



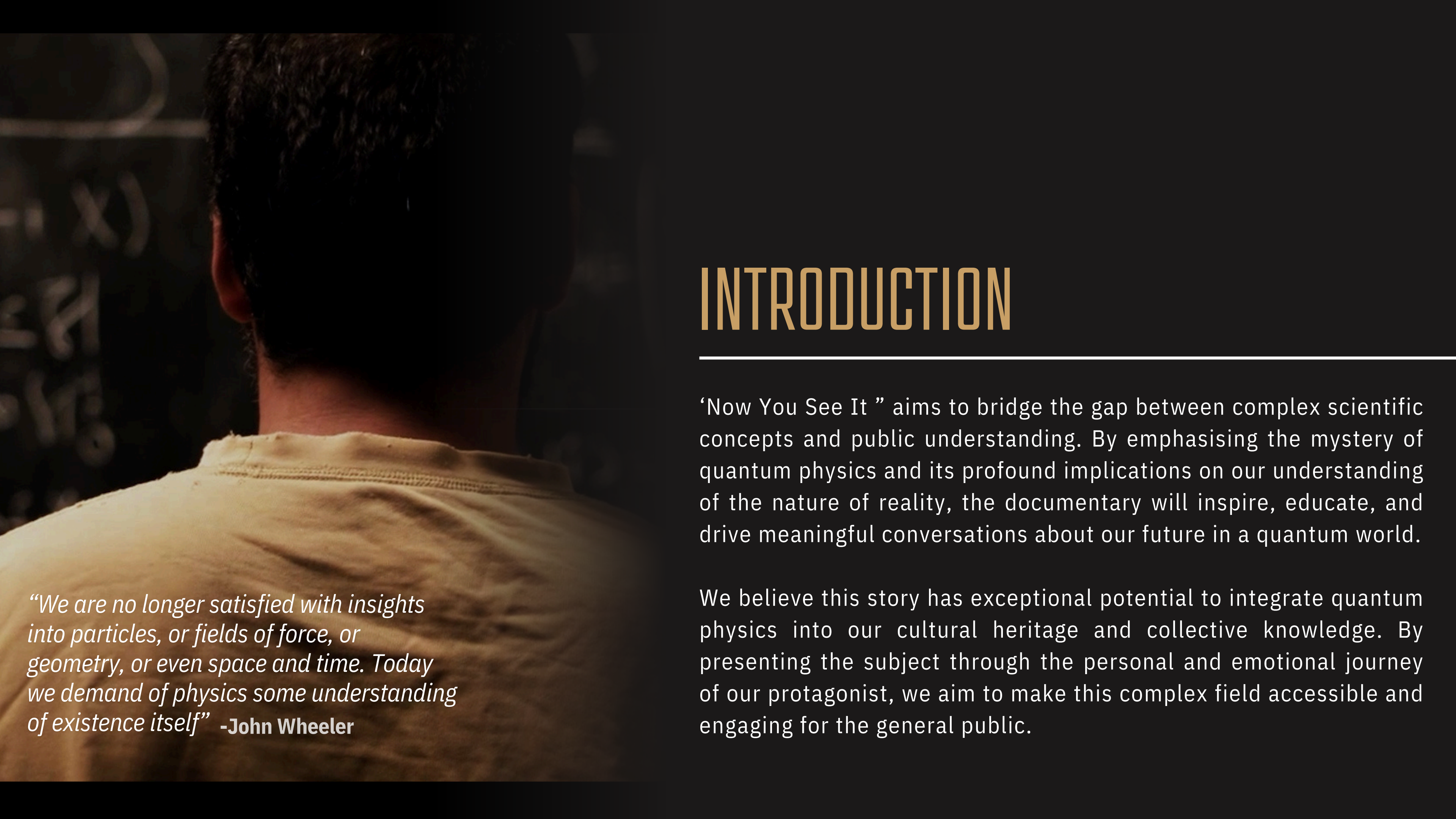
OPEN CITADEL
PRODUCTIONS

NOW YOU SEE IT, T

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A FILM BY ALESSANDRO LEONARDI

January 2025

A person with curly hair is seen from behind, looking at a chalkboard. The chalkboard is filled with mathematical equations, including $E=mc^2$ and $\frac{1}{r^2}$. The person is wearing a light-colored t-shirt. The scene is dimly lit, with the chalkboard being the primary light source.

