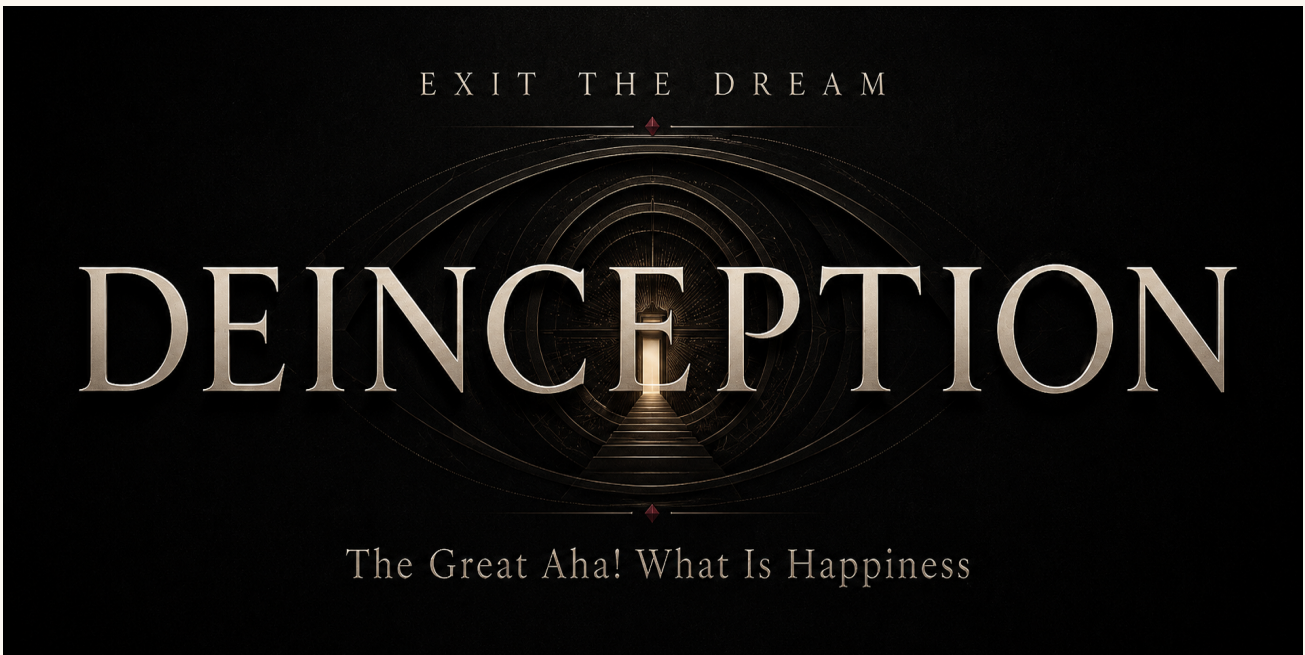




FOR IMMEDIATE RELEASE

## Australian Filmmaker Turns Near-Fatal Accident and 40 Days Alone in Tasmania Into Documentary on Happiness

DeINCEPTION: The Great Aha! What Is Happiness? asks whether the life many people are chasing is built on a false map

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**MELBOURNE, AUSTRALIA, 14 June 2026** — After a near-fatal car accident forced him to confront whether he had truly lived well, Australian filmmaker and motivation researcher **John Angheli** entered a 40-day and 40-night solitary ordeal in the Tasmanian wilderness.

What began as a personal reckoning became the basis for **DeINCEPTION: The Great Aha! What Is Happiness?**, a completed feature documentary asking whether many people are chasing a false idea of happiness.

The film is now available for public viewing, with media screeners, interviews, review copies, and hosted screenings available by request.

DeINCEPTION begins with a question ordinary life often allows people to postpone:

## If this had been the end, would I have been happy with the life I lived?

For Angheli, that question did not remain theoretical. The accident interrupted the usual momentum of life. The wilderness stripped away comfort, routine, distraction, performance, and public identity. What remained was the question beneath so many human pursuits:

## What is happiness?

*“The accident forced a question on me that ordinary life had allowed me to postpone: if this had been the end, would I have been happy with the life I had lived?” said Angheli. “The wilderness made that question impossible to escape.”*

Many people now live with more comfort, choice, and stimulation than ever, yet still find themselves restless, distracted, exhausted, or unsatisfied.

DeINCEPTION suggests a deeper problem: many people may have inherited the wrong idea of happiness in the first place.

The film examines the reduction of happiness into pleasure, comfort, success, self-expression, escape, or private satisfaction. It asks whether that kind of map is strong enough to guide a human life through suffering, desire, responsibility, freedom, virtue, and meaning.

*“Most people are not living without a map of happiness,” said Angheli. “They are living by one they have rarely examined. The question is whether that map is true enough to live by.”*

The title **DeINCEPTION** comes from the central metaphor of the film.

If inception is the planting of an idea in the mind, de-inception is the removal of a false idea.

The documentary argues that the culture around us has planted a reduced picture of happiness in the human imagination. The path to real happiness may first require removing what is false.

DeINCEPTION does not treat happiness as a mood, lifestyle preference, or self-improvement technique. It returns to an older and more demanding question: what kind of life is truly worth living?

The film is especially relevant to audiences concerned with burnout, distraction, youth formation, education, faith, leadership, and the loss of meaning beneath material comfort.

Screenings are available for schools, universities, churches, leadership groups, community organisations, private hosts, and public event organisers. Media contacts may request screener access, interviews, review copies, and press materials.

The motto of the film is: **Exit the Dream.**

## About the Film

**DeINCEPTION: The Great Aha! What Is Happiness?** is a philosophical documentary by John Angheli about the hidden maps of happiness that shape human life.

The film follows Angheli from a near-fatal car accident into a 40-day and 40-night solitary ordeal in the Tasmanian wilderness, and from there into a philosophical inquiry into happiness, suffering, freedom, virtue, responsibility, fulfilment, and the good life.

It asks whether unhappiness may sometimes be connected to a false map of happiness inherited from culture, success narratives, comfort, entertainment, self-expression, and escape.

At the centre of the film is a simple but demanding question: **What is happiness?**

## About John Angheli

John Angheli is a filmmaker, motivation researcher, educator, and leadership counsellor.

His work sits at the intersection of philosophy, psychology, education, human motivation, leadership, and the question of the good life. In **DeINCEPTION**, he turns that inquiry inward, placing his own life under examination in order to ask a question that belongs to everyone: **What is happiness?**

## Availability

**DeINCEPTION: The Great Aha! What Is Happiness?** is now available for public viewing.

Media screener access, interviews, review copies, and press materials are available by request.

Screenings are also available for schools, universities, churches, leadership groups, community organisations, private hosts, and public event organisers.

**Watch the trailer:** <https://deinception.com/trailer2/>

**Buy the documentary film:** <https://thegreataha.com/buy>

**Host a screening:** <https://deinception.com/host/>

**Media requests:** <https://deinception.com/media/>

## Media Contact

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