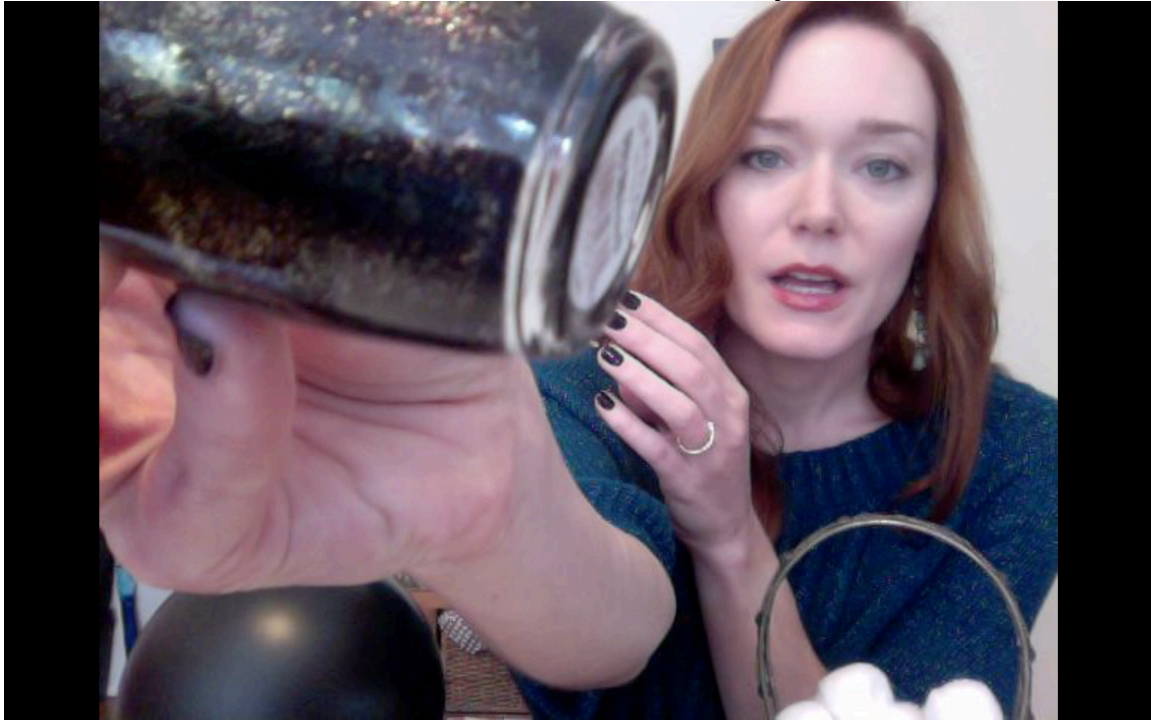


*FOR IMMEDIATE RELEASE*

**Experimental web series, “Dandy Nails with Sandy,” looks like a nail art tutorial but tells sci-fi story**



“Dandy Nails with Sandy” is a 4-episode web series that takes the form of a lo-fi nail art tutorial with an existential, sci-fi mystery plot. Sandy starts making tutorial videos in order to share her passion for nail art with “the people on the internet,” but things take a mysterious and sinister turn when Sandy's daughter, Madison, finds a strange object in the backyard.

“I started watching nail art tutorials out of a genuine interest in nail art,” says project creator, Sallie Merkel, “but then I found myself watching them not for their content, but because I was interested in the people who make these videos. I fell down a rabbit hole of watching online tutorials as character studies. The form is absolutely fascinating—people reveal so much about themselves when they are teaching others how to do something they really love. Of course, they are often shot in domestic spaces, which heightens the voyeurism of the viewing experience. Beauty tutorials are especially compelling. They’re very vulnerable and intimate. I wanted to use that form to tell a fictional, long-form narrative that would make use of the deeply personal nature of home-made online tutorials.”

“Dandy Nails with Sandy” explores themes of isolation, self-expression, encounters with the unknown and parental anxieties. The science fiction plot functions as a metaphor for the inability of a parent to control the events in his or her child’s life and the truth that one can never fully know or understand another person, even one’s own child.

“Dandy Nails with Sandy” was written and created by Sallie Merkel and features Sallie Merkel and Gabriella Belanger.

A playlist of all four episodes (approximately 33 minutes) of “Dandy Nails with Sandy” is available here:

<http://www.youtube.com/watch?v=pBQRMia--H8&list=PL6tWOFZ7S5gCW8frSVahMoCu-hwC3Y69t&feature=share>

Follow Sandy on Instagram: <http://instagram.com/dandynailswithsandy>

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