

LADY USHER II

Queen of Hearts



By George Adams



The Story

Roderick Usher and his pregnant wife Morgan have begun a new bohemian life in Paris, France only to have it upended when he receives a letter begging him to return to the ancestral home of the House of Usher. Insisting on joining her new husband, Morgan returns with Roderick hoping to keep her dark and disturbing secret... that she buried his mother alive in the family crypt.

Upon their arrival, Morgan begins hearing things, heartbeats, breathing, as if the house has come alive. Insisting that she is sane, Morgan struggles to maintain her relationship with her husband as she anxiously battles nightmares that their baby will be stolen by his torturous "deceased" mother, the Lady Usher.



At first agreeing that the visit would be short, Roderick has a change of heart becoming adamant that they should stay, insisting that Morgan give birth in his family's home. For Roderick holds onto a secret of his own, the love and



desire for his mother that rivals only *Oedipus*.

Before long, Morgan begins obsessing that the entire house and staff are against her. Nightmares become worse as she begins to believe she's being held captive, against her will with no way to escape, haunted by "others" from this dreary house's past.



Is this all in Morgan's mind? Is Lady Usher alive and planning on taking the un-born child? Is this madness of strange macabre characters with doubled personalities, mysterious "heartbeats", and a ghostly "Woman in Red" all a reality or is Morgan truly insane?



Look and Tone



Drawing on the success of *Lady Usher*, *Lady Usher II: Queen of*



Hearts is influenced by filmmakers such as **David Lynch, Jess Franco, Roger Corman, Francis Ford Coppola, and Mario Bava.** The films: *Black Sabbath, Blood &*

Black Lace, Black Sunday, Bram



Stoker's Dracula, Susperia, and The Innocents will touch and motivate the colors, styles and contrast of our motion picture.

For 175 years, Edgar Allan Poe's, *The Tell-Tale Heart*, has piqued our imaginations and is often considered a **classic of the Gothic** fiction genre. Part of



the terror is the calmness in which the narrator speaks of murder. We are alone with the sinister slayer and are left to guess as



to the specific motivation, as some of Poe's details are purposefully left unclear. As **one of Poe's best known short stories**, we put our own twist on the tale with elements of Poe's *The Red Masque of Death*.

Along with the award-winning success of the writer/director's previous film, *Lady Usher*, we plan on using the name recognition



of **Edgar Allan Poe** and the name of Usher to build buzz and draw from the master of Gothic tales. The producers plan on utilizing the natural curiosity



factor that the Usher name, the reputation of *The Tell-*

Tale Heart, and Poe can generate. This distinctive re-telling of Poe's historic story is sure to be a draw as even today, Poe's reputation as a **master of horror, suspense, and mystery** is indisputable.

His works continue to be published here in America and in several languages around the world.





Filmmakers

The experienced group of filmmakers behind this project are creative veterans with national and international accolades. Their knowledge and expertise in the industry, ensures every stage of production is carefully planned and carried out in a professional manner.

George Adams – Writer, Producer, Director: is an accomplished filmmaker and theatrical producer/director with more than one hundred projects in Los Angeles and New York to his credit. His feature films include, *Lady Usher*, winner of **Best Horror Film** (MidWest WeirdFest) **First Place - Best Suspense/Thriller** (International Horror Hotel Film Festival) **Best Thriller/Horror Feature** (CARE Awards) **Best Director Horror Film** (Director Awards) **Best Feature Film Cinematography** (NYCA Film Fest) **Best Original Score** (NYCA Film Fest) **Best Editing** (CaCA Film Fest) **Best Horror/Thriller Film** (CaCA Film Fest) Film Festival **Director's Favorite Award** (Poe Film Fest) **Best Cinematographer** (Mile High International Film Fest) Special Award - Adaptation of Historic Fictional Character (Harrogate Film Festival). *Emerald, Texas* multiple award winner, *Touche; A Blind Fencer's Story* won various awards including Best Short Documentary and was nominated for Best Film Score at the Madrid International Film Fest, *Panic Nation* and *Torn from*

the Flag have more than fifteen combined awards from around the world.