INTRODUCTION

‘Now You See It ’ aims to bridge the gap between complex scientific concepts and public understanding. By emphasising the mystery of quantum physics and its profound implications on our understanding of the nature of reality, the documentary will inspire, educate, and drive meaningful conversations about our future in a quantum world.

We believe this story has exceptional potential to integrate quantum physics into our cultural heritage and collective knowledge. By presenting the subject through the personal and emotional journey of our protagonist, we aim to make this complex field accessible and engaging for the general public.

“We are no longer satisfied with insights into particles, or fields of force, or geometry, or even space and time. Today we demand of physics some understanding of existence itself” -**John Wheeler**

STORY AND CHARACTERS



Marios is a 34-year-old physicist. He lives in Cyprus with his mother and a cat. Raised in a displaced family along the country's "Green Line," surrounded by bullet holes and checkpoints, Marios seeks comfort in the abstract realms of quantum theory to escape the reality of an increasingly dangerous world. Haunted by the ghosts of war and the uncertainties of a precarious research career, physics becomes a refuge for him. Yet his deep desire to make sense of the world leads him to question the very foundations of our existence.

Marios finally leaves his mother's home after being called to the prestigious University of Vienna, where he will lead a research team in the very office once occupied by Erwin Schrödinger, the father of quantum physics. In a whirlwind of scattered equations, his research revolves around a centuries-old challenge: merging general relativity with quantum mechanics to explain the entire universe through a "theory of everything." As he advances in his studies, he discovers that physics is not so much about objective facts as it is about how the world emerges from mysterious, uncertain, and random interactions. Unexpectedly, he finds himself at the center of a new scientific and technological revolution, destined to reshape humanity in unpredictable ways.

Marios begins working on a promising experiment inside a tunnel carved in the Alps, together with some of the brightest minds: Carlo Rovelli, his mentor; Francesca Vidotto, quantum cosmologist; Bob Coecke, the punk spirit behind the world's most powerful quantum computer. But the experiment takes years, and the measurement instruments fail one after another. His confidence begins to crumble.

Guided by his deeply religious mother, Marios comes to terms with his fragile mind and surrenders to the wild, paradoxical beauty of the quantum world.

STYLE AND CINEMATIC APPROACH



Now You See It is a feature documentary film shot in 4K using the Sony FX9 as the main camera. The film alternates between spontaneous sequences, where a hand held camera closely follows the protagonist and captures real-life interactions and more cinematic moments achieved through the use of a Steadicam and careful, poised compositions. Filming took place over the period of four years in seven different locations in Europe, including Vienna, Lesbos, Nicosia, Verona, Bologna and Oxford in the UK.

The documentary features some of the leading names in the field of Quantum Information and Quantum Mechanics, who are part of John Templeton's supported project, the Quantum Information Structure of Spacetime, including Marios Christodoulou, Francesca Vidotto, Carlo Rovelli, Markus Aspelmeyer, Caslav Brukner and Bob Coecke.

The director tries to convey the struggle of visualising quantum mechanics by revealing aspects of the film-making process, such as a conversation with the protagonist about the impossibility of showing quantum activities. The use of the black screen will play with this notion. A visually striking sub-narrative features a group of Greek children at play, symbolically mirroring the peculiar behaviour of quantum particles. To evoke the strange and counterintuitive phenomena of quantum physics, the director employs allegory. For instance, the Observer Effect is illustrated through the game 'Red Light, Green Light.'

For the first time ever, in Now You See It, the public will see the image of a large particle in the state of quantum motion, reflecting the astonishing progress of humanity and the potential for exercising new power on nature, for the bad and for the good.

A DOCUMENTARY FILM BY ALESSANDRO LEONARDI

DIRECTOR'S STATEMENT

Now You See It offers a rare glimpse into the lives and work of the scientists driving the new quantum revolution. Quantum mechanics is the science behind nuclear explosions, smartphones, particle collisions - and soon, quantum computers. And deeper still, as a theory of nature, it sketches a hidden reality beyond what we experience, transforming our notion of what is real.

