



Mollie Kellogg creative presents
An INCOGNITO WITCH Production

You Are Magick!



A musical short film inspired by Artwork by Mollie Kellogg

A LONELY HEART *in the* CROWD

PRESS KIT

For Immediate Release



An **INCOGNITO WITCH** Production

A LONELY HEART *in the* CROWD

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www.IncognitoWitch.com
www.GingerAnxiety.com

facebook.com/Artwork.MollieKellogg
facebook.com/IncognitoWitch

twitter.com/MollieKellogg
instagram.com/IncognitoWitch

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A LONELY HEART *in the* CROWD

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Creative Sorceress Mollie Kellogg

ON THE PROJECT:

Incognito Witch works reveal the subject's hidden psyche, suppressed to meet society's expectations. Mortals become magickal beings draped in mysterious fabrics, adorned with jewels and leaves, wearing messy makeup with a signature flash of color under the eyes. These figures evoke a Mother Nature archetype of power, strength, attraction, empathy and vulnerability.

I began the *Project* celebrating hidden magick in 2009, with a series of "Inner Portrait" mixed-media paintings. G the *Incognito Witch* was introduced in 2010 in the first of many short films, dance and music videos. In 2014, my film character, Ginger Anxiety, became the first "Selfie" portrait.

I see my art as a way to promote self-acceptance, laughter, play, healing, community and personal possibility. The inner magick message resonates with like-minded individuals, participants, and organizations that support a mission to change the world through art. *"Dancing in music videos is not something that people who look like me do. Being an Incognito Witch Dancer helped me break down personal barriers, and helped me realize we are all vulnerable and need friends and community to support us."* – *Incognito Patricia*, Phoenix, AZ. Creation of unique work with a message — combined with lived, felt, reported impact — moves me deeply and moves me forward. *You Are Magick!*

ON THE FILM:

My first two *Incognito Witch* films focused on G fitting into the world and learning to love herself. This music video, *A Lonely Heart in the Crowd*, is my third short festival film about suppression that comes from within a family unit. G finds herself in a relationship with someone tormented by mental illness. It was very important to me that the *Incognito Man*, played by Jack Vecchio, be portrayed to show his pain, not just his anger.

Families and individuals who find themselves in a similar situation with a spouse or child may not have the strength to protect themselves or the other family members, or be able to find the resources to help their loved one. When the person suffering is of legal age, loved ones find their hands tied. Denial, misinformed healthcare professionals, self-doubt, lack of funding and lack of public acceptance leave loved ones feeling helpless and trapped. Resources like NAMI and BPD Global are a goddess-send.

The working title for the song was *Silent Drive* for the inability to communicate with someone who has a whole other world of thought going on in their head that you can't access and that doesn't align with your reality. Lived experience inspired my lyrics sung by *Incognito Ginger Anxiety* and her band, a collaboration between myself, my husband and composer T. Collins Logan, and bassist Mike Chircuzio.

The character of *Mama Witch* is played by my mother, artist, Bonnie Stager Schwemm. The *Incognito Witch Dancers* are comprised of friends and guests attending an Arizona art reception in front of my *Incognito Witch* "Selfie" paintings including portraits of Ginger and G.

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Mollie Kellogg Biography

Creative Sorceress Mollie Kellogg conjures a magickal world through canvas, film, music and dance. Her award-winning *Incognito Witch Project* celebrates hidden magick. Mollie's fine art has sold internationally and galleried in NY, NM, CA, WA, WY, AL, AZ, and was included in the 2015 Grammy® Gift Bag. Mollie presented her inner magick message at Talks in NY at the activist ArtRage Gallery, and in CA and AZ. Kellogg's films have screened in NY, FL, MN, and CA at Heal One World's Awareness Festival; internationally in Indonesia; schools in India; and received the Nine Worlds London LGBTQAI Track Award.

Details

6 min 36 sec
Short Film | Music Video
Comedy | Drama | Romance | Fantasy | Experimental
Completed November 2015
Shot in California and Arizona, U S A

Logline

When someone you love is drifting away, do you let go or make a strong play? Upon the advice of Mama Witch, G the Incognito Witch reaches out to a loved one struggling with mental illness. Music by Ginger Anxiety. *Incognito Witch* inspired by Artwork by Mollie Kellogg.

Synopsis

When someone you love is drifting away, do you let go or make a strong play? Upon the advice of Mama Witch, G the Incognito Witch reaches out to a loved one struggling with mental illness. Emotional dysregulation impacts generations and G must choose to protect herself and her heart. A surreal visual ride of love and heartache set to the music of Ginger Anxiety. *Incognito Witch* inspired by Artwork by Mollie Kellogg.



Resources

Incognito Witch Paintings: www.MollieKellogg.com/works/category/witches.html
Incognito Witch Films: www.MollieKellogg.com/works/videos.html
NAMI: www.NAMI.org
National Alliance on Mental Illness
BPD Global: www.BPDglobal.com
Helping Families cope with Borderline Personality Disorder (BPD)

A LONELY HEART *in the* CROWD

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A Lonely Heart in the Crowd Soundtrack

LYRICS BY MOLLIE KELLOGG

Recorded by Ginger Anxiety Band

Soundcloud: www.soundcloud.com/mollie-kellogg/a-lonely-heart-in-the-crowd

[WRITTEN FOR TWO VOICES]

One moment you're here
Then you seem to disappear
I see you but I can't reach you...

