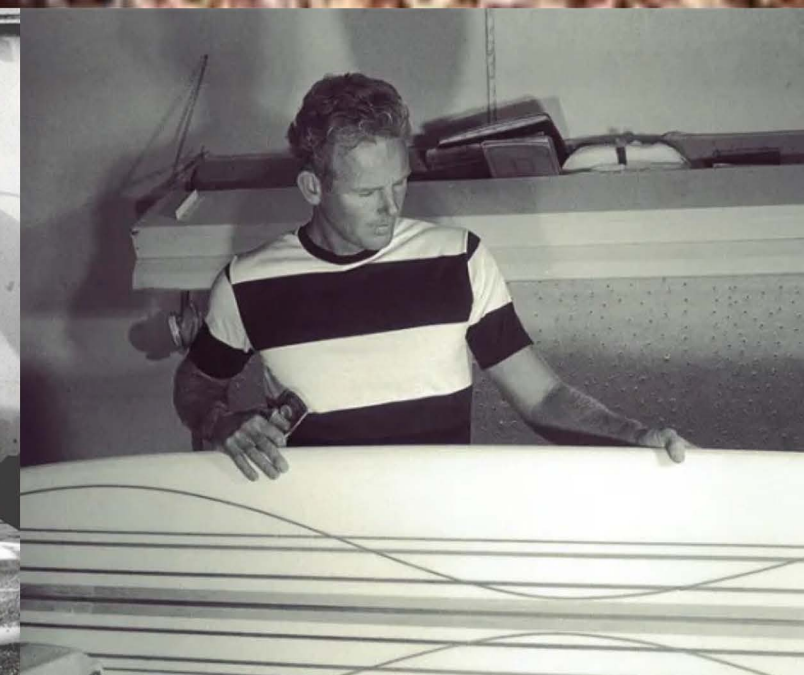




THE MARCS



THE MIRACLE MILE.

