, Dinard '99), Joe Carnahan's *Blood, Guts, Bullets & Octane*, Kate Davis' *Southern Comfort* (Grand Jury Prize, Sundance '01), David and Laurie Shapiro's *Keep The River On Your Right: A Modern Cannibal Tale* (Special Jury Award, Amsterdam '00), Amir Bar-Lev's *Fighter* (Best Documentary, Karlovy Vary '00).

MICHEL REILHAC

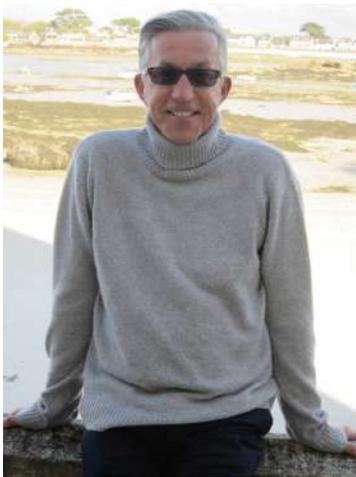
Advisor

Michel is the Head of Submarine Channel, based in Amsterdam. He is also an independent VR filmmaker and interactive story architect. He is a pioneer in Virtual Reality filming. His latest VR film "Viens !" premiered at Sundance 2016.

He is a thought-leader for hybrid forms of storytelling, and immersive, participatory, and interactive experiences. He is also Head of Studies for the Venice Biennale College, and Head of the Cross Media College at Scuola Holden, Torino, Italy.

Michel is frequently invited to teach and speak at international events (Cannes International Film Festival, Sunny Side of the Doc, Dixit, FEMIS, CPH: DOX..). He is also an international curator for Hybrid content and VR films (Berlinale Film Market; World VR

Forum in Crans Montana, Switzerland; Cannes International Film Market, NEXT Pavilion; Paris Virtual Film Festival; Venice International Film Festival; ...)



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STAFF and CO-CREATORS:

MICHEL REILHAC (cont.)

From 2002-2012, Michel was Head of Film Acquisitions at Arte France and executive director of Arte France Cinema. In 2012, in recognition for his work at Arte, Michel was named Man of the Year in film by the French trade magazine "Le Film Français."

Michel's past includes his work as a contemporary dancer and producer of international tours for major dance companies; a stint as designer and director of the Forum des Images, Paris; the design and production of innovative events and shows based on his original concepts; and the direction of documentary and feature films ("All alike," "The Good Old Naughty days,"). He holds an MBA in International Marketing. He lives and works between Amsterdam, Berlin and the island of Lamu, Kenya where he is establishing an international writers residency.



SAVINA NEIROTTI

Advisor

Italy Born in Genoa, Savina graduated in Philosophy in Torino and went on to study Aesthetics at the University of Pennsylvania. After returning to Italy, she became Head of the Press and Communication Office of the Orchestra Sinfonica Nazionale della RAI, where she was also in charge of the Educational Department.

During the same period, she became one of the owners of Scuola Holden in Torino – a school for storytellers – conceived by novelist Alessandro Baricco. She has been Director of Scuola Holden's Master in Narration Techniques, supervising all of the school activities, focusing on the international contacts, and this year also became Managing Director of the school.

Contemporarily she has written articles and interviews on narration and classical music, book reviews and film reviews for Italian and international newspapers. She conceived and has directed Script&Pitch Workshops since 2005, and is the founder of TorinoFilmLab, which she has directed since 2008. Torino Film lab is an international Lab that includes 5 training courses, a co-production event and a funding system. It develops around 40 projects a year. She is now also Head of Programme of The Venice Film Festival's Biennale College – Cinema. Savina is also a fiction writer.