

LOOKBOOK

once upon a time in the Valais...



CONFIDENTIAL

*"What you don't wish to know
about yourself eventually arrives
from the outside like a destiny".*

- Carl Gustav Jung
(swiss philosopher)

SwissMade

A Feature film by **Dan Thorens** - 90 minutes - © 2023 - all right reserved
www.smmovie.site / info@clockwise1.com

STATUS

TIMELINE

- Development and Financing: Q1 - 2025
- Pre-Production: Q3 - 2025
- Production: Q4 - 2025
- Post-Production: Q1 - 2026
- Release: Q2/3 - 2026
- Locations : Valais / Switzerland

WHERE WE'RE AT

- Estimated production budget: 1.5M USD
- Financing prospects: 20% US Equity + 40% European subsidies + 40% European Private investors

LOOKING FOR

- Co-producers / Private investors / Streaming Platform Agents (Netflix, Amazon etc...) International Distributors + Sales Agents

TARGET AUDIENCE

- 15 - 75 (M+F) - US and Europe

INDEX

(click on PAGE hyperlink)

- [page2](#) - Index - Timeline
- [page3](#) - Logline
- [page4](#) - Synopsis
- [page5](#) - Comparables
- [page6](#) - Title & Theme
- [pages 7-17](#) - The Cast
- [page18](#) - The Bed & Breakfast chalet
- [page19](#) - What it's really about
- [page20](#) - Locations + Swiss Multilingual Humor
- [page22](#) - Director's intent
- [page23](#) - Who - Director | Writer | Producer
- [page24](#) - Who | International Producers
- [page25](#) - Estimated Budget
- [page26](#) - Why Invest | AI Analysis
- [page27-28](#) - Swiss Made Selfies - Contact

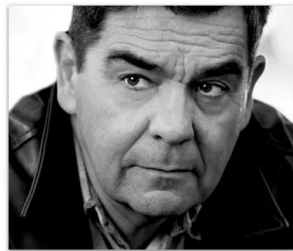
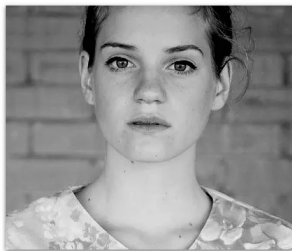
With

Daniel BERNHARDT - Noémie SCHMIDT - Jean-Luc BERGEAT - Isabelle CAILLAT - Jonas SCHNEITER
Marie-Eve MUSY - Michael NEUENSCHWANDER - Manuela BIEDERMANN
Cédric IMWINKELRIED - Diana MEIERHANS

[INDEX](#)

LOGLINE

A cynical New York writer reluctantly returns to his remote Swiss village after the death of his estranged father. What begins as a trip to settle old scores becomes a reluctant path to redemption, through unexpected encounters, haunting dreams and a community he thought he'd left behind for good.



An ALL Swiss cast

FRIDAY - Arrival

Louis Weber, a disillusioned New York writer, hurriedly returns to his picturesque hometown in the Alpine Valais region to claim his inheritance after his father's recent passing. Their relationship was strained, fueled by Louis blaming him for his mother's tragic death. The notary's secretary informs him that his potential inheritance will be withheld until Monday, leaving him with a weekend to fill. She advises accommodation at a local bed and breakfast.

SATURDAY - The Bed & breakfast, the usual suspects, and the American

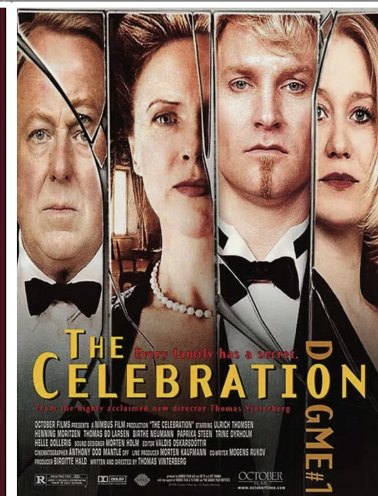
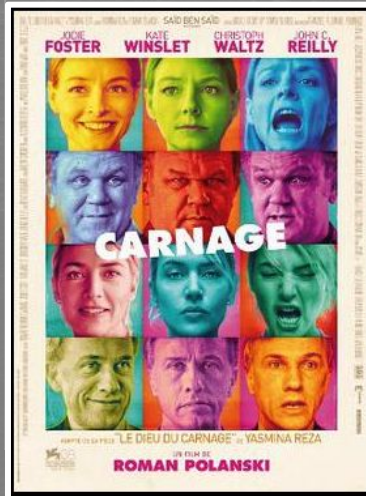
At the B&B, in an attempt to distract himself and ease his inner turmoil, Louis decides to write a scathing novel that goes after Swiss people as a whole. He draws inspiration from Stefi, the intriguing and unconventional daughter of the B&B owner, who longs to escape the confines of the Valais. Delving into the secrets and conflicts of his fellow guests, Louis manipulates their experiences for his literary creation, unaware that Stefi is gradually warming up to him. As the weekend progresses, strange nightmares begin to distort his perception of reality.

