Desert Haze

FLIP SIDE OF LOVE

A romantic dramedy grounded in legacy, restoration, and second chances.

Written by: KRT
Presented by: NCCA Entertainment

LOGLINE

When ambitious reality producer Kendra Blake is unexpectedly paired with her ex-boyfriend Dez — a calm, principled contractor — to renovate a historic Atlanta home, old sparks fly as hidden Black history, unresolved feelings, and network interference threaten to flip more than just the house.

COMPARABLES

TV/FILM TONE COMPS

- Sweet Magnolias meets Fixer Upper
- Homecoming (Amazon) x The Photograph
- A Black Lady Sketch Show (Marissa-style wit)
- Property Brothers if they were exes and the house had buried trauma

WHY IT WORKS

Audiences love home renovation formats. Pair that with a grounded romance, a deep emotional arc, and cultural authenticity — and you've got something fresh, familiar, and pitch-perfect for streaming.

- Romance + Renovation = Proven Format
- Hidden History Creates Depth
- Visual Storytelling Opportunities

KENDRA BLAKE (34)

> Smart, stylish, tightly wound TV producer with something to prove. Brilliant at crafting narratives — terrified to live her own.

KEY TRAITS

- Reality TV producer with ambition
- Tightly wound perfectionist
- Skilled narrative crafter
- Guarded about her past

CASTING IDEAS

1. **Teyonah Parris**
   Known for: WandaVision, If Beale Street Could Talk
2. **Logan Browning**
   Known for: Dear White People, Hit the Floor
3. **Dominique Thorne**
   Known for: Ironheart, Judas and the Black Messiah

CHARACTER DYNAMIC

Kendra's professional confidence masks personal vulnerability, especially when forced to confront her past with Dez while managing network expectations.

DEZ CARTER

35

> Contractor. Stoic, poetic, emotionally grounded. The kind of man who can build a home — and quietly break your heart.

CHARACTER TRAITS

- Skilled craftsman with deep respect for history
- Still carries feelings for Kendra
- Thoughtful and philosophical
- Sees homes as living history

CASTING IDEAS

1. **Yahya Abdul-Mateen II**
   Watchmen, Candyman, The Trial of the Chicago 7
2. **Kendrick Sampson**
   Insecure, How to Get Away with Murder
3. **Trevante Rhodes**
   Moonlight, Bird Box, The Predator

SUPPORTING CHARACTERS

MARISSA JAMES

30s

Kendra's best friend and no-nonsense producer with a loud laugh and louder truth bombs. The moral compass in hoop earrings.

CASTING IDEAS:

Natasha Rothwell | Danielle Brooks | Ashley Blaine Featherson

- Brutally honest
- Fiercely loyal
- Comic relief with depth

TY

30s

Dez's demo-loving, donut-powered best friend. Emotional support comic relief with depth.

CASTING IDEAS:

LaKeith Stanfield | Melvin Gregg | Tone Bell

- Renovation enthusiast
- Loyal wingman
- Unexpected wisdom

MISS LORRAINE

70s

Community elder. Regal, hilarious, and sharp-tongued. Knows everyone's business and keeps the spiritual receipts.

CASTING IDEAS:

Jenifer Lewis | Loretta Devine | Phylicia Rashad

- Community historian
- Spiritual guide
- Truth-teller

VISUAL STYLE & TONE

VISUAL AESTHETIC

Cinematic Warmth: Golden hour tones, dust motes in sunlight

HGTV Meets History: Renovation graphics with hidden truths

Emotional Close-Ups: Love that simmers; silence that speaks

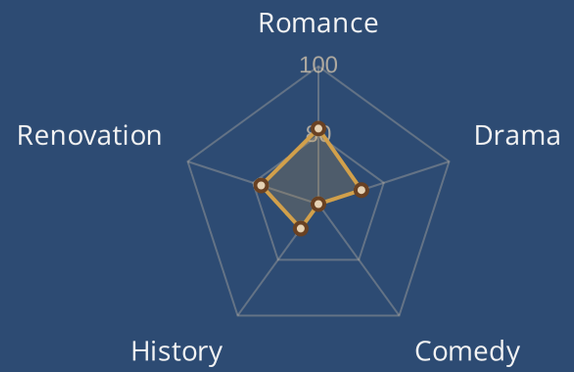
Documentary Edges: On-screen feeds, blurred production lines

MUSIC MOOD

Contemporary R&B, neo-soul, and acoustic elements create our emotional landscape.