You share and I respond,
Yes I smile and I nod,
But my thoughts take me elsewhere...

Please come back to me.

Please, please come back for me.

CHORUS
When someone you love
Is drifting away
Do you let go, or make a strong play?
My mama she told me
T' get up and fight
Smtimes push'n n'shove'n
is dooin what right
So I'm comin' back for you...
Yes, I'm comin' back for you...

Your wits and your charm,
They always disarm,
Can't you see the wonder of you...?

The world's a scary place,
So I hide behind my face
You can't protect me from harm...

Please come back to me.

Please come back for me.

[CHORUS]

Wear'n shame as a shroud,
Sweet n' kind to a frown,
Soaring dreams pulled down to the ground...

There's judgment everywhere,
Just part of life I fear,
A lonely heart in the crowd...

Please come back to me.

Oh, please, please come back for me.

[CHORUS]

The pendulum swings,
Pulls away and then brings
You back within my arms...

See your tether of light,
Hold on with all my might,
So, I can find my way home.

Please come back to me.

Please, please come back for me.

[CHORUS]

One moment you're here
Then you seem to disappear
I see you and I will reach you...

A LONELY HEART *in the* CROWD

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Directors & Producers

Producer | Director | Writer | Choreographer | Editor
Art Director/Branding | Makeup/Wig/Costume/Set Design
Featured Artwork: *Incognito Witch* "Selfies"

Mollie Kellogg
Mollie Kellogg Creative

Director of Photography | Music Director
T. Collins Logan
Toadland Productions

Crew

Camera	David Gonzalez Mollie Kellogg T. Collins Logan David Oleary	Grips	Petyr Cirino Elaine Durson Brad Golden	Make-up/ Costume	Babs A'delic Karen A. Brannan Petra Chavez JA Jure Mindy Keeling Malerie A. Kline Patricia Hamrick Overby
Production Assitants	Mindy Keeling Alice Kellogg Andrea Corrales Parker	Set/Lighting	Doug Brown David Gonzales T Collins Logan Marilyn Szabo	PR Photo	Petyr Cirino Amy Daggett Alice Kellogg T. Collins Logan David Oleary
		Press	Mollie Kellogg Beatrice Moore Robrt Pela		

Music

Lyrics	Mollie Kellogg	Vocals	Mollie Kellogg T. Collins Logan
Composer/Arrangement	T. Collins Logan	Guitar - Keyboards	T. Collins Logan
Audio Engineers	Robin Henkel Mollie Kellogg T. Collins Logan	Upright Bass	Mike Chiricuzio
		Percussion	Mollie Kellogg

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Cast

G, the Incognito Witch	Mollie Kellogg
Mama Witch	Bonnie Stager Schwemm
Incognito Man	Jack Vecchio
Ginger Anxiety	Mollie Kellogg
Incognito Guitarist	T. Collins Logan
Incognito Bassist	Mike Chiricuzio
Incognito Witch Dancers	Sally Jo Bannow Karen A. Brannan Doug Brown Petra Chavez Baron Dixon JA Jure Mindy Keeling Malerie A. Kline Amy Cormier Longwell Anita Mahaffey Felicia Mendoza Patricia Hamrick Overby Valerie Paxton Risa Rosales Karen Stites-Singleton
G Body Doubles	Elaine Durson Alice Kellogg Kia Tavernaro
Incognito Man Body Double	Todd Casset

Locations

On location in Spring Valley and Rancho San Diego, CA and Maricopa, AZ
Frontal Lobe Gallery, Phoenix, AZ | Beatrice Moore
The Riviera Supper Club, La Mesa, CA | Jason Rammelsberg

A LONELY HEART in the CROWD

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Dropbox > A Lonely Heart - Public Folder

Name ▾

Photos for web

Poster for web

Press Kit Link to Files on Dropbox

<https://www.dropbox.com/sh/qwcj8fc75teodep/AABDf9WKK11Jv9DPMrmZ7s0ba?dl=0>

IMAGES ON DROPBOX ARE 72DPI - SAVED FOR WEB. For hi-res images (300dpi), Logo, MP4s and MP3, contact Mollie Kellogg at artist@molliekellogg.com



Incognito-Witch-Logo-KELLOGG.png

Logo design by
Mollie Kellogg



A-Lonely-Heart-in-the-Crowd_27x40-poster.jpg

Poster design by Mollie Kellogg
Photo by T Collins Logan



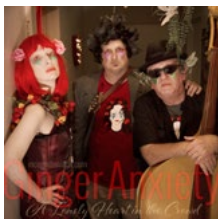
G-and-Man-KELLOGG.jpg

Mollie Kellogg as G and Jack
Vecchio as Incognito Man
Photo by T Collins Logan



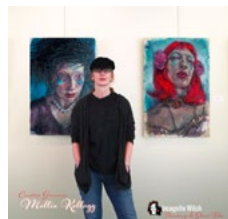
G-the-Incognito-Witch-KELLOGG.jpg

Mollie Kellogg as G
Photo by T Collins Logan



Ginger-Anxiety-Band-KELLOGG.jpg

Mollie Kellogg as Ginger
Anxiety with T Collins
Logan and Mike Chiricuzio
Photo by David O'leary
Mollie Kellogg



