



BLOOM SYNOPSIS

Fragile after a breakup, Laurel (played by Jodi Balfour) searches for stability, only to form a strange connection with a houseplant. As the film progresses, the plant appears to take root in Laurel's psyche; making her question where it ends and she begins—a metaphor for the interconnectedness between humans and nature, and the consequences that resistance between the two creates. Bloom was shot on 35mm-4 Perf Film.

KASEY LUM – DIRECTOR BIO

Kasey Lum is a Vancouver-based director with Chinese and French roots. He got his start as an editor, moving into narrative, music video and commercial directing where he has worked with top talents like Jodi Balfour, Stromae, and Felix Cartal. Kasey's singular vision explores complex characters facing dire situations in moody environments, entangled with abstract elements.

CAST LIST

Jodi Balfour - Laurel

JODI BALFOUR – BIO

Balfour is best known for her portrayal of Ellen Wilson on Apple TV+'s space drama series *For All Mankind*, as Jackie Kennedy in Netflix's *The Crown* and for her key recurring role as venture capitalist Jack on Apple TV+'s *Ted Lasso*. It was also recently announced that Jodi will star alongside Anthony Hopkins and Matthew Goode in *Freud's Last Session*. She plays Dorothy Burlingham, an American child psychoanalyst, heiress to the Tiffany & Co fortune, and lifelong friend and partner of Anna Freud.

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ABOUT BOLDLY

Boldly is a creative production studio that empowers filmmakers through a values-based producing model built around a culture of care, community, and vision. The result is work that makes impact. Boldly's independent, artist-driven work has attracted stars including Finn Wolfhard (*Stranger Things*), Jodi Balfour (*For All Mankind*), Adam DiMarco (*The White Lotus*), and Antoine Olivier Pilon (*Mommy*). Boldly's original projects have premiered at prestige festivals that include TIFF and SXSW.

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