



IT'S ALL BANANAS  
A FRUIT HISTORY OF HUMANKIND



PLANTING SEEDS

All evil in the world began with an apple: the Forbidden Fruit growing on the Tree of Knowledge in the Garden of Eden. Unfortunately, while Christians today are pretty sure about this fact, in Islamic traditions it's rather wheat or grapes. And considering the possible geographic location of Paradise, scientists hold it probable that the Forbidden Fruit might have been fig, pomegranate, mushroom or banana.

IT'S ALL BANANAS - A FRUIT HISTORY OF HUMANKIND is retelling history from the perspective of fruit, silent observers of the world's huge and tiny entanglements and witnesses to human success as well as failure. Playing the leading role in some of humankind's greatest social injustices, fruit were neglected the possibility to tell their story, to show us their view of the world. Some delicious witnesses are about to be called to the stand and testify against us, the people, whose biggest crime is not that we're eating fruit but that we're exploiting, enslaving, torturing, killing each other – and fruit have to watch, knowing that they're the reason for these cruelties, yet unable to scream out their anger.

This will change now.



**W**e're going on a journey with a talking banana, leading us through thousands of years of human history and flipping around anything we thought we knew about bananas after all. Weaving together stories from different countries and different times, making connections that have actually been there forever, this film will make you realize that it's topic is not a historic one after all but is highly contemporary and demands your reaction. Starting off with the short narrative of the Forbidden Fruit to introduce the banana as our narrator, we jump ahead thousands of years to the industrial revolution. We get to know Samuel Zemurray, a Russian immigrant and self-made entrepreneur who brought a revolution to the food market in America, becoming known as "Sam the Banana Man", probably a better and definitely a more real Uncle Sam. Gaining massive influence through the United Fruit Company, at the time one of the biggest companies in the world, he ruled mercilessly over his plantations and soon over the countries they were located in. The new Banana Republics loose everything in the Banana Wars - and Sam fulfills the ultimate American Dream. Today, Sam's heritage lives on in a company known for a certain blue sticker on every banana.

Enjoy your Chiquita fruit while you still can.



2.

CULTIVATING



After seeing this film, you will never look at bananas the same way again. Not only because you listened to a banana telling you the story of humankind in just 3 to 4 minutes, but because that exact story will be so strangely fascinating you can't forget it – and because it is real. Think of the intro of “The Big Bang Theory”, but every picture in this rapid flow is showing an alternative version of historic events, the true version. **IT'S ALL BANANAS - A FRUIT HISTORY OF HUMANKIND** will be a rollercoaster ride through a flood of images, videos and audio, raining information on you that you never heard before. Our narrator, the banana is not talking to you in a sweet, soothing voice you might match to the fruit. Rapidly and roughly it will guide us through historical entanglements without regard for (chrono-) logical order and easily jumping from one decade to another. The strange yet strangely well-known voice is supported through a mashup of historical sounds and music, beginning with archaic chanting and ending on the audible overload of the digital world. The film's visual layer is entirely made up of found footage, reaching from classical paintings and monochrome photos to early TV advertisements, Hollywood movies and Twitter posts. By using commonly known imagery and publicly available internet content, the seemingly unreal story the banana tells us transforms into a scary reality that leaves you speechless. The imagery gains power through small modifications and careful contextualization.

Get ready for the ultimate banana overload.



The Forbidden Fruit might have been banana, mushroom, pomegranate, fig, grape or wheat. This video format wants to give all these silent witnesses of our past a voice and a screen to re-tell their stories. IT'S ALL BANANAS is designed to be a film on it's own but could alternatively be seen as the pilot to a series that is A FRUIT HISTORY OF HUMANKIND. This could be realized by replacing the banana with a pineapple to re-tell the aristocratic celebration of the sweetest fruit of all that lead to people not being allowed to eat it anymore, replacing it by coffee cherries to re-tell the global success of a dangerous drug or replacing it by an avocado to re-tell the entanglements of modern food politics and marketing during a period of rapid climate change. The goal of this series would be to let all those fruits speak for themselves to address global catastrophes, human failures and social injustices.

Because we're actually not what we eat.  
We're much worse than that.



4.

RE-PLANTING?



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concept paper

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