



TJNY



Tali Jams New York

is a documentary series that follows the tales of Tali Rubinstein, an extraordinary musician who moved to NYC to fulfill her dream - to make it BIG!


While looking for every possible route to success, Tali decides to conquer NYC's jam session world - a highly competitive late night scene, saturated with the most virtuosic musicians from all over the world. She won't let anything stop her - beneath her nerdy appearance hides a ruthless (yet sensitive) gladiator.

But there is one problem. She plays... the recorder.



Tali Rubinstein is a world renowned musician with a performance resume that spreads over numerous stages around the globe. Yet, when she is not touring around America, Asia or Europe, a typical day in her life often ends with a jam session somewhere in NYC, where she is usually unknown and often not taken seriously due to her choice of instrument.

An episode of TJNY starts with the everyday events in Tali's life: living in Brooklyn with three roommates, monitoring the progress of her first solo album, and juggling touring and recording with her busy social and dating life. In this part of each episode we get to meet the show's supporting characters: musicians, friends and partners who've known her before and during her journey to success. This part of the episode includes an interview with Tali about a specific topic that's relevant to the current events in her life, conducted by Dror Pikielny who's been following her with his camera for the past two years.



TJNY documents Tali at crucial junctions in her life. Her debut album, *Mémoire*, is in its final stages of mixing. Life away from her family in Israel is starting to take its toll.

As her relationship with an American man heats up, she finds herself filled with excitement, while at the same time her mind is troubled by familial distance and cultural differences.



To all of that, add NYC's jam sessions. Tali's appearance in them enables us to find her vulnerable and challenged. The show uses these vibrant scenes as a way to reflect on her struggles and insecurities, and also get a glimpse into what is motivating her.

Why does she keep doing this when the sessions leave her feeling so drained? What's her incentive to go to all these highly competitive, late night jams? Our intention is to witness the growth of Tali over the course of a few months and get a closer view at her new outlook on life.

Who is Tali Rubinstein?

Ladies and gentlemen, meet the best recorder player in the world: Tali Rubinstein. Her virtuosity and revolutionary approach to the instrument placed her in the international spotlight.

Tali, a Berklee College of Music graduate, was featured in a Latin Grammy winning album, and was mentioned by Barack Obama in his list of Favorite Songs of 2018. She has collaborated with world renowned musicians, performed at Carnegie Hall, the Lincoln Center, and has toured in 15 countries.

A daughter of two classical musicians, Tali grew up in a southern suburb of Tel Aviv in a house full of music. Shortly after her military service in the Israeli air force band, her dreams of a professional music career took her away from her family and friends, to the Berklee College of Music in Boston, MA, and shortly after graduating, to Brooklyn, NY.



Jams New York

Our story takes place in New York because... where else could it possibly be?! Tali's heart may be a thousand miles away at times, but it is only New York City that can provide the experiences and opportunities she is seeking.

TJNY takes its viewers on a daily New Yorker journey from Bed-Stuy to Manhattan. From everyday life in Brooklyn to the glamorous music scene every artist dreams of.

The "role" we wish to give NYC in our show is versatile. It is the quiet, monotonous and predictable streets of Bed-Stuy, where Tali spends her days away from the distractions and interruptions. It is also the Manhattan clubs; her "playground" to explore, build her confidence, work her tricks, and find the next steps to success. If she "can make it there --" well, you know the song...



