



**MAN  
UP!**



**DECONSTRUCT MASC.**

**A DISRUPT MEDIA + VOYEURIZED SOCIAL EXPERIMENT**

CREATED BY: ©ANDRÉ

**A GRIPPING NEW CONVERSATION ABOUT MASCULINITY.**

**TWELVE MEN. ONE SAFE SPACE. NO PRETENSE.**

**NO THERAPIST. NO HOST. A **GUIDE** TO KEEP IT RAW + REAL.**

**BREAKING THE SILENCE ON TABOO TOPICS.**

**REDEFINING WHAT IT MEANS TO “MAN UP”.**

**DIVERSE BACKGROUNDS. SHARED EXPERIENCES.**

**RAW EMOTIONS. BREAKTHROUGH CONVERSATIONS.**

**FROM FEARS TO TRIUMPHS, NOTHING IS OFF-LIMITS.**

**BRIDGING THE DIVIDES BETWEEN MEN.**

**ELEVATING THE HU-"MAN" EXPERIENCE**

**CREATING A MOVEMENT, ONE TRUTH AT A TIME.**

**MAN**  
**UP!** **DECONSTRUCT MASC.**  
– ELEVATE MANHOOD

**THE GRIPPING 12 EPISODE SOCIAL EXPERIMENT**

**WATCH. REFLECT. TRANSFORM.**

**MAN  
UP!**

A red arrow pointing diagonally upwards and to the right, positioned over the exclamation point of the text 'UP!'.

**THE WHY ?**

# MAN UP! THE WHY

For years, “Man Up” has been used as a weapon—a way to **silence, suppress, and shame.**

- Man Up when you cry.
- Man Up when you’re afraid.
- Man Up when you feel weak.

It was never about strength. It was about **shutting men down.**

But here, in this space, we’re reclaiming it.

In this experiment, **MAN UP!** doesn’t mean “hide your feelings.”

It means **rise into them.**

It doesn’t mean “be tougher” – It means **be truer.**

To **MAN UP!** in this room is to **be seen, be heard, be understood.**

Here it mean to **listen, to challenge, to grow.**



Every man, no matter his experience, his story, his struggles, wants the same things.

To be **RESPECTED.**

To be **SEEN.**

To be **HEARD.**


To be **SUPPORTED.**

To be **LOVED.**

That's the **HEART** of this show.

That's the new definition.

THAT'S WHAT **MAN**  
**UP!** IS ABOUT.



**DECONSTRUCT MASC.**

## THE MAN UP! LOOK

- **CINEMATOGRAPHY:** Multi-camera angles, wide landscapes and intimate, close-up shots to capture both the massiveness and the raw emotions and never missed candid moments.
- **SETTING:** Minimalist, spacious warehouse to emphasize safety, openness and vulnerability.
- **LIGHTING:** Natural and soft lighting to create an authentic, unfiltered atmosphere.

## HOW WE CAPTURE IT

- **Episode STRUCTURE:** Each episode features a discussion with 12 men, facilitated by a GUIDE captured by multiple cameras from various angles.
- **CONVERSATION FLOW:** Raw, organic and completely unscripted, allowing for genuine dialogue and emotional depth.
- **B-ROLL FOOTAGE:** Intercut with personal backstories and day-in-the-life clips to provide context and depth to each participant's experiences.
- **EDITING STYLE:** Minimal cuts, smooth transitions, focusing on maintaining the integrity and flow of the conversation.

## WIDE OPEN SPACES

- **INCLUSION:** Men from various backgrounds, including different ages, ethnicities, sexual orientations, socioeconomic statuses, and gender identities (cisgender and transgender).
- **SELECTION:** Carefully curated to ensure a broad spectrum of perspectives and experiences.

## HOW WE MAKE IT

- **FILMING DURATION:** Each roundtable session is filmed over a single day, with additional days allocated for personal backstory segments.
- **POST-PRODUCTION:** Editing and finalizing episodes to ensure a seamless narrative, with attention to maintaining authenticity and emotional impact.

## THE UP! SPACE

- **AUTHENTIC:** Prioritize genuine, heartfelt conversations over polished, scripted dialogue.
- **RESPECTFUL:** Create a safe space for participants to share openly without judgment.
- **INSPIRATIONAL:** Aim to elevate and inspire viewers by showcasing the strength in vulnerability and the power of transformative honest dialogue often avoided by men.

# POTENTIAL GUIDES



## PRESTON SMILES

Transformational Leader  
Speaker

## GARRAIN JONES

Spiritual Coach  
Author

## ETIENNE MAURICE

Wellness Philanthropist  
Filmmaker

## BRIAN RANDALL LEE

Motivational Coach  
Host

The **GUIDE** isn't a therapist.

He's the ones who keep the space **REAL**.

He motivates, pushes, and make sure the energy stays open, safe, and **RAW**  
—so every man in the room can get what he needs from the conversation.

The **GUIDE** isn't here to lecture or analyze – he's the **FORCE**.

He's not a doctor, professors or even a counselor, but his lived experience gives him a deep understanding of life, growth and how to create or protect the space for transformation. He's the one making sure the conversation never dies, stalls, or ever loses the truth. He helps **open people up!**



TO TALK ABOUT IT: **LETS@BEDISRUPTED.COM**