- Cleo Sol
- H.E.R.
- Leon Bridges
- Solange

TONE BALANCE



MUSICAL SNAPSHOTS

"Stay Ready"
Jhené Aiko feat. Kendrick Lamar
Porch sanding scene

"Borderline"
Solange
Basement crate discovery

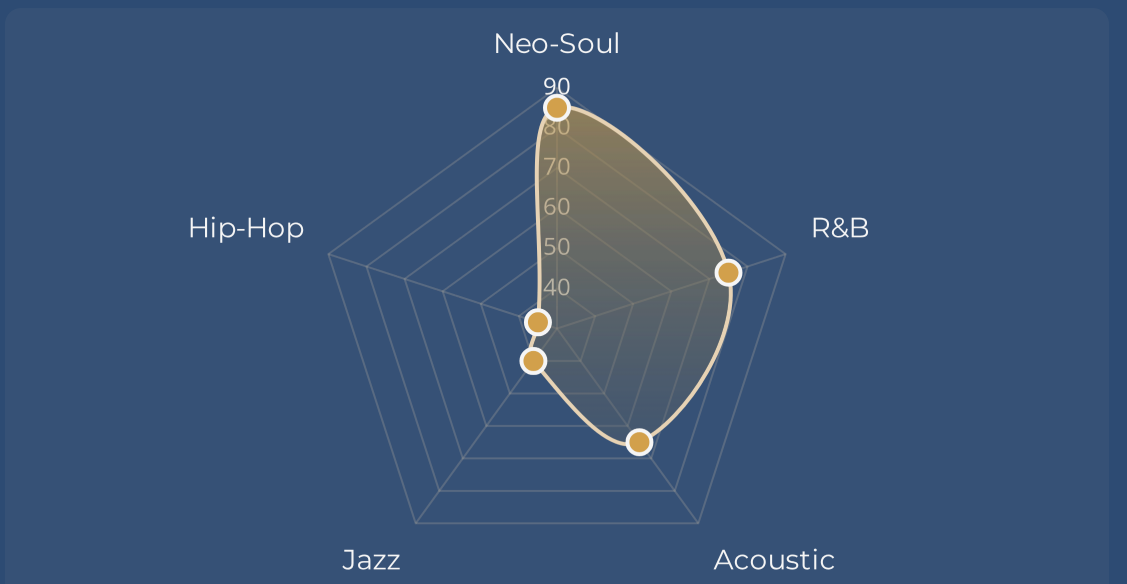
"Summer Rain"
Leon Bridges
Library reveal montage

"Try"
Col3trane
Final voiceover

"Collide (Acoustic)"
Tiana Major9
Closing porch kiss

MUSIC MOOD

The soundtrack weaves together neo-soul, R&B, and acoustic elements that mirror the renovation journey — stripping back layers, uncovering history, and building something new.



- Cleo Sol
- H.E.R.
- Leon Bridges
- Solange

THEMES

Legacy & Reclamation

Hidden Black history — not just uncovered, but honored.

Second Chances Without the Sugar

Love that stays. Love that works.

