



THE APPLGATE ESTATE

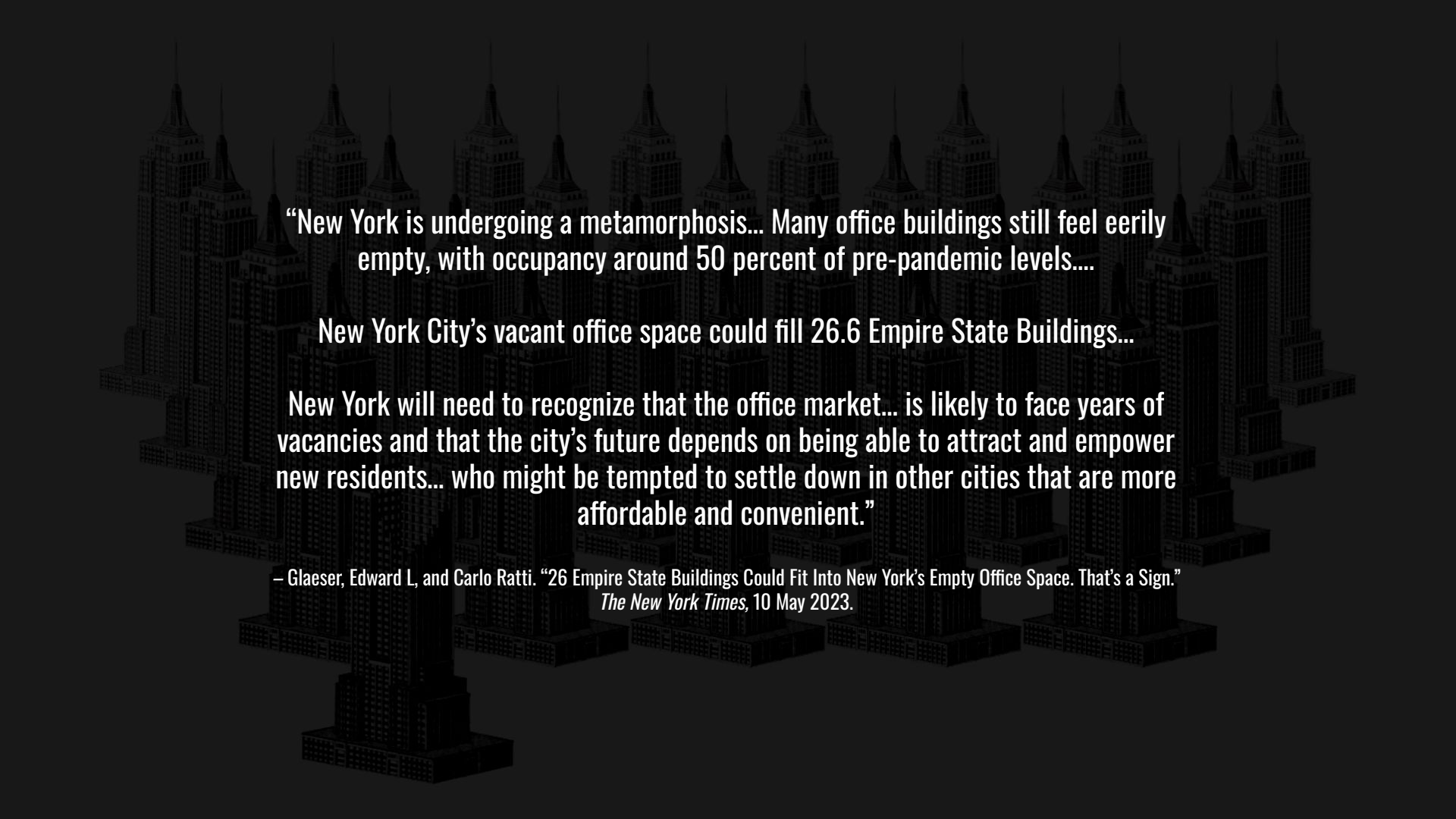
Feature Film

Social Satire



Logline

Linda Applegate's family real estate empire is collapsing. Debts are mounting, loyalties are thin, and everyone is working an angle...



“New York is undergoing a metamorphosis... Many office buildings still feel eerily empty, with occupancy around 50 percent of pre-pandemic levels....

New York City’s vacant office space could fill 26.6 Empire State Buildings...

New York will need to recognize that the office market... is likely to face years of vacancies and that the city’s future depends on being able to attract and empower new residents... who might be tempted to settle down in other cities that are more affordable and convenient.”