SUNDAY - Outer / Inner Turmoil

A fierce snowstorm engulfs the town, forcing two unexpected guests - father and son farmers - to seek refuge at the chalet. With a power outage, all guests gather around the crackling hearth, providing Louis the perfect opportunity to instigate even more conflicts among them. Leveraging his knowledge of their vulnerabilities, he heightens everyone's emotional turmoil.

MONDAY - Redemption

As dawn breaks, Louis engages in a profound and unexpected exchange with the two farmers. In their humble presence, he confronts his past head-on and the truth, finding a path to redemption for both his late father and himself.



● Carnage by Polanski

Right click >>>

IMDb

● It's Only the End of the World by Xavier Dolan...

Right click >>>

IMDb

● Festen: by Thomas Vinterberg

Right click >>>

IMDb

- BECOME A PRODUCER
- BUDGET : available upon request
- CONTACT : info@clockwise1.com

COMPARABLES

Copyright 2020 - all rights reserved

**WATCH
PREQUEL
TEASER**

Title & Theme

SWISS-MADE is more than just a stereotypical title; it's a thematic cornerstone. The phrase embodies the Swiss reputation for precision and longevity, while also hinting at a deeper question: where are we truly "made" and does it even matter? Our origins, experiences and emotional cores intertwine to shape our identities. Aren't we just what we believe to be? The film delves into this fundamental human inquiry.

The film's essence is a fractured father-son relationship. Through the lens of a long weekend, we witness the psychological turmoil of an American man grappling with his past. This narrative unfolds on two distinct planes: a grounded, realistic portrayal of everyday life, juxtaposed with surreal, Lynchian nightmares that illuminate and guides the characters subconsciously.

This cinematic collision mirrors the cultural clash between the pragmatic Swiss and the often enigmatic American psyches. By blending these contrasting styles, I mean to create a rich tapestry of emotion, suspense, and psychological depth. Louis' journey invites us to explore the complexities of identity, the power of emotions on our memory, and the enduring bonds of family.



THE CAST (CONFIRMED)

All of them Swiss and bilingual, the actors feel connected to the film. **Daniel Bernhardt**, a wonderful international actor born near Bern, has a past similar to Louis': he left the homeland as a young adult and spent most of his life in the US. **Noémie Schmidt**'s agent immediately put us in touch after reading the script. This very talented Valaisan actress has played in many international co-productions and is an up and coming film star. Both of them, despite their fame abroad, retain the values of integrity and discreteness that are the pillars of the swiss mentality. By the same token, I became aware of the **pool of talent existing in Switzerland** that is largely unknown due to a lack of existing film market.

The links below the individual actor's photo below lead to their interviews or reels.

Daniel Bernhardt (Louis)



"As a Swiss person who moved out of Switzerland at an early age I am compelled to understand Louis' decision even though his was much more dramatic than mine.

What I love most about the script is that it's this story with all these different characters interacting effectively and it's your typical Swiss improbable tapestry

that makes up the multi- identity aspect of my country.

It's an ensemble piece really. I love that.

Accents are great as well. When I am back home in Berne, people also tell me I have an American accent in German.

This will take me out of my comfort zone from the action characters I am often cast for.

It's a challenge and I crave that.



Right click for reel



[INDEX](#)

Noémie Schmidt (Stefi)

"Stefi, my character, was born in the Valais like me and I wanted, like her, to run away from it. I think it's interesting to hear several languages in a Swiss film because it is part of our DNA. I like the energy that Dan puts in the project and he really loves Switzerland as much as he wants to shake it up."

IMDb



Right click for interview

Jonas Schneider (Radio Host)

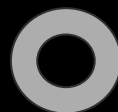
"I find that Swiss Made grasps quite subtly with which characters, in which situations, one can show, in the most obvious way, the Swiss culture with its contradictions and its evidences."

The IMDb logo, consisting of the letters "IMDb" in a bold, black, sans-serif font on a yellow rectangular background.