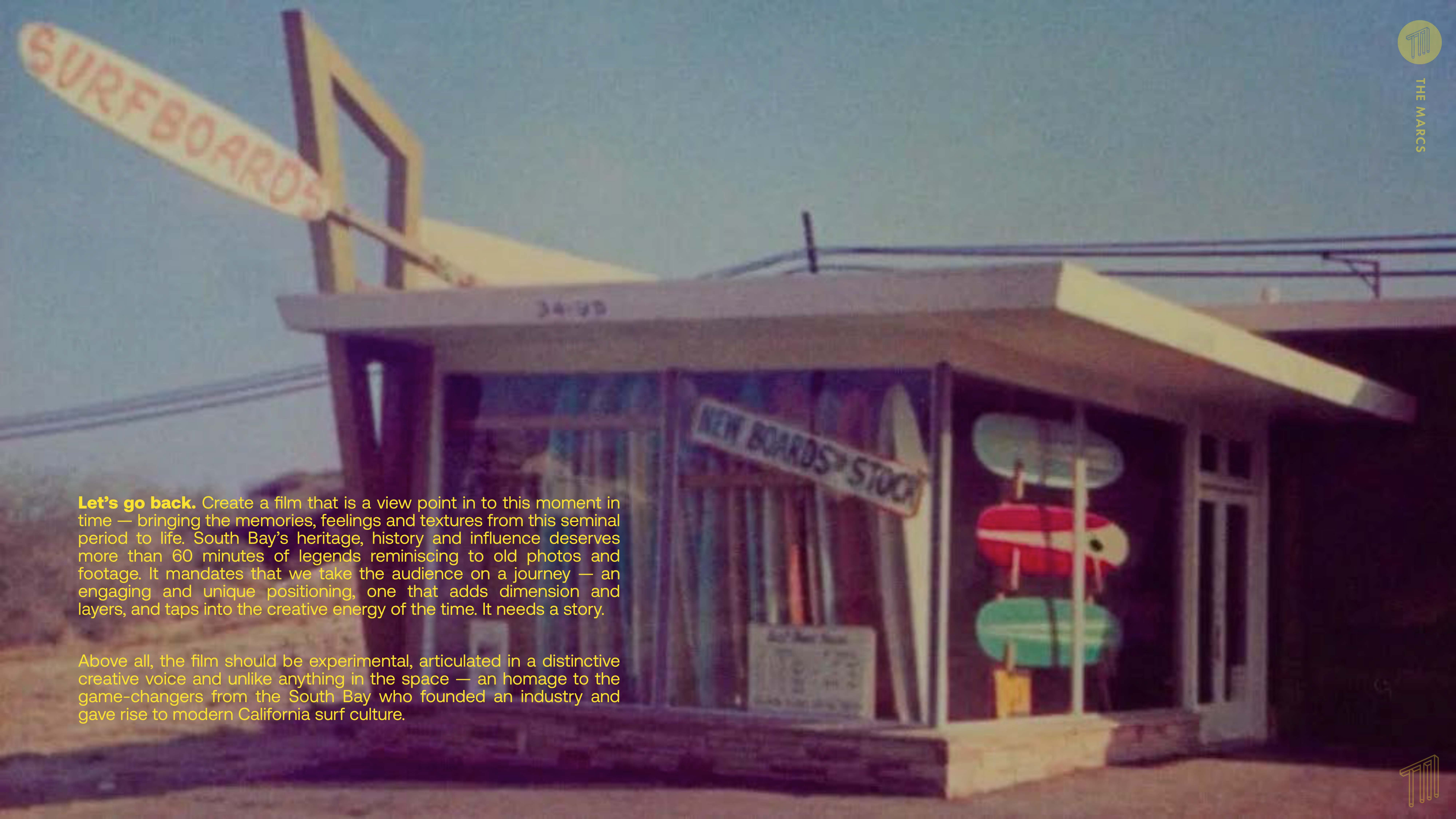




Introduction

We know where surfing is now, how much it's grown, what it's become and where it's been colonised and exported... but how did it start? This is the story of how the culture was born — one that would in large ways characterise what it means to be Californian and more broadly, for a time, what it means to be a young American. A story about who influenced and shaped the world's most aspirational lifestyle culture, and most importantly, where it all started.





THE MARCS

Let's go back. Create a film that is a view point in to this moment in time — bringing the memories, feelings and textures from this seminal period to life. South Bay's heritage, history and influence deserves more than 60 minutes of legends reminiscing to old photos and footage. It mandates that we take the audience on a journey — an engaging and unique positioning, one that adds dimension and layers, and taps into the creative energy of the time. It needs a story.

Above all, the film should be experimental, articulated in a distinctive creative voice and unlike anything in the space — an homage to the game-changers from the South Bay who founded an industry and gave rise to modern California surf culture.





“South Bay surfing is a story molded by its many characters and their interwoven lives more than the events that transpired”



Our Protagonist

Mike Purpus can spin a yarn. He has stories and reminisces about the golden era — a world of firsts. Mike, like many of his peers, has journeyed the full narrative arc of surf culture and surfing. He and his contemporaries — all there at the Big Bang, and for better or worse, they've seen surf culture evolve in to what it is today. Remnants of a time passed, they wear battle scars, are emotional and cynical, and light up when they talk about the dawn of surf culture in the 60s.

Let's create a fictional character who embodies the legends of the past — legends like Purpus, Velzy, Doyle, Noll, Bing and Jacobs. A celebrity, an actor, who can navigate the narrative and guide us through the critical points of the South Bay's evolution. Think The Dude in "The Big Lebowski" — a conduit between fiction and fact.





The Story

A day in the life of a South Bay local.

Our protagonist is in a state of introspection. He wakes and goes online to check the surf forecast. He's bombarded with the commercialisation of surfing. Shows like the "Ultimate Surfer" stream by. He's annoyed, cynical, an internal mantra of "What have we become?" reverberates in his head. He wishes for yesteryears. He gets on his bicycle and makes his way to the beach. And so begins our journey...

