The Lincoln Motor Company Supports Short Film’s Creative Road to Tribeca Film Festival

- Emerging filmmaker Duncan Wolfe produced contemporary film noir short “Alethea” released with support from The Lincoln Motor Company, signature sponsor of the Tribeca Film Festival
- Screening marks new exploration for Wolfe’s authentic voice and introduces his ingénue Alethea to new audiences
- Project continues Lincoln’s support of the arts as it works to reintroduce the brand to new audiences through engaging storytelling

Director Duncan Wolfe helped close this year’s Tribeca Film Festival when his new short film “Alethea” was shown Sunday night at an event sponsored by The Lincoln Motor Company, signature sponsor of the festival.

“Alethea,” a meditation on the creative process, stars New York actor Elsa Carette on a wondrous journey of self-discovery, one in which the audience is led to believe is her big-screen debut. The story – an ode to film noir – is a three-minute journey that explores Alethea’s aspirations and imagination as she is transported through New York City in a Lincoln MKZ.

“This project appealed to me because we weren’t required to know the final destination until we arrived,” Wolfe said. “The freedom to film in one expressive act – guided by intuition and a commanding sense of place – was very appealing.”

“Alethea” unfolds before the viewer without dialogue, using stylized camera work and evocative lighting. The film was developed from start to finish in less than 30 days.

“Much like our collaborations with Beck and Aloe Blacc, working with Duncan presents us with a unique opportunity to reach a new audience in an engaging way,” said Matt VanDyke, Director, Global Lincoln, which underwrote his film.

Lincoln’s commitment to Wolfe and the arts can also be seen in recent collaborations through its “Hello, Again” and #LuxuryUncovered campaigns that reintroduce the luxury automotive brand to new audiences through engaging storytelling. The vision is particularly clear when framed through the brand mantra: “Don’t try to be all things to all people, but rather everything to a certain few.”

As a sponsor of the 2014 Tribeca Film Festival and its Tribeca Interactive and Interlude: A Music Film Challenge, Lincoln continues to invest in artists and to provide a platform for contemporary works to be developed.

“Alethea” can be viewed at aletheafilm.com.

About The Lincoln Motor Company

The Lincoln Motor Company is the luxury automotive brand of Ford Motor Company, committed to creating compelling vehicles with an exceptional ownership experience to match. For more information about The Lincoln