



DOCUMENTARY, 70'

SCR.PLAY: **EVEN BENESTAD GRETHE BØE-WAAL**

DIRECTOR: **EVEN BENESTAD**

PRODUCER: **CARSTEN AANONSEN**

## **IF IT ISN'T MONEY, WHAT EXACTLY IS IT THAT MAKES PEOPLE HAPPY?**

In a world of growing consumer consumption, what is it that so many people seem to be searching for, beyond fulfilling their basic needs? What is it that every person, rich or poor, around the globe longs for?

Happiness, and our search for it, seems to be at the core of human nature. *Can't Buy Me Love* is a film about that search.

Based on several surveys revealing the enigma of happiness, this film aims to discover what people in search of happiness have in common and to explore what real happiness is made of. *Can't Buy Me Love* is a film about seven diverse people living very different lives in various places around the world. We will explore and discover their varying perspectives on life and happiness and how they spend their time. We will see if they are spending time as slaves to their vanity, to necessity, or just spending time.

Researchers have surveyed 90,000 people from 47 countries asking them how happy they currently feel and what it is that actually makes them happy in general.

Psychologists are beginning to unravel the puzzle and their answers are simple; the happiest people surround themselves with family and friends; they don't care about keeping up with the Joneses next door; they immerse themselves in the daily flow of their interests and activities; they feel gratitude and forgive easily.

Money is not necessarily vital for their happiness.

*Can't Buy Me Love*, however, will not take a moralistic view on consumer behaviour, but rather explore the essence of happiness in a more personal and aesthetic light. It is written and directed by the award-winning Norwegian documentary maker Even Benestad. His last documentary "All About My Father", a box office hit in Norway, was awarded "**Best International Documentary**" Hot Docs, Toronto; "**Film Of The Year**", Haugesund Film Festival, Norway; and "**Best Documentary**", Berlin Film Festival.

With Even's emphatic understanding of his characters and the subtle, appealing draw of his pictures, this film will be as personal as it will be a visual experience. Producer Carsten Aanonsen has 16 years experience producing over 100 independent documentaries.