

“Sideways for Attention” to Premiere at the SoHo International Film Festival

*Award-Winning Independent Filmmaker’s Debut Feature Film
Set for this Thursday, 19 September at the SoHo
International Film Festival*

NEW YORK, NY, UNITED STATES, September 16, 2024
/EINPresswire.com/ -- mr.weirdbob productions, in
collaboration with X1 Productions, proudly announces
the screening of their feature film [Sideways for Attention](#)
at this year’s [SoHo](#) International Film Festival.

The film is set to premiere on Thursday, September 19,
2024, at Village East by Angelika, located at 181-189 2nd
Avenue in New York City.

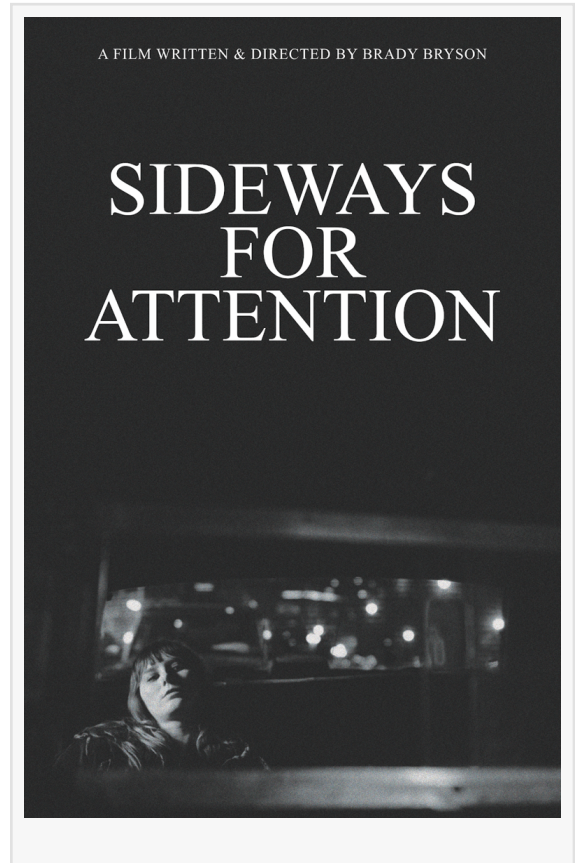
For [tickets](#) visit:
[https://sohofilmfest.eventive.org/schedule/66c94922239
bf60033133ab9](https://sohofilmfest.eventive.org/schedule/66c94922239bf60033133ab9)

Sideways for Attention, the first feature-length film
written and directed by Brady Bryson, represents a
significant milestone in the emerging filmmaker’s career.

Produced by mr.weirdbob productions in association with X1 Productions and shot on
Panavision, the film brings a cinematic edge to a poignant, human-centered narrative. Its
screening at the SoHo International Film Festival marks an exciting chapter for both the director
and the production team.

A Story Rooted in Complex Emotional Depth

Set in September 2001, Sideways for Attention centers around Chloe, a college senior attending
a Manhattan school, who receives an HIV-positive diagnosis. This life-altering revelation forces
her to confront her past traumas while navigating the uncertainty of her future. As she distances
herself from those who try to help—her estranged stepfather Doug and a classmate, Trevor, who
timidly expresses his affection—Chloe faces an increasingly isolating emotional battle. It is only
when she stumbles upon a terrifying discovery that she is forced to confront the truth of her



reality.

Success on the Festival Circuit
Since its debut, *Sideways for Attention* has garnered significant attention on the festival circuit. After winning the Best Screenplay Award at the Big Apple Film Festival and Screenplay Competition in 2023, the film premiered as a feature at the same festival in 2024. It has since been officially selected for several



prestigious film festivals, including the Flickers' Rhode Island International Film Festival, Dumbo Film Festival, Tryon International Film Festival, and the Santorini International Film Festival, where it earned the award for Best International Feature Film. These recognitions have solidified

Sideways for Attention as a standout in the realm of independent cinema.