– Glaeser, Edward L, and Carlo Ratti. “26 Empire State Buildings Could Fit Into New York’s Empty Office Space. That’s a Sign.”
The New York Times, 10 May 2023.

The Principal Characters

This ensemble comedy is built on layered dialogue, but subtext often shows up in a glance, a pause, or a small gesture. The characters use sharp, textured dialogue while small nuances of body language deepen or complicate the moment.



Linda

Age 55, CEO of The Orchard Organization

The matriarch. She can be in a group of people and make every single one of them feel like the only other person in the room. She radiates joy to mask a deeply repressed sadness.



Alex

Age 33, Independent Investor

Linda's mentee. He is a hard-working finance bro. He has good instincts, but secretly has a bit of imposter syndrome for which he compensates with overconfidence.



Ned

Age 50, CBO of The Orchard Organization

Linda's brother. He is extremely sociable and enthusiastic, but never shuts up. He has ride-or-die loyalty for his sister. He is somewhat of a hedonist with a strong sense of smell.



Vanessa

Age 31, COO of The Orchard Organization

Linda's step-daughter. She is a bit stern but also very keen and dependable. She takes after her father in appearance and demeanor but has worked hard to establish herself in the field.

**not the actual cast, but these actors represent the character types*

The Supporting Characters



Anna

Age 18, Influencer

Linda's teenage daughter. She takes after her mother, but is searching for her own identity. A bit detached.



Peter

Age 24, Student

The former tutor of Linda's son. He is a sixth year undergraduate philosophy major at NYU with an unread copy of Infinite Jest.



Yates

Age 35, Financial Controller

Vanessa's hiree. He is a tryhard with terrible luck, but despite this, he always tries to see the bright side.



Penny

Age 28, Domestic Worker

Yates' fiancée. She is an eager people pleaser and aspirational social climber with big dreams about life in New York.



Mayson

Age 30, Valet

Linda's Hamptons hiree. He is a driver and personal assistant with massive fuckboy energy.

**not the actual cast, but these actors represent the character types*

Setting the Stage

Linda Applegate is a New York icon. For years, she was best-known for her reality TV series, *Sweet Success*, which showcased her opulent lifestyle as a real estate heiress. With her husband William, she raised her step-daughter Vanessa, and their two shared children, Anna and George.

But tragedy struck when George, still a child, drowned. The loss shattered the family. William spiraled, and months later, he died in a drunk driving accident. In the aftermath, Linda uncovered a final blow: William had recklessly taken on a massive and irresponsible loan. Humiliated, she abandoned the family's Manhattan high-rise for seclusion in East Hampton, leaving her daughters in the care of their uncle, Ned.

But now, the Applegates are at risk of defaulting on the loan, and Linda must come back to face the music...

Summary

ACT I: SPRING 🌱

After five years away, Linda Applegate returns to Manhattan in order to confront an impending financial crisis: her family real estate empire faces a loan default. She is fawned over by her employees, neighbors, and family – daughters Vanessa and Anna, brother Ned, and protegee Alex, among others. Linda stubbornly dismisses Alex's intrusive proposition to restructure the business. Meanwhile, Vanessa quietly shoulders the burden of stabilizing the family business, torn between loyalty to her step-mother and frustration at Linda's denial of their financial reality.

ACT II: SUMMER ☀️

At a Riverside Park gathering, Linda stuns everyone by claiming she's secured a crucial lease extension, seemingly resolving their financial woes. Alex is dubious about this news and begins poking around behind Linda's back. Vanessa struggles to maintain control of a situation her mother continually undermines. Anna begins to rebel against her mother and starts seeing a new boyfriend, adding another complication to the family's fragile dynamic.

ACT III: FALL 🍁

During Linda's birthday party, Alex reveals that he has purchased the family's debt. It turns out that Linda forged the critical lease extension, hoping the deal would eventually come through. Vanessa's efforts collapse entirely, forcing her to confront the painful realization that her mother's blindness has irreversibly cost them everything. Facing legal consequences, Linda spirals out of control.

ACT IV: WINTER ❄️

With their home lost and public scrutiny mounting, the Applegates are forced into vacate the building. Ned uses the family scandal to fuel a mayoral campaign, while Vanessa starts anew, rejecting Alex's lingering romantic advances. Linda, now stripped of her glamorous life, finally accepts her defeat, returning to East Hampton to confront a future she fought so desperately to avoid.

