



Press & Media Kit

A John Angheli Documentary

DeINCEPTION: The Great Aha! What Is Happiness?

Exit the Dream

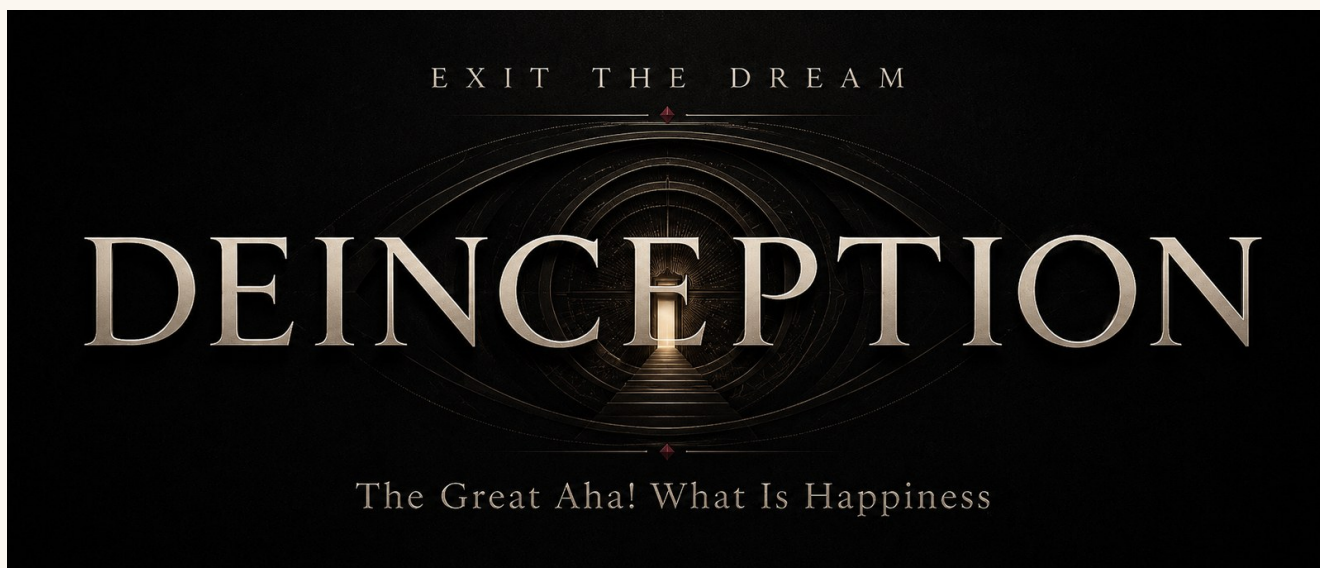
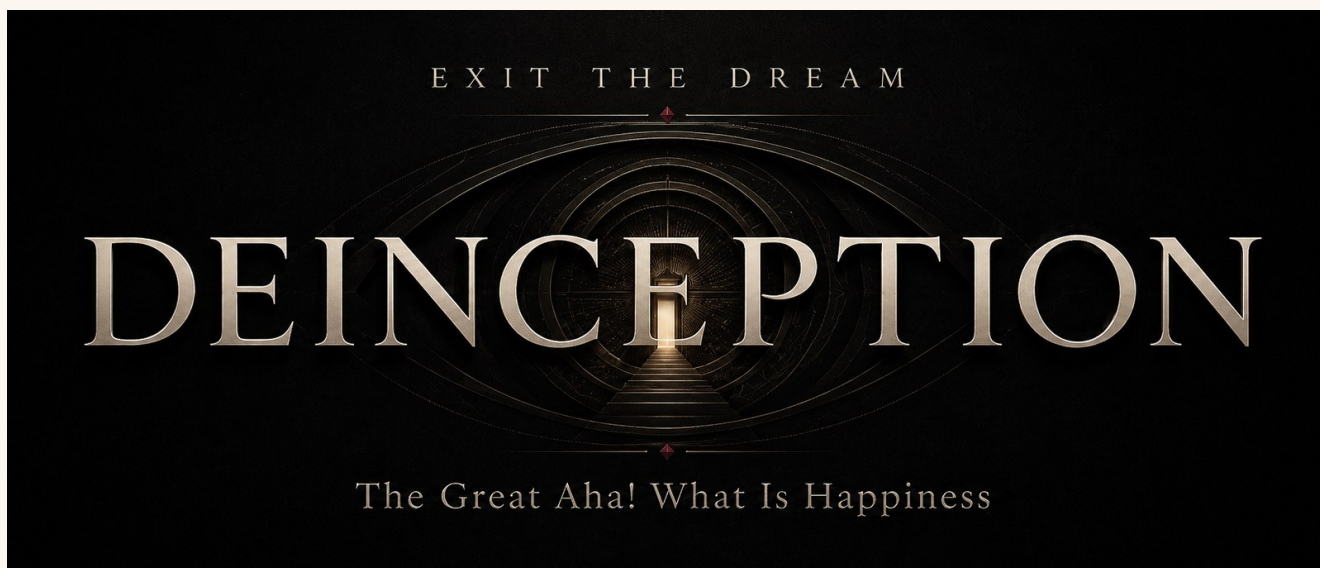