A typical day in the South Bay as a retired professional surfer... or so we think. A chain of events throw him off course, leading him down memory lane. Interactions and conversations with real locals and modern day professional surfers ignite stories of the past, throwing us in to an embellished world of reenactments — walking the line between fiction and myth. Folklore and urban legends that have grown in size and stature over the decades get tested as we experience the rise of surf culture and explore the true surfing spirit of the South Bay.

A cynical man, feeling that all is lost at the start of the film, discovers that the soulful spirit of surfing — that north star that guided his generation — is still alive and well in the South Bay today, propelled forward by a new generation. You just might need to look a little harder.





Mechanics

Set in 2022, when our character reminisces, we go back in time — reenactments of golden moments, bringing the fabric of the late 50s and 60s to life; the surf shop, the clubs, the music, the fashion, the parties, the chaos and camaraderie. This will be infused with real photography and film from that era — embellished non-fiction, bringing sound, feeling, and personality to the moments that changed everything.



CONVERSATIONS AND BREAKING THE 4th WALL

Our protagonist will be the only fictional character. He will interact with the real people of the South Bay. Scenes will be scripted, but we will infuse natural responses from the South Bay community into the narrative, walking the line between scripted and documentary filmmaking.

Our protagonist will treat the camera as a character and therefore break the 4th wall at points, letting the audience in on the detail, the secrets. He will navigate real responses from people, narrating and embellishing.

EXAMPLE

PROTAGONIST TO CAMERA “Every time I hang with Mike he feels compelled to tell me that he was the guy that invented the kick tail skate board, he will work it in to any dialogue, watch this”

PROTAGONIST TO MIKE “Hey Mike, out for a walk?”

MIKE “Yea, beautiful day, was gonna skate, but my board broke, they don’t make them like they did back in the day. The craftsmanship back then really inspired me to put the kick tail on the board, it was evolution you know.”

PROTAGONIST TO CAMERA “See what I mean!”

HOW DOES IT LOOK AND FEEL?

It feels contained like “Dazed and Confused” and “Flaked” (a specific day in a specific geographical zone) but with global reach. It breaks the wall, ventures back in time, and lives in the world of “Winning Time, the rise of the Lakers” and “I, Tonya”

Winning time <https://www.youtube.com/watch?v=WqbWwKx1nBU>

I Tonya <https://www.youtube.com/watch?v=OXZQ5DfSAAc>

Above all, it will feel new and experimental, as it will walk a creative line between scripted and documentary. Embellished non-fiction — creating the energy, layers and full blooded guts that the rise of surf culture deserves.

Why? (Why The F*%\$k Not?)

Let's live a day in the South Bay. Get a feel for what the legends of the past created. Let's experience the equity that exists. Let's feel the pride that comes from this place with real people who were part of the evolution.

Let's entertain and create a window into the past, allowing our audience to experience it for themselves. Delve deeper in to what was really created — an aspirational lifestyle, culture, and spirit that bled out beyond the borders of the South Bay and lives beyond the commercialization and colonization of surfing. 'Cause at the end of the day...

“surfing ain't tennis”