The Creative Team



Price Garrison

(he/him)

Writer, Director, Producer

Price Garrison is a Culver City storyteller. It began with an iMac and a video camera in the fifth grade – he seized every opportunity to make a short film for recreation or schoolwork. In his senior year, he produced and directed a feature film as an independent study. During undergrad, he studied at Playwrights Horizons Theatre School and Stonestreet Studios under the auspices of NYU Tisch School of the Arts. There, he graduated with a BFA in Drama. Unlike the other acting studios, PHTS taught directing, design, writing, and independent producing. Stonestreet was unique in that it focused on film and television. The foundations provided by the unique combination of these two programs has led Price to creative opportunities in a number of fields and formats: over the past ten years, he has produced, directed, written, designed, and performed in a number of plays, readings, films, and live streams.



Jason Cohen

(he/him)

Writer, Producer

Jason Cohen is a writer, director, actor, musical director, and multi-instrumentalist, frequently working in more than one capacity on any given project. With his production company Emmett Productions, he created, produces, and performs the theatrical concert Great Balls of Fire all around the country, in addition to developing other projects for theatre and film. He wrote the music and lyrics for *The Doormen*, which won Best Production, and Best Score at the New York Theater Festival. As an actor, he appeared on the national tour of *Million Dollar Quartet* (Jerry Lee Lewis), the world premiere of *Hester Street* (by Sharyn Rothstein, directed by Oliver Butler), and has performed at over a dozen regional theaters across the country. As a music director, he has conducted, orchestrated, and supervised new works and old favorites. BFA: NYU Tisch. Jason lives in Manhattan and hotel rooms across the country.

Director's Statement

THE APPLGATE ESTATE is a biting social satire of America's elite, where proud narcissists desperately cling to their fading glamor, only to find themselves cannibalized by their own denial and ignorance.

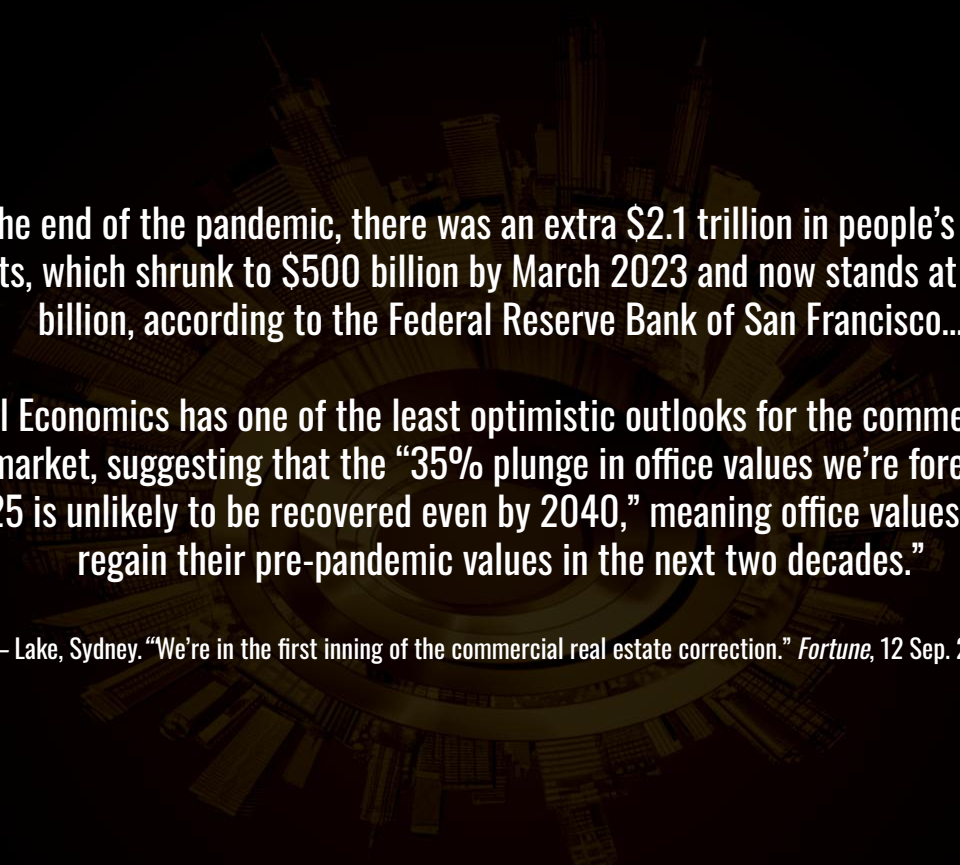
In 2012, Jason and I acted in an undergrad production of THE CHERRY ORCHARD which was directed by Robert Moss, founder of the Playwrights Horizons Theater and my training studio at NYU TISCH. Our ensemble cracked the bleak humor of CHEKHOV and his brand of social satire. THE APPLGATE ESTATE is a reimagining of that 1903 play, recontextualizing its archetypal characters in a modern American setting.