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This media kit provides approved descriptions, synopsis options, interview angles, quotes, questions, film details, screening information, and media contacts for DeINCEPTION.



2. Quick Film Snapshot

Film Overview

Title	DeINCEPTION: The Great Aha! What Is Happiness?
Motto	Exit the Dream
Filmmaker	John Angheli
Genre	Philosophical documentary
Core Question	What is happiness?
Primary Hook	After a near-fatal accident and 40 days alone in the Tasmanian wilderness, Australian filmmaker John Angheli asks whether the happiness many people chase is built on a false map.
Central Idea	If inception is the planting of an idea in the mind, de-inception is the removal of a false idea. The film asks whether the culture around us has planted a reduced picture of happiness in the human imagination.
Themes	Happiness, human motivation, suffering, desire, freedom, virtue, responsibility, restlessness, education, faith, leadership, and the good life.
Availability	The documentary is available for public viewing. Media screeners, interviews, review copies, and hosted screenings are available by request.
Trailer	https://deinception.com/trailer2/
Buy Film	https://thegreataha.com/buy
Host a Screening	https://deinception.com/host/
Media Requests	https://deinception.com/media/

Website	https://deinception.com/
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Short Description

DeINCEPTION: The Great Aha! What Is Happiness? is a philosophical documentary by John Angheli about the ideas of happiness people are taught to chase.

After a near-fatal car accident, Angheli is forced to ask whether he had truly lived well. That question leads him into a 40-day and 40-night solitary ordeal in the Tasmanian wilderness, where comfort, distraction, routine, performance, and public identity are stripped away.

The film raises a sharper possibility: many people may be chasing happiness with the wrong idea of happiness.



3. The Media Story

A Near-Fatal Accident. Forty Days Alone. One Question: What Is Happiness?

DeINCEPTION begins with an interruption.

After a near-fatal car accident, John Angheli was forced to face a question ordinary life had allowed him to postpone:

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

The question did not stay abstract.

Angheli entered a 40-day and 40-night solitary ordeal in the Tasmanian wilderness. Removed from comfort, routine, entertainment, public role, and ordinary escape, happiness ceased to be a concept. It became something he had to face.

There was no audience to impress, no productivity to hide behind, no constant stimulation to soften the silence.

What remained was the question beneath so many human pursuits:

What is happiness?

That personal reckoning became the basis for DeINCEPTION: The Great Aha! What Is Happiness?

The film begins with Angheli's story, then turns toward a wider cultural question. Many people now live with more comfort, choice, and stimulation than ever, yet still find themselves restless, distracted, exhausted, or

unsatisfied.

DeINCEPTION asks whether the issue is larger than failed habits or difficult circumstances.

What if many people 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.

This is the media story at the heart of the film:

A man nearly dies. He goes alone into the wilderness. He returns with a film asking whether the happiness many people chase is built on a false map.

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



4. The Cultural Question

What If the Happiness We Inherited Is Not True Enough to Live By?

DeINCEPTION is not only John Angheli's story.

It is a film about the idea of happiness people receive before they know to question it.

Every person grows up with some picture of the good life. It may come through family, school, entertainment, religion, ambition, advertising, social media, friendship, success, or pain.

Over time, that picture becomes a map.

- It tells a person what to chase.
- It tells them what to fear.
- It tells them what to envy.
- It tells them what to sacrifice.
- It tells them what to call success.

DeINCEPTION asks whether many people are living by a map of happiness too small for a human life.

The film looks at the reduction of happiness into pleasure, comfort, achievement, self-expression, distraction, escape, or private satisfaction. It asks whether these things can carry the weight people place upon them.