Science is often perceived as dogmatic and impersonal, regarded as the ultimate authority in a world where religion has long lost its influence. The prevailing belief is that scientific progress follows a defined path toward an ultimate truth, an ultimate picture of the universe. And yet when I met Marios, who is developing new ideas that may one day fundamentally change our lives, I was struck by how hopelessly confused he is.

All theoretical physicists around the world know that for every answer they find, a thousand more questions will rise, and I find beauty in their struggle, beauty in the knowledge that even as the universe remains silent they press forward, alone, together, in the vastness of the unknown. I want to give a glimpse into Marios' mind and thought processes, and show how science is first and foremost a fragile and human endeavour. In his words: "Physics is not something out there, it's simply what physicists do. And one day we will be laughing at our theories. We are just talking monkeys, getting impressed by ourselves"



OBJECTIVE

At the heart of quantum physics lies a more profound philosophical inquiry into the nature of reality itself. Concepts that challenge our classical understanding of the universe suggest a world far more interconnected and mysterious than previously imagined. These ideas push the boundaries of science and invite us to rethink our place within the cosmos.

This film aims to create awareness and understanding of quantum physics, emphasising its societal importance, influence over technological advancements, and insights into the nature of reality.

A photograph of two men sitting on a boat, facing each other in conversation. The man on the left is bald, wearing sunglasses and a mustard-colored shirt. The man on the right has grey hair, wears glasses and a grey polo shirt, and is gesturing with his right hand. Between them is a piece of scientific equipment, possibly a sonar or depth gauge, mounted on the boat. The background shows the ocean and a cloudy sky.

GOALS

01

EDUCATE THE PUBLIC:

Simplify complex quantum concepts for a general audience.

02

EXPLORE PHILOSOPHICAL IMPLICATIONS:

Delve into what quantum physics reveals about the nature of reality, examine the counterintuitive behaviours of the quantum world, and consider how these insights can lead to a paradigm shift in our communal thinking and the way societies are organised.

03

ENGAGE WITH POLICY MAKERS AND EDUCATORS:

Influence curriculum development and policy decisions.

04

HIGHLIGHT TECHNOLOGICAL ADVANCEMENTS:

Showcase how quantum physics drives modern technology.

05

INSPIRE FUTURE SCIENTISTS:

Motivate young minds to pursue careers in quantum physics and related fields.

A man with a beard and sunglasses, wearing a dark hoodie and a black leather jacket, is singing into a silver microphone. He is in a dimly lit room with a warm, orange light source visible in the background. A guitar is partially visible in the lower right corner.

AUDIENCE

- General public with no prior knowledge of quantum physics
- Students and educators from science and social sciences (stimulating bridge building)
- Policymakers and Government officials
- Enthusiasts and professionals in the fields of Science and Technology, STEM, Education, the Arts, Self-growth, Diplomacy, and the Developmental and Humanitarian Sectors
- Activists, Edge workers, Cultural Creatives and Change Makers

NOW YOU SEE IT



KEY MESSAGES



QUANTUM PHYSICS IS EVERYWHERE:

From smartphones to MRI machines, quantum physics impacts our daily lives, yet our understanding of it is very limited.

DRIVING INNOVATION:

Quantum research leads to groundbreaking technologies like quantum computing and secure communication. Superposition and entanglement are being harnessed for practical information, heralding the quantum revolution.



NATURE OF REALITY:

Quantum physics challenges our understanding of reality, introducing concepts like superposition and entanglement, the uncertainty effect, and the observer effect. The quantum behaviour of small things is enormously counterintuitive. It challenges the way we think about the world and our understanding of reality.



FUTURE IMPLICATIONS:

Understanding quantum physics is crucial not only for future technological and scientific advancements but also for the future of social organisation.