The Flip Side of Storytelling

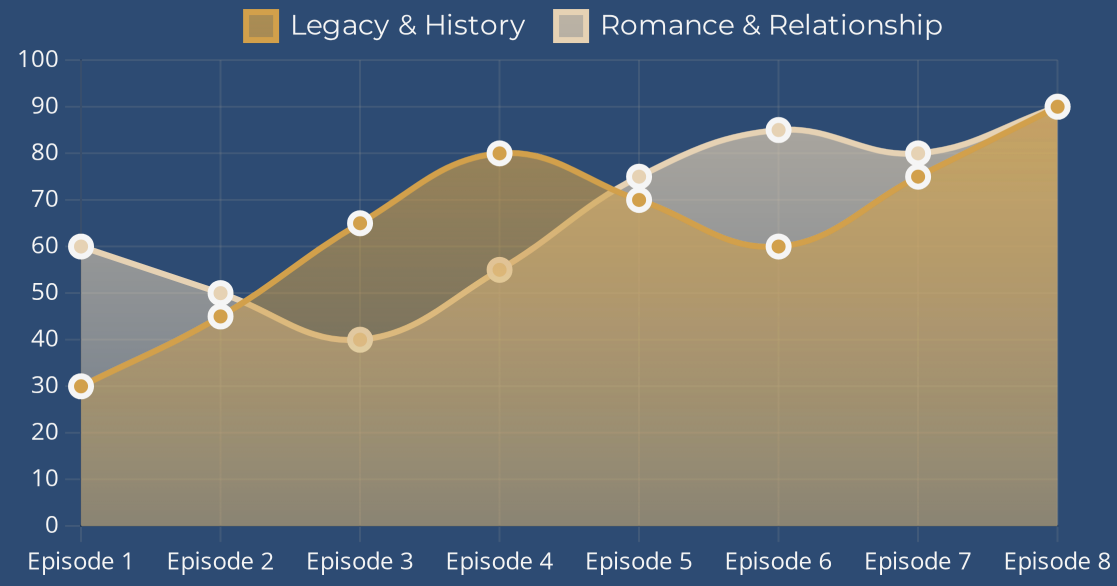
Who owns the story — the house, the people, or the platform?

What We Build When No One's Watching

The soul of the house is the soul of the people who built it.

THEMATIC EXPLORATION

These core themes interweave throughout the series, creating a rich tapestry that explores both personal and cultural history through the metaphor of home renovation.



Narrative Structure: Each episode peels back a new layer of history in the house, mirroring the emotional journey of our characters as they confront their own pasts.

WHY IT WORKS

High Concept, Grounded Execution

Combines the universal appeal of renovation shows with authentic character-driven storytelling and cultural depth.

Visual & Tonal Range for Streaming

Cinematic aesthetic with documentary elements creates a distinctive visual identity perfect for premium streaming platforms.

Cultural Resonance with Wide Appeal

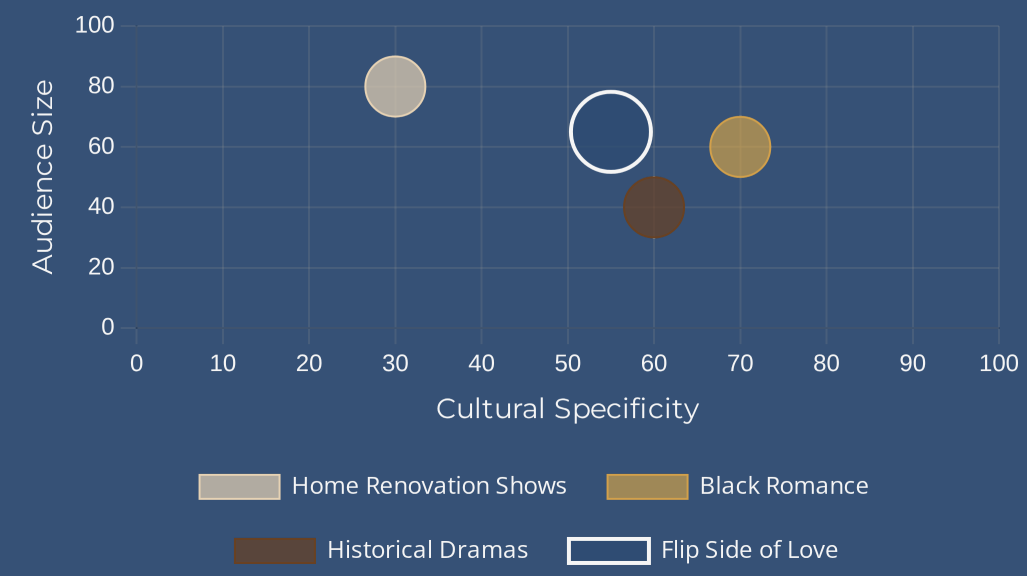
Explores Black history and legacy through a contemporary lens that connects with diverse audiences seeking authentic storytelling.

Franchise & Series Potential

Future seasons or anthology format (Hidden Blueprint) offers expandable universe with different homes, histories, and couples.

MARKET POTENTIAL

"Flip Side of Love" sits at the intersection of multiple popular genres, creating a unique position in the streaming landscape.



PLATFORM FIT

- Premium streaming services seeking diverse content
- Networks with established home renovation audiences
- Platforms investing in authentic Black storytelling