

PERFECT

Press Kit

Eight
productions

HOT

Go2 Films

GmFF
קרן גשר לקולנוע רב תרבות
Geshar Multicultural Film Fund
صندوق جشَر السينمائي متعدد الثقافات

RUDERMAN
קרן משפחת רודרמן

#SCC
Shizky Communications
Dori Shatz • Haim Shizky

Ministry
of Culture
and Sport

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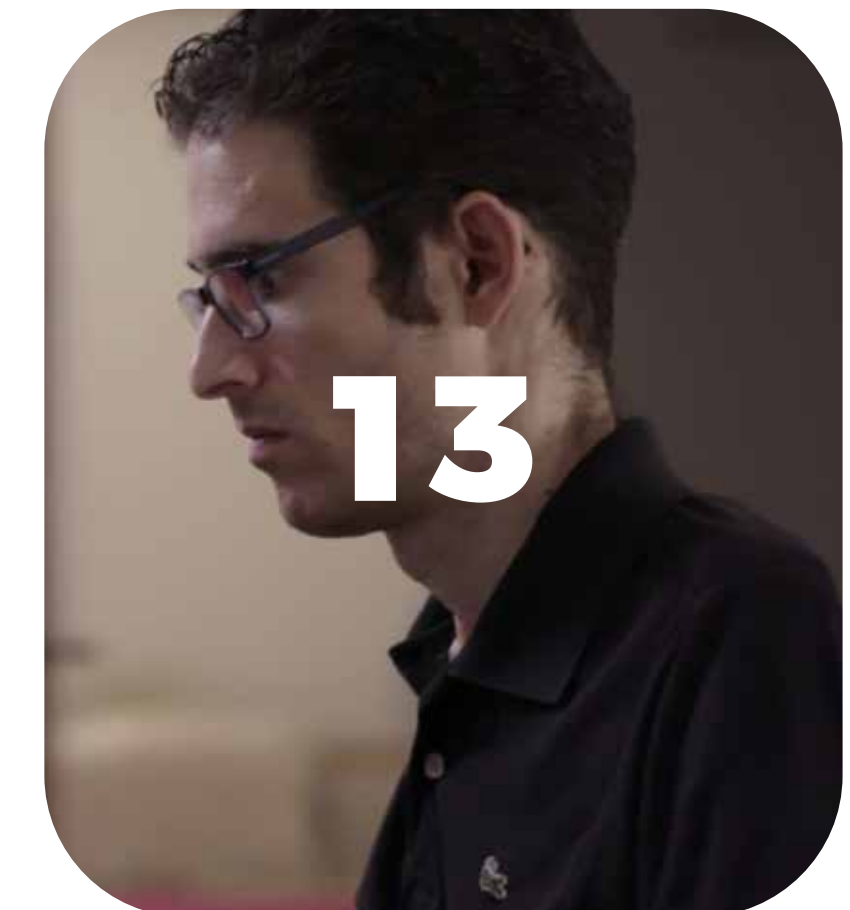
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World Sales: Go2Films
www.go2films.com

Contact: Hedva Goldschmidt
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Technical details:

Documentary (81 min)

Israel, 2020

Hebrew

Created by

Assaf Greenbaum

Directed by

Yaniv Segalovich

Produced by

Aviram Avraham &

Dafna Danenberg

Logline

Assaf, paralyzed on his left side, is going out on a journey to accept his disability, during which he meets other disabled people. together, they discuss their daily lives with incredible honesty and openness.

Synopsis 50 words:

Assaf, a chief content editor in the television industry, paralyzed on his left side, goes on a journey to accept his disability. Assaf meets a group of disabled people and they discuss their daily lives with incredible honesty, providing the viewer a rare peek to the lives of people with disabilities.