IMDb

**COUL
EUR3**

RTS



Right click for interview

[INDEX](#)

IMDb

Isabelle CAILLAT (Sophie)



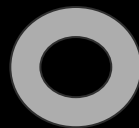
Right click for interview

'I think it's an important film that has a 'raison d'être' especially in the current world context where minds clash. It is a story that can generate debates and show the beauty of cultural diversity and the risks of its non acceptance. More importantly, it's a funny movie. The story and the subject are original. I love comedy. I find very interesting witnessing these people, all swiss, all stuck in this B&B, getting into more or less absurd conflicts in connection with their specific origins in the country. There is a real love of the characters, their past and the way they interact. You have to aim at an audience and this film does and they will get hooked to it. Otherwise making a film does not make sense.'

Michael Neuenschwander

(Heinrich)

"I found this script very different from everything I've read so far. It was a lot of fun to read. Heinrich's character speaks to me a lot because I have people like that around me, and I see exactly where the director is coming from."



Right click for interview

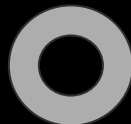
Manuela Biedermann (Marianne)

[INDEX](#)

As a swiss-german living in Bienne (a bi-cultural city) I must say that the mix German-Romand mix in Swiss Made is very appropriate because here, for instance, we often juggle these identity concerns in a rather natural way.

Conflicts, however, are just around the corner. The workshop I attended in 2014 with the director was for me a source of great joy of expression and exploration of the character of Marianne.

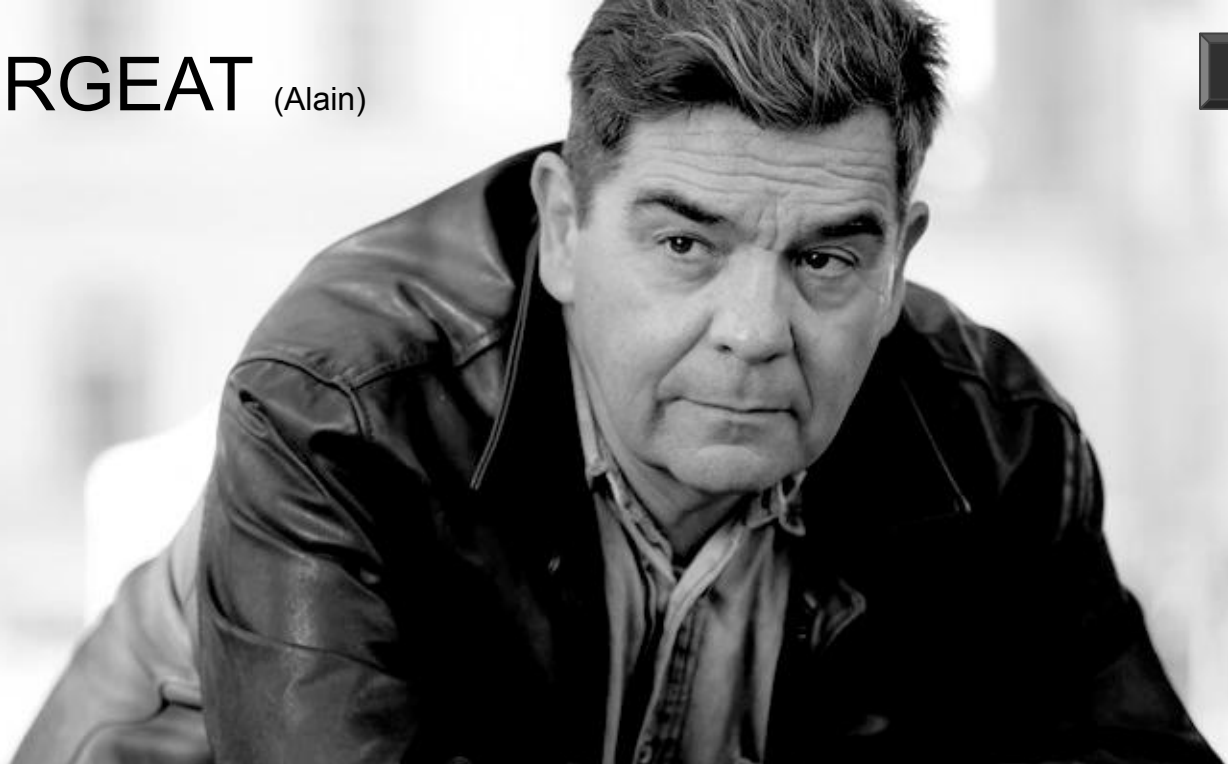
I am delighted to be part of this adventure"



Right click to showreel

Jean-Luc BERGEAT (Alain)

[INDEX](#)



"The director, screenwriter Dan Thorens has this ability to have a critical, dialectical eye, which also leaves the viewer enough info to start forming a point of view, and a margin of thought large enough to forge his/her own opinion."