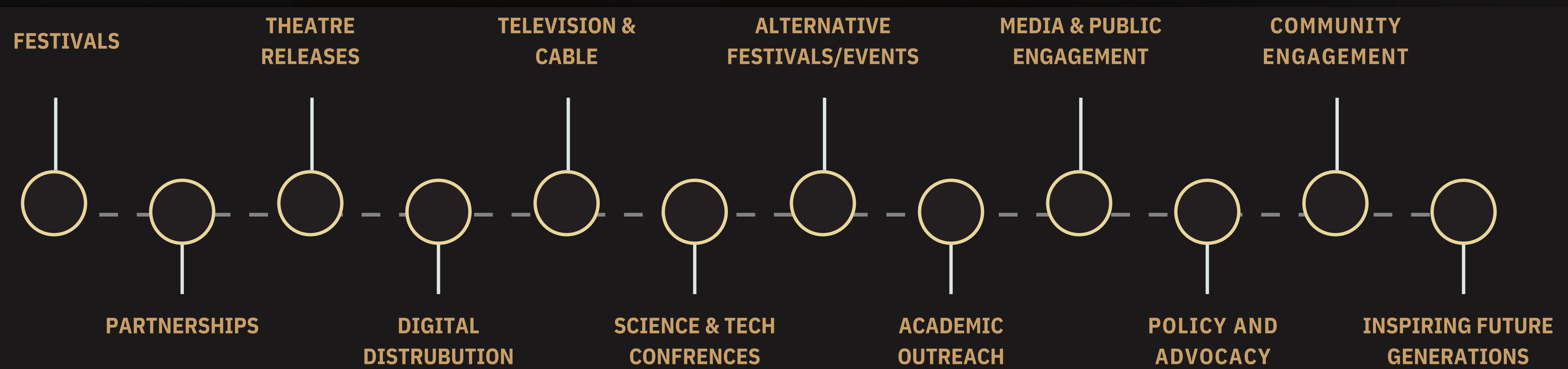
QUANTUM AND SOCIAL CHANGE

PROMOTION OF RESEARCH IN THE APPLICATION OF QUANTUM PRINCIPLES TO BEHAVIORAL AND SOCIAL SCIENCES

Quantum physics, despite being a field primarily associated with the study of the physical world, can also have implications for social development and social organization. We hope that Now You See It will encourage interdisciplinary collaboration between physicists and social scientists in order to understand and harness the relevance of quantum principles in social development and social organizations. While the direct application of quantum principles to social sciences is still an area of ongoing exploration, there are a few ways in which quantum concepts can be relevant if considered metaphorically and practically.



KEY STRATEGIES & ACTIVITIES



PARTNERSHIPS THAT WE ARE BUILDING ALONG THE WAY:

- QISS (www.qiss.fr), supported by the Templeton Foundation as well as leading academic research centres (IQOQI, Austrian Academy of Sciences, Max Planck)
- University of Vienna, University of Oxford, Cambridge University, UCL, Imperial College London
- Best-selling author Carlo Rovelli (featuring in the film), included by Foreign Policy magazine in the list of the 100 most influential global thinkers and by Prospect magazine in the list of the 50 world's top thinkers
- WCSFP.
- Quantinuum: the leading company in quantum computing software and hardware
- EsoDoc
- Ars Electronica Center in Austria
- When East Meets West





FILM FESTIVALS:

- World Premiere in the second half of 2026 can provide excellent exposure and critical acclaim for the film. We prioritise CPH:DOX (March 2026), Visions du Réel (April 2026), Tribeca (June 2026), Sheffield DocFest (June 2026), Viennale (October 2026), Silbersalz Science & Media Festival (October 2026), DOK Leipzig (October 2026), Festival dei Popoli (November 2026), IDFA (November 2026).
- For European Premieres, we consider: Berlinale (February 2026),Thessaloniki Documentary Festival (March 2026), Dublin International Festival (March 2026), Torino Underground Cinefest (April 2026), Festival dei Popoli (November 2026), Parisscience (Ocotber, 2026).
- For North America Premieres, we will prioritise HotDocs (April 2026).
- For National Premieres, we prioritise submissions to Class A documentary film festivals. However, we will tailor our focus to target festivals with a specific interest in science-related documentaries. We aim to target leading documentary festivals with a traditionally strong lineup of films covering various scientific topics, including Big Sky Documentary Film Festival (February 2026, Montana) and Docville Science Film Festival (April 2026, Belgium), the World Science Festival (June 2026, USA), the WSF Big Ideas series (June 2026, NY) and the Science New Wave Festival (November, 2026, NY). These festivals play a crucial role in promoting science in creative ways and fostering a deeper understanding and appreciation of scientific concepts through film.