From Web series to TV show

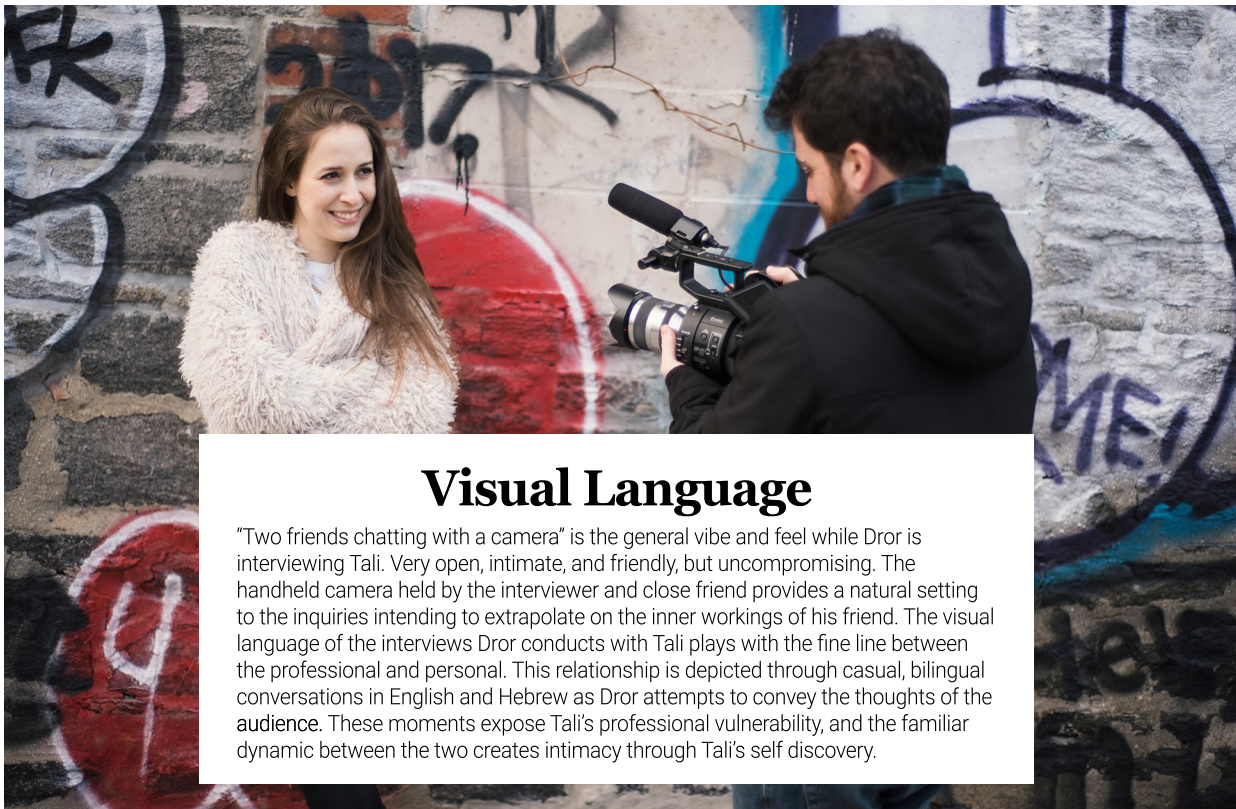
Tali Jams New York, the TV documentary series is based on our web series, available on YouTube since January 2019. Episodes of the series have been screened in Festivals in Berlin, Los Angeles, Brooklyn and New Jersey. The idea behind TJNY the web series was to give viewers a glimpse into an average day in Tali's life. Each episode starts with an interview of Tali, focusing on a different part of her personality as she introduces the audience to her everyday life in Brooklyn.





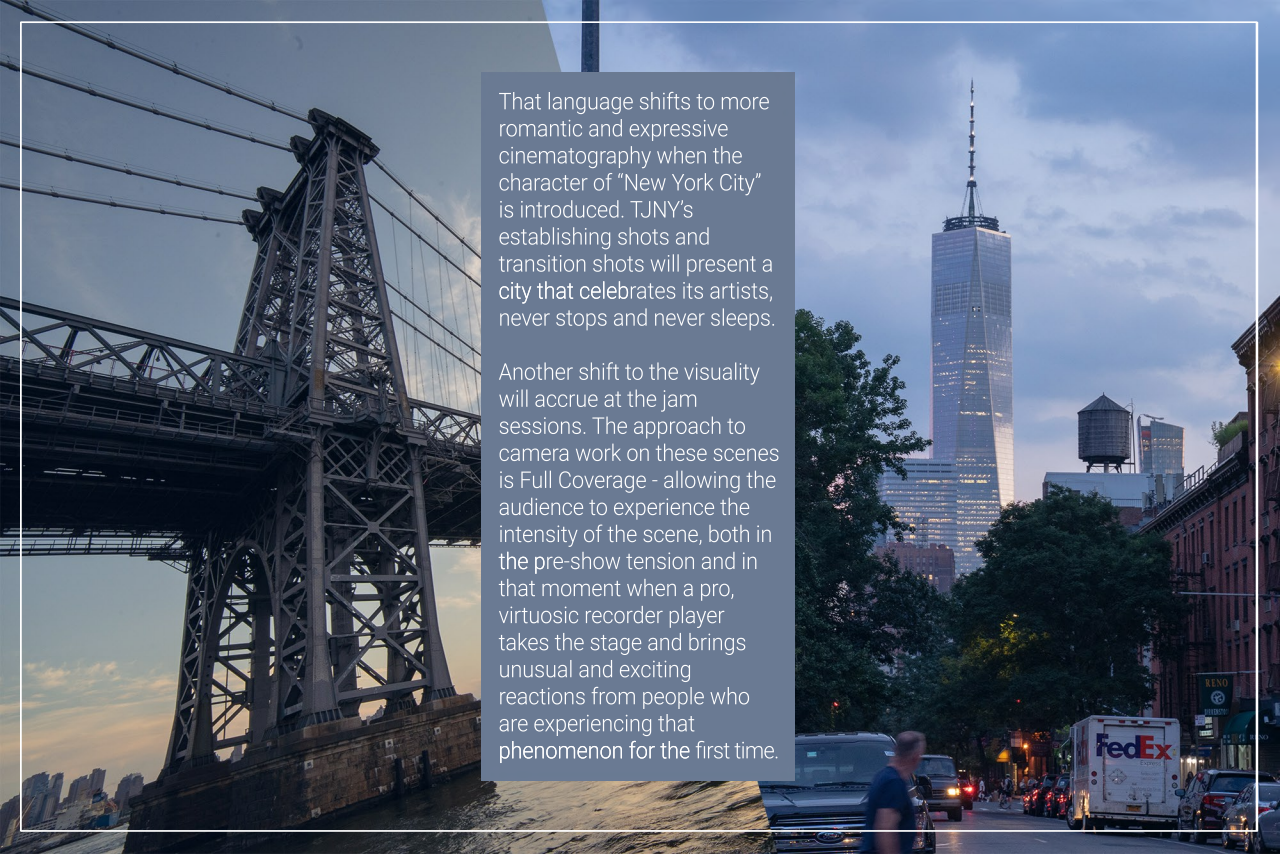
Every episode continued to a different jam session somewhere in NYC. We started at the Rum House by Times Square, continued to Arlene's Grocery, The Red Lion, Sugar Bar, American Trash, Mona's Bar and Sunny's Bar in Red Hook. Seven jam sessions. Seven different musical genres. Each new venue provided social and musical challenges for Tali, and tested our production abilities as well.