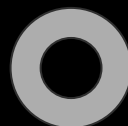
Right click for interview

Marie-Eve Musy (Gisela)

[INDEX](#)

"You find many of the swiss clichés In the scenario yet also the true values of Switzerland and it encompasses all the linguistic regions with the cultural differences that this entails. There are quite a few self-critics on Switzerland and we laugh at ourselves. These critics and reproaches however, are never wicked. There is a benevolent look towards Switzerland and even if there is a criticism and some funny stuff about the Swiss anecdotes, it is always with a kind of love for the country. There is a lot of nostalgia in the story, as reported by this American who returns to the country where he grew up during his early years and in the end, he realizes how much he missed his country."

IMDb



Right click for interview



Cédric IMWINKELRIED (Philippe)

[INDEX](#)

"I've been waiting for a long time for a story like that and a chance at defending a character that I feel very close to. Growing up in Yverdon, on the french-romand side but near the germanic one, I've had the opportunity to often deal with the 'roestigraben' effect in the relationships between people and Swiss Made hits it on the head.

The swiss come from the 'soil'. We are discreet, often boring. We are patient, often slow. We are conservative but aspire for change. All these paradoxes and contradictions are a reality here. But it's great to see an exterior yet benevolent eye on the country as a whole and people no doubt, will feel what it's like to be swiss when they'll come out of the theater. My kind of adventure."



Right click to demo reel

Diana Meierhans (Adelaide)

"At first I laughed a lot after reading the script. It showed so well how we are here in Switzerland, the accents and all these notions of identity. I feel very strongly that the French part is very different from germanic and italian. I love the director's way of working 'with' the actors, without simply telling them "this is what you have to do", "that's your character." It is a real exchange and he asks a lot from us as actors."



Right click for interview

THE BED & BREAKFAST CHALET

[INDEX](#)

Most of the action takes place in this **B & B**, where elements of a simple but **complex puzzle of characters** from all over Switzerland come together. Situating the plot in the Valais was a purely **strategic choice**. Mentalities clash, languages and accents are confronted with each other. English comes imposed by the arrival of an American who has not come to ski or discover the beauty of the landscape.





WHAT IT'S REALLY ABOUT

[INDEX](#)

Long-held **resentments** persist. Our **egos** often govern, holding onto grudges against loved ones, be they friends or family. This **universal story**, drawn from the director's own life, **aims to inspire**. If it prompts just one person to **reconnect** despite their past rifts, it's a success!

MULTILINGUAL NATURAL HUMOR

[INDEX](#)


Right click for Locations Gallery >>>



Beneath the surface tension of *SWISS MADE* lies a rich vein of comedic gold.

Character-driven humor arises from **cultural clashes**, highlighted by the characters' **accents** and hilarious **misunderstandings**.

As the story unfolds, *SWISS MADE* slowly but surely becomes SWISS 'MAD'.

A dark-colored car is seen from the rear, driving away on a road covered in snow. The car's taillights are illuminated. Snow is falling heavily around the car, creating a misty atmosphere. The road has visible tire tracks. In the background, there are snow-covered fields and a fence line.

These unspoken emotions,
in every family,
like a Truth,
waiting
to be acknowledged.

[WEBSITE](#)

DIRECTOR'S INTENT

[INDEX](#)

We live in a world dangerously polarized, where fact and fiction intertwine to create a toxic narrative of division. From the hyper-partisan echo chambers of America to the undercurrents of tension in seemingly idyllic Switzerland, the consequences are profound: eroded trust, escalating violence, and a loss of shared humanity.

Swiss Made is a cinematic exploration of these fractures. It's a story about a man, Louis, haunted by his past and grappling with a fractured identity. Through his journey, we confront the insidious nature of extremism, the power of the subconscious, and the enduring hope of redemption.

Inspired by the work of Carl Jung, we delve into the psyche of a man seeking to reconcile his inner turmoil with the external chaos. Louis' return to Switzerland becomes a microcosm of the larger societal issues, as he navigates a landscape of hidden tensions and repressed emotions.

But *SWISS MADE* is also FUNNY!

The film is not without its humor. In the darkest corners of despair, laughter can be a powerful tool for survival. We find inspiration in the comedic brilliance of Woody Allen, James Thurber, and Thomas Vinterberg, weaving moments of levity into the narrative to offer a counterpoint to the heaviness.

Ultimately, *Swiss Made* is a call to examine our own reflections in the fractured mirror of society. It's a story about choice, about the power to shape our own narratives, and about the possibility of healing and unity.