NOW YOU SEE IT



KEY STRATEGIES & ACTIVITIES CONTINUED

THEATRICAL RELEASE:

- The film will have limited release in independent art house cinemas in European cities, including Curzon (London), Bertha DocHouse (London), Kino Babylon (Berlin), Kino Arsenal (Berlin), Cinema Lumière (Bologna), Kino Filmhaus (Vienna) etc.

DISTRIBUTION:

- The film will be made available through various digital platforms, including streaming services, VOD platforms, and leading educational streaming platforms such as KANOPY and alternative media documentary platforms like Gaia. Agreements will be negotiated with popular streaming platforms to reach a wider global audience. We are currently conducting discussions with POV, US and HBO Max Czech Republic.

TELEVISION AND CABLE:

- Negotiations will be conducted to secure distribution on both national and international channels. We are already in discussions with major distributors to potentially acquire distribution rights in some or all the territories globally.

SCIENCE AND TECHNOLOGY CONFERENCES:

- We plan to showcase the documentary at conferences and events focused in quantum mechanics, physics and scientific research. Our deep ties with scientific community including QISS (www.qiss.fr), supported by the Templeton Foundation as well as leading academic research centers (IQOQI, Austrian Academy of Sciences, Max Planck) and Universities (Oxford, Cambridge, Vienna, Imperial, UCL, etc) would enable us to tap into the global scientific community and facilitate screenings at the upcoming conferences and forums globally (i.e Helgoland 2025).

ALTERNATIVE FESTIVALS AND EVENTS;

- We have encountered a lot of interest in the documentary among the ‘New Era’ communities. We plan to screen the documentary accompanied by panel discussions in a number of leading festivals including Boom Festival Portugal 2025, The Gathering of the Tribes 2025, The European Eco Village Festival 2025, the counter-cultural Transformational Festival, Science and Nonduality, Shambhala Gathering, Burning Man, Symbiosis Gathering, Envision, Lighting in a Bottle, Beloved, Fusion Festival and similar events.



STRATEGIES AND ACTIVITIES CONTINUED

UNESCO YEAR OF QUANTUM 2025
HELGOLAND25

EDUCATIONAL / ACADEMIC OUTREACH

- Potential Collaboration with Quantinuum (the leader in Quantum Computing) and the book promotion of Quantum In Pictures: A New Way to Understand the Quantum World.
- Educational Toolkits: Disseminate educational toolkits (in 5 languages) that complement Now You See It s' teachings for educators in universities, high schools, and alternative schools.
- Repurpose 70 hours of footage for short-form educational content.
- Workshops and Webinars: Host interactive sessions with quantum physicists and educators in collaboration with QISS (Quantum Information Structure of Spacetime).
- Universities and School Screenings: Partner with educational institutions for screenings followed by Q&A sessions. Deep ties with the educational community, as aforementioned, enable this.

MEDIA AND PUBLIC ENGAGEMENT

- Social Media Campaigns: Use platforms like YouTube, Instagram, and TikTok to share short, engaging videos explaining quantum concepts.
- Interactive Website: Create a dedicated website featuring interactive content, infographics, and expert interviews.
- Press Releases and Articles: Collaborate with science journalists to publish articles in mainstream media outlets.
- Collaborate with Key Influencers in Quantum Physics, such as Carlo Rovelli, to promote the film in his public appearances, social media, and future articles.
- Collaborate with Art Institutes, Foundations and Platforms to showcase the documentary in their public engagement activities. We already have some established relationships with Art centres interested in Art and Quantum concepts, including Ars Electronica Center in Austria.

STRATEGIES AND ACTIVITIES CONTINUED

POLICY AND ADVOCACY

- Collaborate with International and Intergovernmental institutions with security, social development and human rights mandates (i.e. UN, Amnesty International).
- Policy Briefings: Organize briefings for policymakers to highlight the importance of funding quantum research and education.
- Roundtable Discussions: Facilitate discussions with stakeholders in education, technology, and government sectors.
- Prepare discussion toolkits to inspire new perspectives on social organisation and foster intellectual humility (for NGOs, policymakers, international organisations and advocacy groups).