GLAMOR serves as the seed of the narrative, referring to both wealth and illusion. While LINDA defiantly resists her firm's decline, ALEX is thriving in post-pandemic NEW YORK CITY. Ultimately, Linda's downfall stems from her inability to move forward, which comes into conflict with Alex's refusal to look backward.

Our story does not embrace nor condemn these characters. Its aim is to let them behave in their own flawed manners. By tracing the origins of these behaviors to their painful sources, we can understand the consequences they bear for the present.

"They are sad clowns, redeemed only by being fully felt as people, and not the comic icons they are always threatening to become – failed shamans, whose magic does not work though it has cost them everything to perform." – Michael Goldman, on "The Cherry Orchard"





“At the end of the pandemic, there was an extra \$2.1 trillion in people’s savings accounts, which shrunk to \$500 billion by March 2023 and now stands at just \$190 billion, according to the Federal Reserve Bank of San Francisco...

Capital Economics has one of the least optimistic outlooks for the commercial real estate market, suggesting that the “35% plunge in office values we’re forecasting by end-2025 is unlikely to be recovered even by 2040,” meaning office values might now regain their pre-pandemic values in the next two decades.”

– Lake, Sydney. “We’re in the first inning of the commercial real estate correction.” *Fortune*, 12 Sep. 2023



Succession



Salford Burn



Veep



The Big Short

Look & Feel

A world of brittle luxury. The aesthetic is glamorous, but never comfortable — marble foyers, velvet seating, polished chrome, lacquered wood, and muted neutrals (greige, cream, slate) punctuated by decadent accents (emerald, gold, crimson). Everything feels curated.



Knives Out



Succession



Arrested Development



Veep



The Big Short

Cinematography

The camera uses a vérité style that is intimate and observational. It captures power dynamics in the framing with quick zooms, reactive pans, and off-kilter compositions that heighten both tension and humor. The result is a visual language that feels grounded in realism while emphasizing the comedic or dramatic subtexts.



*The Real Housewives
of New York*

Locations

The majority of the story unfolds within The Applegate, a mixed-use luxury skyscraper in midtown Manhattan. Inside, we move through a grand penthouse, a polished lobby, a serene pool, and a spacious event hall. By concentrating the drama within this contained environment (except for a brief venture to the park), the film achieves both a distinctive aesthetic and a focused production scope without sprawling location demands.



Lobby



Penthouse



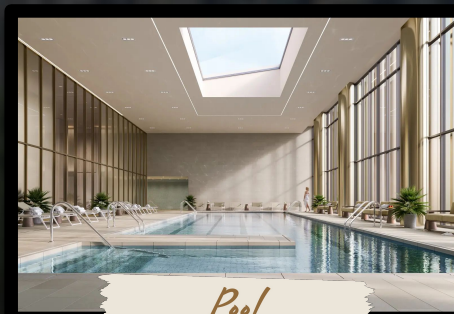
Riverside Park



Restaurant



Event Hall



Pool

The Playlist

The soundtrack for this film might come from current or former Top 40 hits, such as:

“Ride Wit Me” - Nelly, City Spud

“Go to Town” - Doja Cat

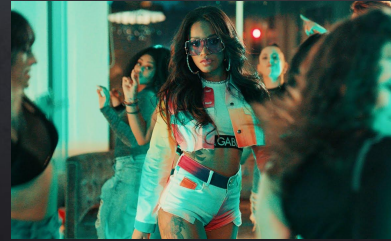
“Fuck the Pain Away” - Peaches

“Bottoms Up” - Keke Palmer

“Mo Money Mo Problems” - The Notorious B.I.G.

“Fancy” - Iggy Azalea, Charli xcx

“edamame” - bbno\$, Rich Brian



Thank You

If you're interested in staying in touch or getting involved with this project, please feel free to contact us



Price Garrison
Director, Writer, Producer
Los Angeles, CA

price@abelardthebard.com



Jason Cohen
Writer, Producer
New York, NY

jason@emmettproductionsllc.com