WHO

DIRECTOR - WRITER

Dan Thorens

--- **Driven** - I'm an international filmmaker passionate about stories and people that spark change. From the horrors of organ trafficking to the possibilities of VR travel, I explore how technology shapes our identities. We're all meaning-makers on this grand stage of life.

--- **Storyteller** - A self-taught filmmaker, screenwriter, producer, and actor, I champion international co-productions.

--- **Cultural Diversity** - A rich slate of seven multi-cultural feature film scripts, each tackling a unique theme. My narratives weave a captivating balance of real-life inspiration and straight up entertainment. Fluent in French as I sometimes need to curse without offending anyone on set!

--- **Creative Collaboration** - The film industry thrives on collaboration. "You're as good as the people you surround yourself with" is my guiding principle. The not-so-secret secret? Working with people you admire and respect, whose talent ignites yours, yields extraordinary results.

--- **Little reminder for us all** - Every morning, we wake up on a rock hurtling through space.

--- **On a Personal Note** - "Swiss Made" is a journey I feel personally attached to. I trust that you will as well my friend.

[INDEX](#)



IMDb

Producers

- **Olivier Legrand** - olivier@legrand.studio (CH)
- **Kevin Christoffersen** - kevin@filmstartup.net (US)
- **Dan Thorens** - hello@clockwise1.com (CH-US)

Associate Producers

- **KT Kent** - kt@argenticproductions.com (US)

Technical info

| | |
|-------------------------|---|
| Title | SWISS MADE (Dramedy) |
| Characters | 15 |
| Runtime | 1 hr 40 min (100 min) |
| Format | HD |
| Aspect Ratio | 2.35 : 1 |
| Languages | English (60%) French (30%) Swiss-German 5% Portuguese (5%) |
| Productions | co-pro TBD |
| Estimated Budget | 1'500'000 CHF |
| Directed by | Dan Thorens |
| Written by | Dan Thorens |
| Location | Valais, Suisse |
| Music | Anastasia Roupakia LINK |



Budget Overview

MARKETABLE CAST
Distribution partnership(s)

TAX REBATE VALAIS

10%

15%

1.5M / CHF

30%

CO PRODUCERS
CH / US / BELGIUM
Experienced Producers with
domestic & foreign distribution deals

INDEX

25%

**PRODUCT
PLACEMENT
INTEGRATION**
to bring additional
soft money funds to production
WATCHES - CHEESE - TOURISM

20%

SWITZERLAND TAX REBATE

Contact us to get involved.

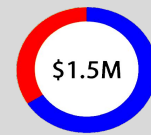
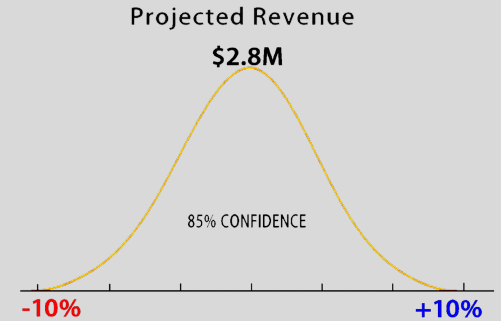
WHY INVEST IN THIS MOVIE?

INDEX

CURRENT MARKET TRENDS

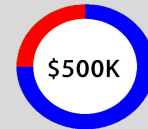
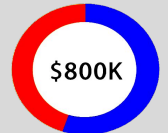
1. A Growing Market for Thoughtful, Character-Driven Films
2. The current film landscape offers three primary distribution channels—traditional theatrical releases, streaming platforms, and international film festivals—each catering to distinct audiences with unique demands.
3. Our film strategically targets a key and expanding demographic: the 25-55 age group, a mature audience that values storytelling depth over blockbuster spectacle.
4. Mature audiences seek quality storytelling and well-rounded characters. They crave fresh, thought-provoking narratives beyond Hollywood's formulaic blockbusters.
5. The film's universal themes resonate across generations, fostering reflection on youth and aging. This demographic has both disposable income and the time to engage with independent cinema.
6. A significant portion of Hollywood productions now target mature audiences.
7. Furthermore, the rise of streaming platforms has revolutionized distribution, creating a thriving market for independent, international films. This allows for high-profit potential through digital releases, festival exposure, and global reach—offering investors diverse and lucrative avenues for returns.

For full treatment and budget breakdown, please contact us at : info@clockwise1.com



Projected
Box Office

Projected
Online Revenue



Projected
Television

■ Europe
■ North America

AI ANALYSIS

SWISS MADE SELFIES



[INDEX](#)

SWISS MADE

We are what we are and life surprises us.

Contact us: hello@clockwise1.com

[INDEX](#)