

PRESS NOTES

YOU NEED THIS

A FILM BY RYAN ANDREJ LOUGH

USA | 2025 | 82'

Further press materials available [HERE](#)

Contacts

Production

Scenery

Isidoor Roebers

isidoor.roebers@scenery.eu

www.scenery.eu

Hôtel Motion Pictures

Ryan Andrej Lough

ryan@hotel-cg.com

www.hotel-cg.com

Publicist CPH:DOX

NOISE Film & TV

Mirjam Wekenkamp

+31 6 28652249

mirjam@noisefilmpr.com

noisefilmpr.com

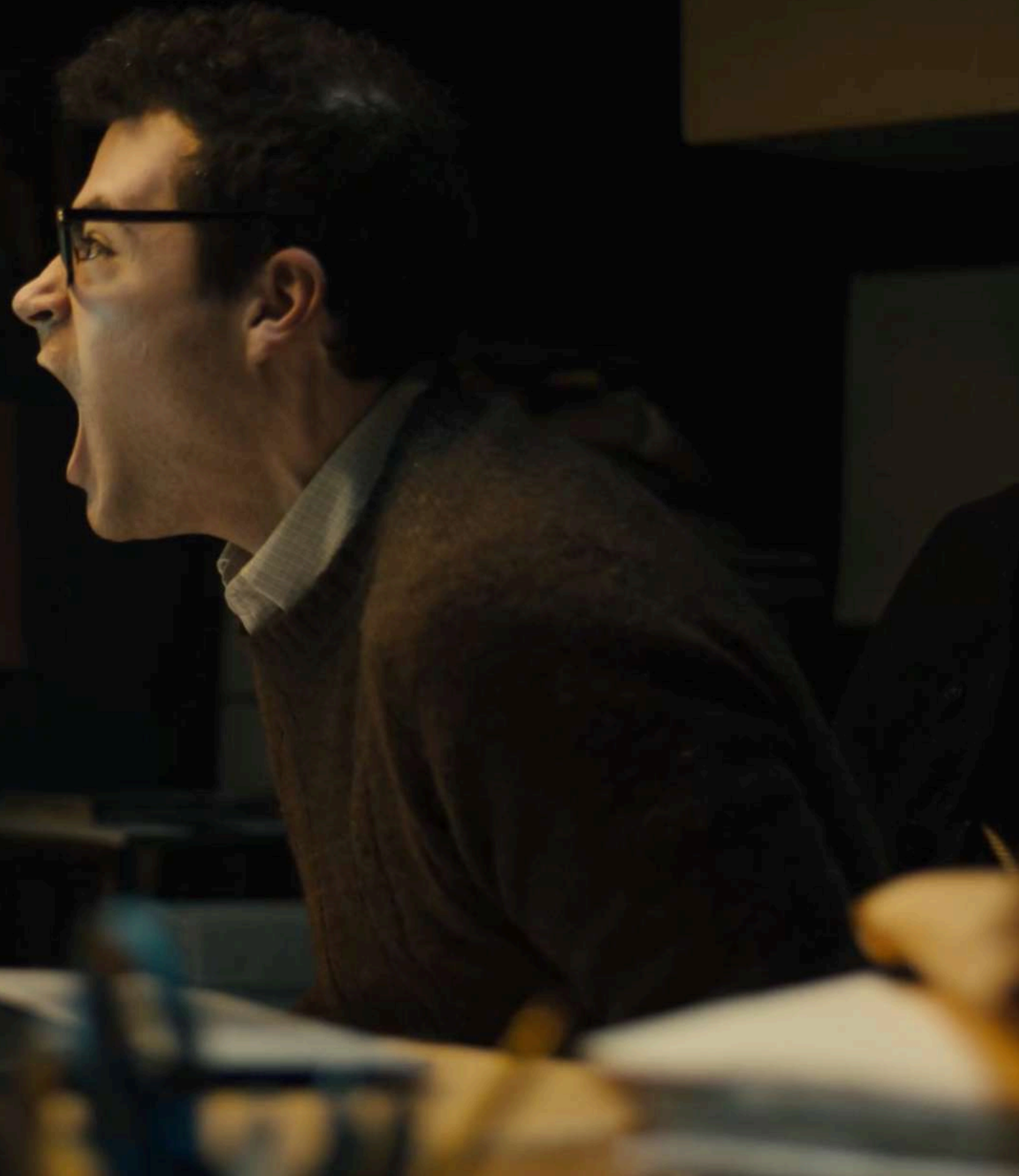
Sales

Off the Fence

Loren Baxter

loren.baxter@offthefence.com

offthefence.com



Logline

An immersive saga about the individual and societal effects of consumerism, hyper-capitalism, and propaganda.

Short Synopsis

Consumer-based capitalism, a 20th century invention, has grown and evolved to become the world's dominant religion. It is an abstract set of beliefs and ideals that quietly but firmly shape global cultural values and identities.

Fueled by intricately crafted propaganda, the model of consumerism culturally conditions us to seek meaning from the pursuit of material wealth, the accumulation of products, and the careful curation of parallel and inauthentic online identities.

It is destroying our shared ecosystem, eroding our human connection, and damaging our mental and physical health. We desperately need to rethink this idea of consuming as a way life.

Long Synopsis

Since its implementation into society in the early 20th century, consumer-based capitalism has grown and evolved to become the world's dominant religion. It is an abstract set of beliefs and ideals that quietly but firmly shape global cultural values and individual identities. This belief system was born out of the wild exuberance of the unregulated post-war American economy, at a time when both natural resources and human expansion were thought of as being limitless.