In each bar, Tali wrote her name down as a recorder player and waited patiently for her turn to take the stage. Jam sessions are often full of surprises, but no one expected or imagined Tali's performance. Many of us remember our music classes in elementary school, trying to produce any sound from the recorder remotely resembling a tuned instrument. Up on stage, Tali plays the recorder just as clearly and deftly as any guitar or saxophone soloist.



Visual Language

"Two friends chatting with a camera" is the general vibe and feel while Dror is interviewing Tali. Very open, intimate, and friendly, but uncompromising. The handheld camera held by the interviewer and close friend provides a natural setting to the inquiries intending to extrapolate on the inner workings of his friend. The visual language of the interviews Dror conducts with Tali plays with the fine line between the professional and personal. This relationship is depicted through casual, bilingual conversations in English and Hebrew as Dror attempts to convey the thoughts of the audience. These moments expose Tali's professional vulnerability, and the familiar dynamic between the two creates intimacy through Tali's self discovery.



That language shifts to more romantic and expressive cinematography when the character of “New York City” is introduced. TJNY’s establishing shots and transition shots will present a city that celebrates its artists, never stops and never sleeps.

Another shift to the visuality will accrue at the jam sessions. The approach to camera work on these scenes is Full Coverage - allowing the audience to experience the intensity of the scene, both in the pre-show tension and in that moment when a pro, virtuosic recorder player takes the stage and brings unusual and exciting reactions from people who are experiencing that phenomenon for the first time.



Target Audience

Naturally, TJNY is a series about a musician, and targets musicians and lovers of music. On top of that, the show will appeal to lovers of NYC and urban life in general, and people that are interested in niche scenes such as the jam sessions scene. More than anything, TJNY is a show for individuals in need of motivation to fight to make their dreams come true.

The Team



Dror Pikielny is a filmmaker who has been working in the Israeli media for the past 10 years, in various positions, among them: Cinematographer in Yad Va'Shem Holocaust survivors' documentation program, cinematographer and editor for Walla! (one of Israel's leading news websites), director for Heznek La'atid documentaries (a non profit organization for educational programs, sponsored by one of the major banks in Israel, Discount Bank), cinematographer for "Efes", a hit on Israeli TV and on YouTube (over 1.7 million views), director and editor for music videos for established bands and for famous comedy web channels in Israel (such as Nitza & Lechem). Dror studied filmmaking in New York Film Academy, and was later the editor at the acting department at NYFA Soho.

Dror created and directed TJNY the web-series, shot and edited all seven episodes.



Noa Gover's interest in cinema and storytelling started at Alon High School for the Arts. She took the roles of writer and producer early on. Noa graduated from Tel Aviv University and received her B.A in General History and Multidisciplinary Arts (double major). She worked on set in numerous commercials and reality TV shows in both Tel Aviv and NYC, mostly in the production and cast departments. Project Runway and Ink Master are among those shows. She worked as an Associate Story Producer and Researcher for a few documentary shorts as well. Noa lives and works in Brooklyn, NY since 2015.



Roe Messinger is a New York based filmmaker and film teacher. Roe was born in Israel, raised in Mexico, and educated in the United States. In May 2015, Roe graduated from the MFA program at City College of New York under the sponsorship of the prestigious Fulbright Fellowship for international students. Since graduating from film school, Roe has dedicated most of his time to the development and production of his first feature film: American Trial: The Eric Garner Story - a hybrid fiction/documentary film about the trial that could have followed Eric Garner's death at the hands of the police, has the authorities decided to prosecute the policeman involved in the infamous incident. The film has been selected to IFP Project Forum and is already sending shockwaves through the mainstream media. In addition, over the last 3 years Roe teaches screenwriting and directing at schools across the city, mentoring aspiring filmmakers and helping discover young talent.