Full Synopsis

“Perfect” is a documentary film revolving around the real lives of disabled people. The film was created by Assaf Greenbaum. Assaf was injured when he was 5 years old and since then has been living with a paralyzed hand and leg. Alongside Assaf are 6 other heroes who handle disabilities of their own. During the film the viewers are exposed to the personal stories of each one of the participants who tell about their day to day experiences with an exceptional amount of honesty while talking about their journeys from the moment of injury to this



The first moments after being injured, the long hospital stay, the recovery process, the falls along the way and the never-ending work on accepting the new lives that were forced upon them. The viewers get a funny and touching peek into the love lives of the participants, how their dates look like, how their sex life work and what are their difficulties revolving finding love. On the last part of the film, the creator and the 6 participants discuss the issue of how society treats disabled people. The general society doesn't really know how and what to do around disabled people, always trying to help but never knowing how, a society that can't seem to be able to provide disabled people equal chances, a society that just doesn't seem to understand disabled people and it is about time it will.

From the Press

mako

*“A project that carries great meaning”
“if you’re not aware of the situation of disabled
people-watch it, if you are- even more so, watch it”
“Perfect has succeeded filling in the blank of the media
coverage and of the public discourse”*

y net

*“An important project... at
last, the voice of disabled
people is being heard.”*

**ISRAEL
HAYOM**

*“Perfect is an important project who succeeded to intrigue
and touch the audience, it speaks in an eye leveled manner as
well as a heart leveled, it will make you see how fragile life
can be”*

מעריב

*“So important, Highly
recommended!”*

creator

Assaf Greenbaum

After getting his BA in film studies from Tel Aviv university, Assaf has started his way in the Israeli television industry. Assaf is a chief content editor for over 20 years. Due to his own injury, his dream has always been to create something that will show the world a true representation of people with disabilities. Assaf was injured when he was 5 years old from a cast iron pulley wheel falling 7 stories onto his head. He is now paralyzed on his left arm and leg. Assaf aspires to make a difference in the way people see and treat disabled people, "Perfect" is a huge milestone in that matter.



Participants



Reut Redansky

Reut is 33 years old. She was badly injured when she was 19 while jumping on a trampoline at a birthday party. She is now paralyzed from the neck down and moves around in a wheelchair. She lives in Tel Aviv with her caregiver, writing a TV show and giving lectures about her experiences.

Noam Gershony

Noam is 37 years old. He is an Apache pilot who was badly injured during the second Lebanon war when 2 helicopters crashed into each other midair. Today he uses crutches to move around. He is an Olympic medalist and won a gold medal in wheelchair tennis in the Paralympic games in London. Noam also gives lectures about his experience all over the world.



Maya Oren

Maya is 24 years old. She was born with cerebral palsy. She moves independently but has difficulties walking and with her hand grip. Maya works at a publicity office and is in a relationship.

Participants

Moran Samuel

Moran is 37 years old. Before her injury Moran competed with Israel's team in basketball, and turned disabled after having a spinal stroke. Disabled from her waist down, she moves around in a wheelchair. Moran is currently the runner up to the world champion in competitive rowing and has won an Olympic medal. She also gives lectures about her life worldwide. Moran is married to Limor and a mother of two children, Arad and Rom.

Shay Reller

Shay is 39 years old. He was injured at 23 while traveling in Nepal. The bus he was on turned and rolled into a valley. Shay is disabled from the neck down and can actively move 2 fingers. He is married to Idit and works as a data analyst for a cellular company.

Shirly Pinto

Shirly is 31 years old. She was born deaf, her father was also deaf while her mother was deaf and blind. Shirly has a law degree, and these days she works in politics and operates to promote awareness for people with disabilities. Shirly is married and a mother.

Creator's Statement:

When I was a child, there was a new building being built in our neighborhood, it was like we had our own private playground. Unfortunately, the excitement was short lived. One day, as we were playing, a cast iron pulley wheel dropped seven stories on to my head. I've been paralyzed on my right hand and leg ever since. Despite my disability, and maybe because of it, in the past 37 years I was busy conquering every top of every mountain, proving everyone, and mostly myself, that I'm normal and that I made it. I did well, I'm a senior content editor in the television industry. And yet, I've never accepted my disability.