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SoHo International Film Festival

Brady Bryson: Writer and Director on the Rise

Brady Bryson's passion for filmmaking was ignited at age six after his parents brought him to a 30-year anniversary screening of Martin Scorsese's *Taxi Driver*. From that moment, he was drawn to the craft, experimenting with stop-motion animation and eventually advancing to digital production. However, a fortuitous encounter with Rob Reiner shifted his focus toward acting. Reiner advised Bryson to first experience life on the other side of the

camera, which would help him better understand his role as a director.

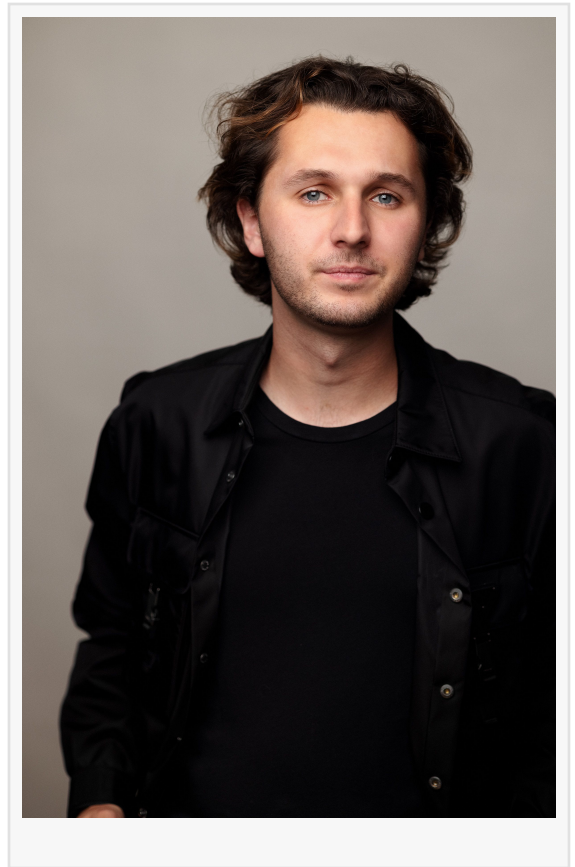
Bryson followed this advice, appearing in short films, television series, and off-Broadway productions. He trained extensively, studying the Meisner technique with Jim Parrack at Playhouse West Brooklyn Lab, and worked with notable talents including James Franco, Kathleen Turner, Ally Sheedy, and Leven Rambin. A graduate of the College of Performing Arts (COPA) at The New School, Bryson earned his BFA in 2022 with honors, winning the Vinnette Justine Carroll Award for excellence in the performing arts. Currently pursuing an MFA in Dramatic Writing at New York University's Tisch School of the Arts (NYU/TISCH), Bryson continues to expand his repertoire through a variety of projects produced under his company, mr.weirdbob productions.

His previous short films—*57 Days*, *Spider on the Train*, and *Where to Now?*—have been recognized at over 41 festivals, collecting 17 awards, including the Best Short Film Screenplay from the New York Latino International Film Festival and the Golden Remi Award at the Houston

International Film Festival. Bryson's feature-length screenplays, *The Gentlemen of Princeton* and *The Case of Amelia Price*, have also earned multiple festival accolades, solidifying his reputation as a skilled storyteller and director.

About mr.weirdbob productions

Founded in 2015 in Wayne, New Jersey, mr.weirdbob productions emerged as the creative home for Brady Bryson's first short film, *57 Days*. Since then, the company has focused on developing thought-provoking narratives that challenge, inspire, and engage audiences. Its diverse portfolio includes short films, feature-length projects, and television content. Committed to producing stories with lasting impact, mr.weirdbob productions continues to push the boundaries of independent filmmaking. For more information, visit www.mrweirdbob.com.



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About the SoHo International Film Festival

Since its founding in 2009, the SoHo International Film Festival has provided a platform for both emerging and established filmmakers from around the globe. With an emphasis on innovation and storytelling, the festival showcases a diverse range of films and creates a space for filmmakers, industry professionals, and cinephiles to come together and celebrate independent cinema.

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