Samuel Calvin – Director of Photography: whose technical skills are only rivaled by his understanding of the art of the moving image and his ability to elicit feelings from simple visuals. An award-winning cinematographer and director of photography on more than twenty-five features and shorts including: *Lady Usher* (**winner of two prestigious cinematography awards from NYCA Film Fest and the Mile High International Film Festival**), *County Gold*, *Agnes*, *Hellraiser – Judgement*, *Children of the Corn – Runaway*, *Climate of the Hunter*, *Arrows of Outrageous Fortune*, and *Painted Women*.

Michael Shapiro – Music: writes orchestral and contemporary music for film, television, and video games. A graduate of the prestigious film scoring program at the University of Southern California, he has a graduate degree in music composition from New York University and a degree in cognitive science from Carnegie Mellon. He has studied privately with Hollywood veteran Jack Smalley, and with Larry Bell at the New England Conservatory. Michael is also a graduate of the ASCAP Film Scoring Seminar and his work was chosen for inclusion in ASCAP's *The Ear* promotional series. **Winner of Best Original Score for *Lady Usher*** from the NYCA Film Festival.

Investment



Our budget of \$250,000 is both reasonable and obtainable. Upon the subsequent acceptance to the Oklahoma Film Commission, **the production will receive thirty-five percent rebate of money spent in Oklahoma.** The rebate monies **will be returned to investors** at thirty-five percent of their investment. For example, if an investor puts up \$20k, they would receive \$7,000 once the state film commission provides the rebate. The investor's risk is now only \$13,000. Investors will then be in first paid position from any gross revenue until their investment is re-paid less the aforementioned rebate. Once one hundred percent of investor's monies have been paid, the producers shall pay any deferments, loans, additional percentages, etc. made during production. **Any additional gross revenue shall be split 50/50 with the investors and producers.**

The horror/suspense genre can be lucrative. According to Planet Money (NPR), horror, hands down **“is the best deal in Hollywood.”** A key metric for any investment is the ROI (Return on Investment) and the higher the ROI, the better the investment. Using Studio System (an entertainment industry data collection company) **“horror films are at the top of the list...” Profits within the horror category can be “huge on small investments.”** Just four years ago, the top

five **horror films had an ROI of approximately 2000 percent.** (for every \$10 put into the film, an investor could get \$200 in profit). In contrast, the top five comedy films had an ROI of approximately 1200 percent.

A minority of horror/suspense thriller films do show a profit, though some do not. **The producers will do everything in their power to make this film financially successful.** Revenues from the motion picture will be derived from domestic and foreign theatrical distribution, sales to television, as well as any money-making ancillary (DVD/Blu-ray, VOD, Pay-per-View, In-Flight) and merchandising rights. Gross film rental will be subject to distribution and merchandising costs, as well as the distributor's percentage. After deductions, the film rental shall equal net film rental and shall be subject to production costs beyond the original production capital, such as extended credit, deferred payments to technical facilities, points to cast or crew, and production overhead expenses.

A key note about **horror/suspense/thriller films is that they are relatively inexpensive to produce and market.** According to Money Planet, **“the smart money will invest in cheap horror.”**



The filmmakers' goal is to screen *Lady Usher II: Queen of Hearts* on various Video On Demand (VOD) platforms and subscription services such as **Netflix, Amazon Prime Video, Hulu, DirecTV, AppleTV, Roku, YouTube (pay), etc.** Along with film festivals and movie theaters, we will also seek sales for traditional TV and additional ancillary programming. Commencing with the pre-production phase, there will be an ongoing effort to raise awareness of the film in the entertainment industry. Press releases will be sent to such prestigious industry publications as *Daily Variety, The Hollywood Reporter* and various metropolitan news organizations. Other media magazines and ezines that will be contacted are geared to independent and horror/suspense/thriller genre films include: *Fangoria, Shock Cinema, Filmmaker, Film Comment, and MovieMaker*. **Distribution objectives will be sought through North and South American, Australian, Asian, and European distribution companies.**