I believe my inability to accept it is related to the gap between the normal life I'm living and the social image of people with disabilities. Disabled people are seen as either someone to feel sorry for or as an inspiring victory tale. That isn't the case.

In the film I meet other disabled people and together we face topics such as: facing the disability, accepting it, self and body image, dating, sex, and the way society treats us. This "support group" I created helps me to start accepting myself. Also, this way society can see the real lives of disabled people. We talk openly without filters and with plenty of humor.

I wish to make viewers step out of familiar molds and take a step towards equality and empathy, which will help disabled people, myself included, accept our disabilities.

The people

behind the project



Director & Editor Yaniv Segalovich

Yaniv Segalovich is a director, screenwriter, and video editor. Born in 1979 in Israel. A graduate of "Sam Spiegel Film & TV School" in Jerusalem. Over the years, he has directed and edited successful films and TV series in various genres, including: "Tiberias in a Box", "Zohar-The Return", "An Average Story", "Perfect" and more. He was nominated twice for the Israeli Film Academy Award.

DOP Tom Gat

Tom has been working in the field since 1995. Tom has worked on projects from various genres, though his favorite is documentary, and specifically ones revolving social and humanitarian issues. Tom has worked on many documentaries revolving issues of human rights, a major one was "the hidden memories of Adolph Eichmann", a documentary that deals with one of the most horrible crimes of humanity in modern times, the holocaust.