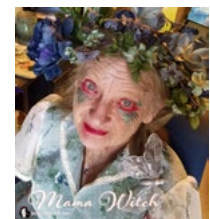
Incognito-Witch_Creative-Sorceress-
Mollie-Kellogg.jpg

Creative Sorceress Mollie Kellogg
with paintings of G and Ginger
featured in the film
Photo by Petyr Cirino



Incognito-Witch-Dancers-KELLOGG.jpg

Ginger Anxiety and the Incognito
Witch Dancers
Photo by Amy Daggett



Mama-Witch-KELLOGG.jpg

Bonnie Stager Schwemm as
Mama Witch
Photo by Mollie Kellogg



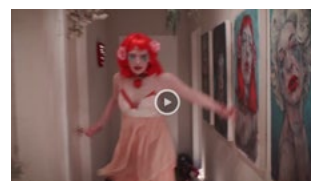
GINGER ANXIETY A Lonely Heart in the
Crowd soundtrack KELLOGG.mp3

www.soundcloud.com/mollie-kellogg/a-lonely-heart-in-the-crowd



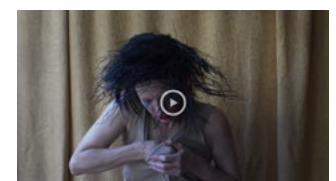
Lonely Heart MAIN Trailer - Singing.mp4

www.vimeo.com/molliekellogg/sing



Lonely Heart Trailer - Dance.mp4

www.vimeo.com/molliekellogg/dance



Lonely Heart Trailer - G Heart.mp4

www.vimeo.com/molliekellogg/gsheart

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What Folks are Saying About the Project

The *Incognito Witch Project* examines hidden magick that has been suppressed by society, ourselves, physical or mental illness, fear, relationships, and other barriers – universal, emotional triggers. Participants include men, women, transgender; all ages, from young adults and families with children to seniors; all races, religious beliefs, and orientations. Early on folks began to report finding it an empowering, fulfilling, quality experience. Since that time, it has been my creative obligation to try to understand this phenomenon, and harness it to help others.

GALLERY: *"Mollie Kellogg contributes a vibrant, colorful, and creative technique in drawing the community into the participation of her work, making it 3-dimensional in a very personal, yet inclusive, way. She is able to energize her audiences so they actually become part of an ongoing dialogue that culminates in a joyful exploration of dance, movement and insight — coupled with the visual backdrop of her dramatic portraits."* – Beatrice Moore, Frontal Lobe Gallery, AZ

DANCER: *"Mollie created a sense of ownership among the dancers, where we all helped each other learn the steps. Seeing the way the dance exemplified the intention of the video made me feel like I had been part of something special, and bigger than just our gathering on that night."* – Incognito Sally Jo, AZ

DANCER: *"Being a Ginger Heart Dancer helped me break down some personal barriers. Our dance troupe is a new community of strong women. When I proudly tell people that I have danced in a music video, I am not criticized as I would have expected. Everyone has been amazed at first then happy for me."* – Incognito Patricia, AZ

MUSICIAN: *"I have done a lot of things in my life, musical, theatrical, artistic... But nothing more interesting than working with Mollie Kellogg. Thanks for letting me be part of your vision."* – Incognito Mikey, CA

ACTOR: *"Mollie is talented, creative and open to suggestions and doesn't hinder the creative juices of the other actors on set — this is a huge open door for an actor."* – Jack Vecchio, CA

CAMERA: *"Having been involved with some of Mollie's past projects, I knew that I would be part of a unique vision that spreads a positive and meaningful message to our community and world. It is hard to articulate how much magick and joy I get just from being around the creative environments Mollie creates with her work."* – David Gonzales, AZ

PA: *"Mollie's work is about being true to who you are. A feat in this surface-driven society. To stand for who you are and be proud. This is why I love giving my time to help her."* – Coleen Grant, CA

COMMUNITY: *"Mollie is very sensitive to the human condition. That's what she is about. Other artists are more concerned with perfecting a skill. While Mollie is also perfecting her skill too, the wonderful thing about her work is that it's driven by something deeper. She's a very beautiful person — very different in all ways good."* – Lisa Bebi, CA

FESTIVAL: World Premiere Feb. 9, 2016, live introduction: *"The next piece we'll see is called A Lonely Heart in the Crowd. You see the artwork in lobby — this is a multimedia artist from California and her name is Mollie Kellogg and very supportive, very cool, a musician, a poet, a painter, videographer, conceptualist."* – MagikalCharm Experimental Video Festival, NY

REVIEW: *"Mollie Kellogg is a Tilda Swinton look-alike who, in the great tradition of Cindy Sherman, tries on various altar-egos."* – Brittany Corrales, The Arts Beacon, AZ