

The Big Bloom Drop (Death by Selfie)

Lisa Birke, 2025, 9min 33sec

Film Festival Screenings:

Festival Fotogenia (Finalist) Nov 22nd; 2025 (Mexico City, Mexico), Pebbles Underground Film and Video Art Festival (Audience Award), Dec 14th, 2025 (Online, Canada), VASTLAB Experimental 2026 - VLX7, Feb 8th 2026 (Los Angeles, USA)

Awarded:

Finalist- Festival Fotogenia, Mexico City, Mexico

Audience Award- Pebbles Underground Film and Video Art Festival, Online

Short Synopsis:

A contemporary parody that stages the death of an aging subject through the infinity mirror of social media tropes.

Director's Statement:

I am fascinated by how identity is formed through mimicry, memes, and mirroring on social media. This experimental film is an exaggerated reflection of how the obsessive representing of self are enacted in this space, as well as parodying the irrelevancy of an aging female subject in popular media in general. After all, my all-knowing algorithm is telling me to avoid aging at all costs but deep down, we know we have to resign ourselves to the inevitability of it and that in the end, all efforts are futile.

I am actually becoming increasingly concerned about our self-focused society, where the easy entitlement of "I deserve this" is the norm during a time when we should be extending care to others and the planet. Although this isn't explicitly stated in the film, I hope that my critique is present implicitly and felt throughout.

"The Big Bloom Drop (Death by Selfie)" was shot using an insta360 x series camera in bullet time, action and 360 modes. This was supplemented by 3D scans of flowers that I made in the shooting locations that were composited into the footage in Blender. I also incorporated moments of AI special effects that I generated on green screens, as well as the 5 second shots of vases dropping near the end. The rest of the film was shot on my Lumix G DSLR camera and edited using Adobe Premiere, Audition, After Effects and Blender.

The entire film was shot on location during an artist residency in the Eagles Estate in Deer Lake Park in Burnaby (just outside of Vancouver) in Canada.

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