The people

behind the project

Producers



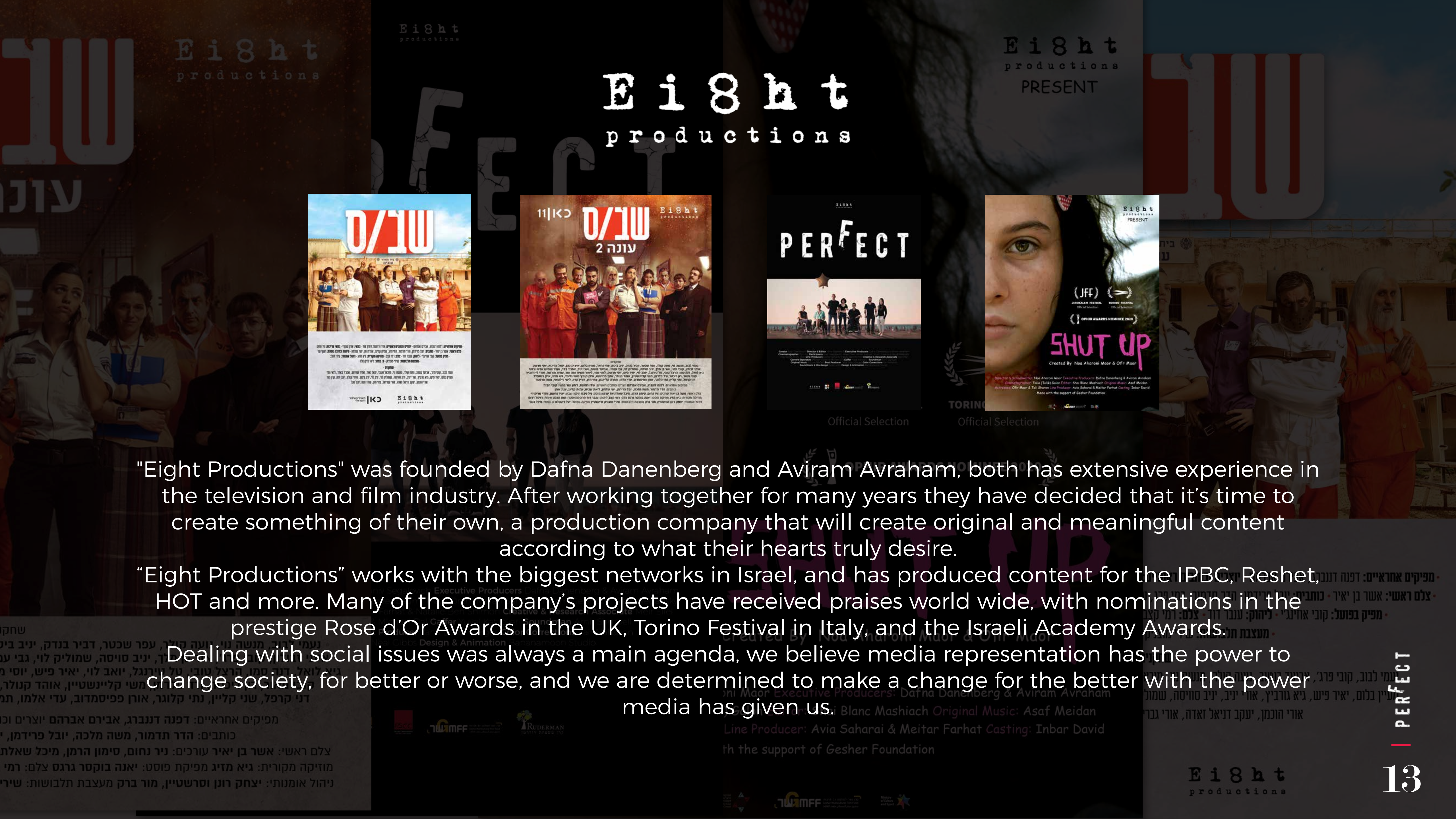
Dafna danenberg

Dafna is an executive producer with an established professional record in Television, working for the biggest networks in Israel. Dafna has produced many of the biggest primetime shows in the Israeli television Including reality shows, talk shows, documentaries, and fiction. These days she is the co-owner and head producer of “Eight Productions”.

Aviram Avraham

Aviram is a renowned producer and screenwriter and oversees the content department of “Eight Productions”, which he also co-owns. Among other things, Aviram was also an associate producer of the award winning documentary “The Green Prince”. The film won the Israeli Academy Award for best Documentary and The Audience Choice award at the Sundance Film Festival, as well as the Audience choice Award in the Moscow International Film Festival.





Eight
productions



"Eight Productions" was founded by Dafna Danenberg and Aviram Avraham, both has extensive experience in the television and film industry. After working together for many years they have decided that it's time to create something of their own, a production company that will create original and meaningful content according to what their hearts truly desire.

"Eight Productions" works with the biggest networks in Israel, and has produced content for the IPBC, Reshet, HOT and more. Many of the company's projects have received praises world wide, with nominations in the prestige Rose d'Or Awards in the UK, Torino Festival in Italy, and the Israeli Academy Awards.

Dealing with social issues was always a main agenda, we believe media representation has the power to change society, for better or worse, and we are determined to make a change for the better with the power media has given us.

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Credits

Creator: Assaf Greenbaum

Director & Editor: Yaniv Segalovich

Producers: Dafna Danenberg & Aviram Avraham

Cinematographer: Tom Gat

Participants: Assaf Greenbaum, Maya Oren, Moran Samuel, Noam Gershony, Reut Redansky, Shay Reller, Shirly Pinto.

Line Producers: Meitar Farhat & Natalie Ben Shimon

Creative & Research Associate: Meir Eliel

Camera Operators : Michael Zeitlin & Michael Dal

Caffer: Yuval Katzover

Soundman: Amir Shmueli

Original Music: Ronnie Reshef

Post Producer: Yana Boxer Gerges

Color Corrections: Yair Nahshon

Soundtrack & Mix design: Neal Gibbs

Design & Animation: Bananamoon Studio

In Association with: HOT 8

With the support of: Ruderman Family Foundation

Gesher Multicultural Film Fund

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