Director - Peter Hamblin

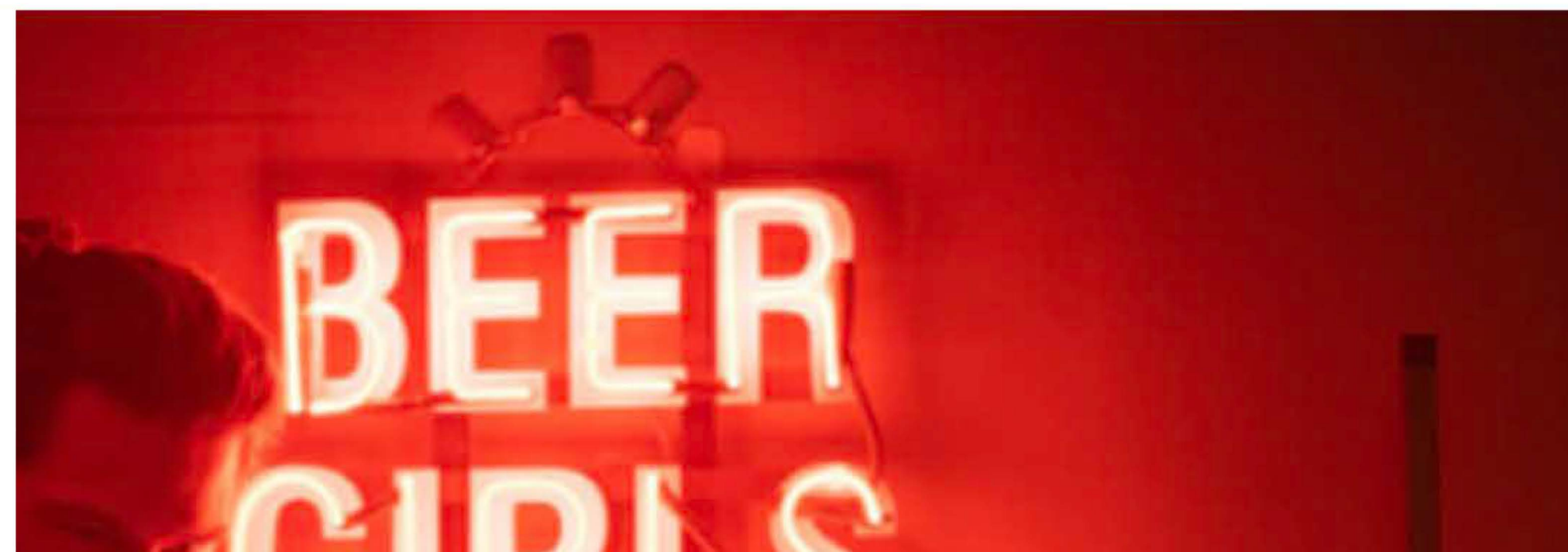
Writer-director, Peter Hamblin, first came to the screen in 2016 with the iconic Emmy award-winning Red Bull TV surf film **'Let's Be Frank'**. In 2009 Peter founded production company **hamblin**. HQ'd in the UK, with teams across LA and South Africa, it focuses on constructing unconventional narratives and testing the boundaries of film-making.

hamblin follows a strong ethos, believing that film originates from Chaos, draws from Nostalgia and is intent on Surprise, which is clear across the films produced. **hamblin** has rapidly become recognised as a creative leader, having collaborated with the industry's leading brands, agencies and talent.

In 2019 Peter wrote and directed **'RISS'**; a candid, mixed-media exploration into the life of Olympic gold medalist surfer Carissa Moore, peeling back the layers and exploring her sense of purpose. This film took multiple wins on the festival circuit and was acknowledged by Tribeca film festival. Throughout 2020/2021 Peter directed his first fiction comedy short starring Bafta-winning actor Celyn Jones, entitled **'In Hope Of Nothing'**, and has recently completed a new feature film, with world renowned surfers Albee Layer, Matt Meola and skater Nora Vasconcellos called **'Sweet Adventure'**, which will do the festival circuit in 2022 and has already taken a win for best film at London surf film festival.



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Los Angeles,
CA

20
22

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The Marcs
Studios, we
tell stories that
matter.

THE MARCS
GET
SET
GO

Founded in 2010 by Marc Levy + Marc Salomon,
The Marcs is an Emmy-nominated creative studio specializing in character-driven storytelling.

We've worked in music, culture, and sports with some of the world's most recognizable brands and platforms, including the NFL, Facebook, Red Bull, and the World Surf League.

We are a diverse and passionate team of creatives looking to tell stories that matter.

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