Fueled by mass-marketing techniques that relied on principles of Sigmund Freud's studies on the Psychology of Self, the model of consumerism quickly spread around the world with its siren song of wealth, happiness, and freedom from want. With this, humans are now culturally conditioned from birth to death, programmed to seek meaning from the pursuit of material wealth, the accumulation of consumer products, and the careful curation of parallel and fundamentally inauthentic online identities.

Consumerism has become the machine that dominates our daily lives, with intricately-crafted propaganda, and it feeds a system of total destruction. This all-pervasive and seemingly inescapable framework is destroying our shared ecosystem, eroding our connections with one another, and damaging our mental and physical health. While we can never stop consuming, we can choose between shifting into new, sustainable modes of living or risk exhausting our resources and passing a harrowing point of no return.

Through illuminating and thought-provoking conversations with experts in the field of dream research, economics, social psychology, literature and the arts, including novelist Nana Kwame Adjei-Brenyah, lauded economist Juliet Schor, dream scientist Adam Haar-Horowitz and longtime counter-culture performance artist Reverend Billy and his Church of Stop Shopping, *You Need This* allows us to see our collective behavior from new perspectives, and nudges us to radically rethink our participation in systems that we have seemingly lost all control of.



STOP SHOPPING
Earthalujah!

mazon



TRUMAN BURBANK

Director's Statement

I felt compelled to make this film after many years researching the topics covered within. I was displeased with the notion that most people have been reduced to cogs within a work-and-spend consumption machine, which creates more waste, division, and destruction than any other force in human history. Consumer Capitalism – a 20th century American invention - is the worst thing to ever happen to our planet, and it is the world's dominant socio-economic structure, and the single-most powerful influence on human behavior. The propaganda to power this machine is so effective, we have no idea what it is that we're doing, or why we're doing. Most people in the Western world don't know what Consumer Capitalism truly is, yet we contribute to it 24 hours per day, from birth until death, without realizing it.

When you zoom out and see what life has become in the Western World, and the destruction our seemingly innocuous actions cause throughout the rest of the world, it shifts your perspective in a way where you can no longer accept what has become the status quo.

The world needs this film, and others like it. We, as a society, need to become aware of the power structures that manipulate us from birth to death, creating global division and destruction, using the whole of global society as tools, simply to make more money for a few individuals who care nothing for the planet and the health and wellbeing of any society.

Ryan Andrej Lough - Director



Ryan Andrej Lough is a director, producer, and writer for motion pictures and print media, and a founding partner of Hôtel Motion Pictures - the film and television department of Hôtel Creative Group, focusing on feature films, scripted and unscripted television, and documentary content.

Ryan's motion picture work has premiered at Cannes, Sundance, SXSW, and received international theatrical and streaming distribution while garnering critical acclaim. These projects include *Mediterranea*, *Entertainment*, *IO*, the Academy Award-nominated *Buzkashi Boys*, and the Netflix global series *Idris Elba's Human Playground*. Ryan's forthcoming documentary feature is titled *You Need This*, which explores consumer-capitalism, advertising, and propaganda, and their effects on the planet and society.

As a writer, Ryan's work has appeared in Anthony Bourdain's *Roads & Kingdoms*, CNN, Slate, various short fiction publications, et al.

Ryan is a graduate of Northwestern University and is a Sundance Institute Alum.

A man with short dark hair and a beard, wearing a brown jacket over a blue patterned shirt, is looking directly at the camera. The background is a blurred indoor setting with bookshelves and a bright window.

About the Production Companies

Founded by Adam McKay, **Yellow Dot Studios** is a non-profit media studio, challenging big oil disinformation, corporate greed, and climate inaction.

Scenery is an Amsterdam-based media company specializing in high-end documentary development and production, in which compelling craft is seamlessly blended with character-rich narratives. Scenery works together with international storytellers and award-winning filmmakers to create best-in-class work for global audiences on all streaming, broadcast, and theatrical platforms.

Hôtel Motion Pictures is a film and television production company based in Los Angeles and Chicago. Hôtel develops and produces global documentary film and television projects, and narrative projects with attention toward social impact, pattern disruption, historical fiction, and intricacies of global human culture.

Credits

Directed by

Ryan Andrej Lough

Cinematographer

Michael J. Weldon

Narrated by

Serra Naiman

Editor

Jarrad Quadir

Producers

Adam McKay,
Yellow Dot Studios
Isidoor Roebbers and Lea Fels,
Scenery
Tyler Owen and Cecilia Butler,
Hôtel Motion Pictures

Original music by
With violin by

Ioscil (aka Scott Morgan)
Meredith Bates

Executive Producers

Staci Roberts-Steele,
Yellow Dot Studios
Heather Mitchell and Benjamin
Rednour,
Hôtel Motion Pictures

Featuring

Nana Kwame Adjei-Brenyah (Novelist)
Juliet Schor (Economist and Sociologist)
Dr Tim Kasser (Social Psychologist, Writer)
Adam Haar-Horowitz (Dream Scientist)
Dr Robert Stickgold (Neuroscientist)
Aja Barber (De-Influencer, Stylist, Writer)
Izzie Ramirez (Editor, Vox Media)
David Bolotsky (CEO, Uncommon Goods)
Hana Kajimura (Sustainable Business Leader)
Reverend Billy & the Church of Stop Shopping

Co-producers

Sharrika Evans
Felix van Es
Trevor Hogue