COMMUNITY AND STAKEHOLDER ENGAGEMENT

- Public Screenings and Panels: With our access to some of the brightest physicists in the world, including Carlo Rovelli (we envision a lot of interest in screening our documentary at Public Intellectual Forum events accompanied by discussions with Carlo's participation, such as How The Lights Gets In Festival (UK) or Cliveden Literary Festival (UK), HOW TO ACADEMY, (UK).
- Partnerships with Science Museums: Collaborate with science museums to include the documentary in their exhibits and educational programs.

INSPIRATION AND FUTURE GENERATIONS

- Mentorship Programs: Through collaboration with QISS (The Quantum Information Structure of Spacetime), aspiring young students can connect with quantum physicists for mentorship opportunities.

NOW YOU SEE IT



METRICS FOR SUCCESS

VIEWERSHIP AND ENGAGEMENT:

Track the number of viewers and their engagement levels across various platforms.

COMMUNITY FEEDBACK:

Gather feedback from community screenings and events to assess public understanding and interest. Contributing to Establishing a Research Centre focusing on research on the Application of Quantum Principles to Behavioural and Social Sciences

MEDIA COVERAGE:

Monitor media mentions and the reach of press releases and articles.

POLICY INFLUENCE:

Evaluate changes in funding and policy decisions related to quantum research and education.

EDUCATIONAL IMPACT:

- Measure the number of schools and universities incorporating the documentary into their curriculum.
- Contract with KANOPY, the leading educational streaming platform with access to Data Analytics tools of KANOPY worldwide.



APPENDIX 1: EXAMPLE OF INTERDISCIPLINARY DIALOGUE, QUANTUM AND SOCIAL CHANGE

CATALYZING CROSS-DISCIPLINARY COLLABORATIONS

In the times of growing recognition of the need for interdisciplinary approaches to complex global challenges, key Quantum concepts can be used to encourage a connection between quantum physics and social political and behavioral sciences, creating innovative collaborations. By encouraging the conversation around the interdisciplinary nature of quantum research and fostering such discussions, Now You See It can serve as a powerful tool and a catalyst for creating new perspectives and paradigm shifts.

APPENDIX 2: EXAMPLES OF HOW KEY QUANTUM PHYSICS INSIGHTS CAN INFORM SOCIAL ORGANIZATION AND INTERPERSONAL RELATIONS

Concept	Quantum Insight	Social Principle	Application
Entanglement	Quantum entanglement suggests that particles can become interconnected such that the state of one instantly influences the state of another, regardless of distance. This means a quantum system that consists of two or more entangled particles remains an unseparated entity regardless of how far the individual components of the systems are separated from each other.	This can inspire a greater sense of interconnectedness and interdependence among individuals and communities. Recognizing our interrelatedness can foster more cooperative and supportive social structures.	Policies and initiatives that promote collaborative problem-solving, community support networks, and global cooperation on issues like climate change, healthcare, and peacekeeping can be developed.
Superposition	Superposition shows that particles can exist in multiple states simultaneously until observed. This highlights the potential for multiple outcomes from a single situation.	Recognizing the complexity and multifaceted nature of individuals and situations can lead to more holistic and inclusive approaches. Embracing dualities can reduce polarization and encourage more nuanced perspectives.	Educational systems can be designed to recognize and nurture multiple intelligences and talents, rather than conforming to a one-size-fits-all model. Social policies and organizational practices can focus on inclusivity and diversity, recognizing the value of multiple perspectives and experiences. This can lead to more creative and effective solutions to complex problems.
Uncertainty Principle	The Heisenberg Uncertainty Principle states that certain pairs of properties (like position and momentum) cannot both be known to arbitrary precision. This introduces inherent uncertainty in our understanding.	Accepting uncertainty can lead to a more humble and adaptive approach to decision-making and policy formulation. It encourages resilience and the capacity to adapt to new information and changing circumstances.	Governance and organizational structures can become more adaptive, incorporating feedback loops and iterative processes that allow for continuous improvement and adjustment based on new data and experiences.
Observer Effect	The act of observation can influence the state of a quantum system. This underscores the impact of our attention and actions on the world around us.	Awareness of the observer effect can promote mindfulness and intentionality in our actions and interactions. Understanding that our presence and attention can shape outcomes encourages responsible and conscious behavior.	Programs that emphasize mindfulness and self-awareness in education, leadership training, and conflict resolution can be developed. Encouraging active and empathetic listening in interpersonal and group settings can improve communication and relationships.