The producer's most recent project, *Lady Usher*, was shot in Oklahoma with a budget of under \$100k. **The film screened in Europe, Canada, and North America** at various film festivals **garnering more than ten awards and nominations** for Best Film, Directing, Cinematography, Editing, and Music. As of this writing, **the film has a distribution contract with a major company**, was released in select theaters, nationally on Video-On-Demand

Distribution

(VOD) and DVD, **is soon to be released in Latin America.** Mr. Adams was a producer on *Climate of the Hunter*, a “vampire” film by director Mickey Reece. This film was also shot in Oklahoma with a budget of \$100k. The film screened at festivals around the world and received seven awards, received a distribution contract, **is currently screening on various distribution platforms around the world, and has a Blu-ray release.**



Distribution agreements between independent producers and distributors vary greatly. Distribution fees of 25% of the film's income are most common. **The Producers will negotiate the best deal possible.** Each distributor licenses the film for that distributor's specific market(s). **Television rights will be offered to such companies as HBO, PBS, Independent Film Channel, Sundance Channel, A&E Network, etc.** DVD/Blu-ray rights will be made available to companies on all continents. Ancillary avenues include various VOD companies, Internet film festivals, online distribution sites such as Vimeo, YouTube, universities, film societies and community cinemas. The Producers intend to attend various film markets, including: The American Film Market (AFM) in Los Angeles and the Independent Feature Film Market (IFFM) in New York.

The Past

What critics said about *Lady Usher*:

Movie Score 9/10 "...a great modern update of the Poe short. The direction and story structure are pitch-perfect." "...it all adds up to a movie that demands you watch it." - Bobby LePire, [Film Threat Review](#)

"...this film's depravity just grabs you and yanks you along." "**Highly recommended**" - Steve Kopian, [Unseen Films](#)



"...an outré, warped modern reimagining of the Edgar Allan Poe story..." "**Adams constructs a singularly fascinating world**

within the House of Usher" "It's a delirious psychosexual trip featuring solid performances and **an auteur vision**." - Joseph Perry, [Gruesome Magazine](#)

"...an odd and eerie thriller..." "Director George Adams knows how to use the right amount of suspense..." "...compelling characters and beautiful production design, *Lady Usher* is **definitely a film to make time for**..." - Alina Faulds, [Clapper](#)

"...extremely weird and sinister!" "Adams has done a great job in creating suspense."



"**Michael Gordon Shapiro's suspenseful and creepy score certainly gives the film a spooky atmosphere.**"

"...if one is in the mood for a weird tale and likes surprises, then *Lady Usher* is definitely worth checking out." - Jason Knight, [UK Film Review](#)

"...the director does **an outstanding job of creating an eerie Gothic atmosphere...**" "The set and costume design are particularly impressive." "...**stylishly made, eminently entertaining...**" - [New Horror Express](#)



"...it's a horror of twisted minds and psyches." "...strange, compelling and genuinely twisted."

"...*Lady Usher* is **definitely worth seeing.**" "Adams creates an atmosphere of corruption rather than fear. **His version of Poe's story owes more to Jess Franco than Roger Corman...**" Jim Morazzini, View From the Balcony



"...the film proves **most entertaining** is in its more bizarre vignettes..." "...an intricate scenography and charming cast, holds enough of a **reinvigorating concept and luring tone** to keep us in suspense to the bitter

end." "There's nothing safe or predictable about George Adams's *Lady Usher*, **a film that majestically creates horror out of defying our socio-cultural ideals...**" Adrian Perez - Lonely Wolf: London International Film Festival

"...**a well-structured and stylized film...**" "...the film is entertaining, especially for those who enjoy a bit of eroticism in their Gothic horror films." Anna Holloway - OKC Performance Art Reviewer



"...**cleverly, Adams takes his own route, making this more psychological than physical.**" Regarding the costumes:

"...**incredibly imaginative** and I happily was in anticipation to see what they would wear next..." Richard Gary Indie Horror Films Review.

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