

LIFEART

Romantic Drama / Feature Film

"The truth is the greatest masterpiece."



Logline

A gifted but unrecognized European artist reinvents himself as "Tao," a reclusive Chinese painter, achieving meteoric fame in Shanghai—until a visit from his American family threatens to expose his secret and force him to choose between love, art, and truth.

The Hook

Unique Selling Points:

- Explores the high-stakes deception behind the global art market.
- East-meets-West cultural clash told through romance, comedy, and suspense.
- A story about identity—what we hide, what we reveal, and who decides what's worth seeing.

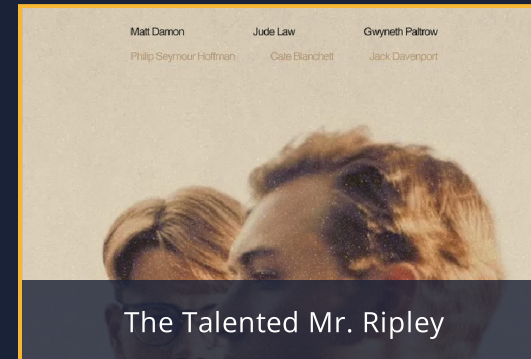


Tone & Comparables

Tone Descriptors

- Romantic & Lyrical
- Suspenseful & Witty
- Culturally Rich

Comparable Titles



The Talented Mr. Ripley

Identity deception and elegance

Crazy Rich Asians

Lush visuals and cultural setting

Big Eyes

Art fraud and hidden genius

Lost in Translation

Quiet intimacy across cultures

Emily in Paris

Fish-out-of-water charm and style



Main Character



Alexandre Quairy

aka "Tao"

Age: 35

Role: Protagonist — gifted but unrecognized European artist living in Shanghai

Personality, Goal, Conflict:

- Charismatic yet isolated; lives in self-imposed secrecy.
- Goal: To make his art matter in a world that has overlooked him.
- Conflict: His fabricated identity is both his success and his prison.

Romantic Lead

Pi Ding

Romantic Lead / Emotional Compass

- Poised, intelligent, grounded in tradition yet drawn to Alexandre's energy.
- Torn between family expectations and her growing feelings for him.
- Represents the cultural authenticity Alexandre tries to emulate but can't fully claim.
- Her journey challenges her to question the boundaries between heritage and personal desire.



Supporting Characters



Quinn Kendall

22

Alexandre's American cousin; good-natured and loyal, caught in the middle of his cousin's deception and the truth seekers.



Paige Tum

21

Art history student, driven to uncover Tao's mystery; ambitious and curious with a keen eye for artistic authenticity.



Patterson "Patti" Tum

22

Comic relief; thrill-seeker and fiercely protective of his sister Paige, adding levity to tense situations.

Also Featuring

Government Official: Powerful art patron whose commission raises the stakes

Gallery Power Brokers: Gatekeepers of Shanghai's elite art market

Plot Summary



ACT 1

Alexandre's thriving double life as "Tao" is established. Quinn, Paige, and Patti arrive in Shanghai, stirring curiosity and suspicion.



ACT 2

Government commission heightens pressure; Paige investigates Tao's true identity. Discovery of Alexandre's secret creates tension in the group.



ACT 3

The truth comes to light during the high-profile exhibition; Alexandre must choose between the persona that brought him fame and the artist he truly is.

Visual Style

Mood Board Keywords

- Neon Shanghai nights
- Warm, painterly interiors
- Minimalist gallery chic
- Split identities in visual framing
- East/West cultural fusion



Casting Wishlist

Dream Cast Headshots



Alexandre Quairy

The Artist / "Tao"



Pi Ding

Romantic Lead



Quinn Kendall

American Cousin



Paige Tum

Art History Student



Patterson "Patti" Tum

Comic Relief

Why It Works

Marketability, Audience Fit, Unique Appeal:

- ✓  International appeal with cross-cultural setting and themes.
- ✓  Romance and suspense layered with art-world intrigue.
- ✓  Visually stunning—ideal for cinematic or streaming audiences.
- ✓  Strong character arcs and emotional payoffs.
- ✓  Potential for awards buzz in cinematography, production design.
- ✓  Art, culture, and identity make it both entertaining and thought-provoking.



Contact



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Next Steps

- Attach concept art & visual references
- Package for producer/financier meetings
- Identify potential directors and lead talent
- Begin targeted outreach to art-focused distributors