Many people have more comfort, choice, stimulation, and opportunity than earlier generations could have imagined. Yet comfort has not removed restlessness. Stimulation has not produced peace. Choice has not always produced freedom. Success has not always produced meaning.

The question, then, is not only whether people are getting what they want.

The question is whether they have learned to want what is worthy.

At this level, happiness is not a mood. It is not a lifestyle brand. It is not simply the feeling that life is going well.

It becomes a question of truth.

What is a human being for?

What kind of life is worthy of love, discipline, sacrifice, and hope?

What if happiness is not found by improving the dream, but by waking from it?

This is the cultural question behind DeINCEPTION:

What if the happiness we inherited is not true enough to live by?



5. Film Synopsis Options

One-Sentence Logline

DeINCEPTION: The Great Aha! What Is Happiness? is a philosophical documentary about one man's search to remove a false idea of happiness and discover what kind of life is truly worth living.

Short Synopsis

DeINCEPTION follows Australian filmmaker and motivation researcher John Angheli through a near-fatal car accident, a 40-day and 40-night solitary ordeal in the Tasmanian wilderness, and a search for the idea beneath human desire, suffering, freedom, virtue, and the good life.

The film asks whether many people are unhappy not because they lack comfort, success, or opportunity, but because they have inherited a reduced idea of happiness.

The question at the centre is simple:

What is happiness?

Extended Synopsis

DeINCEPTION: The Great Aha! What Is Happiness? is a philosophical documentary by John Angheli about the ideas of happiness people inherit, follow, and rarely examine.

The film begins with a personal reckoning. After a near-fatal car accident, Angheli is forced to ask whether he had truly lived well. The question cuts beneath the normal movement of life:

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

That question leads him into a 40-day and 40-night solitary ordeal in the Tasmanian wilderness. Removed from comfort, routine, entertainment, public role, and ordinary escape, happiness ceases to be an abstract idea. It becomes something he has to face.

From there, the film turns outward. Many people now live with more comfort, choice, and stimulation than ever, yet still find themselves restless, distracted, exhausted, or unsatisfied.

DeINCEPTION asks a sharper question:

What if many people 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 can guide a human life through suffering, desire, responsibility, freedom, virtue, and meaning.

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 motto of the film is: Exit the Dream.



6. About the Film

A Personal Journey Into the Question of Happiness

DeINCEPTION begins with John Angheli's own life, but the film is not finally about one man alone.

It is about the question his story forces into view.

After a near-fatal car accident, Angheli is confronted by the possibility that life could have ended before he had truly understood what it was for.

The question that follows is severe:

Would I have been happy with the life I lived?

The 40-day wilderness ordeal becomes the film's physical path into that question. The wilderness removes many of the things that usually protect a person from silence: performance, public role, routine success, comfort, and distraction.

The question can no longer be kept at a distance.

From there, DeINCEPTION moves between lived experience and philosophical investigation. It asks what happiness is, what it is not, and why the difference matters.

The film is built around several central movements:

The Accident The accident interrupts the assumption that life will simply continue. It forces a reckoning with the life already lived.	The Wilderness The Tasmanian wilderness strips away comfort, noise, and ordinary escape. It turns happiness from an idea into a confrontation.
The False Map The film asks whether many people have been taught to pursue happiness through pleasure, comfort, success, self-expression, escape, or private satisfaction. It asks whether this map is large enough for suffering, responsibility, virtue, freedom, and meaning.	The Meaning of De-Inception Inception plants an idea. De-inception removes a false one. The film uses this metaphor to ask whether the search for happiness must begin by removing a false idea of happiness.
The Question of the Good Life DeINCEPTION returns to the older question beneath modern restlessness: What kind of life is truly worth living?	Exit the Dream The motto of the film is not a call to escape reality. It is a call to wake from a false picture of happiness and return to what is real.



7. About John Angheli

Filmmaker, Motivation Researcher, Educator, and Leadership Counsellor

John Angheli is an Australian filmmaker, motivation researcher, educator, and leadership counsellor whose work examines happiness, human motivation, meaning, leadership, and the good life.

His background spans philosophy, psychology, education, business, leadership formation, and human development. Across that work, he has returned to one concern: what actually moves a person toward a life that is true, meaningful, and whole?

In *DeINCEPTION: The Great Aha! What Is Happiness?*, Angheli turns that question on himself.

The film does not treat happiness as a subject outside his own life. It begins with a personal reckoning after a near-fatal car accident, followed by a 40-day and 40-night solitary ordeal in the Tasmanian wilderness.

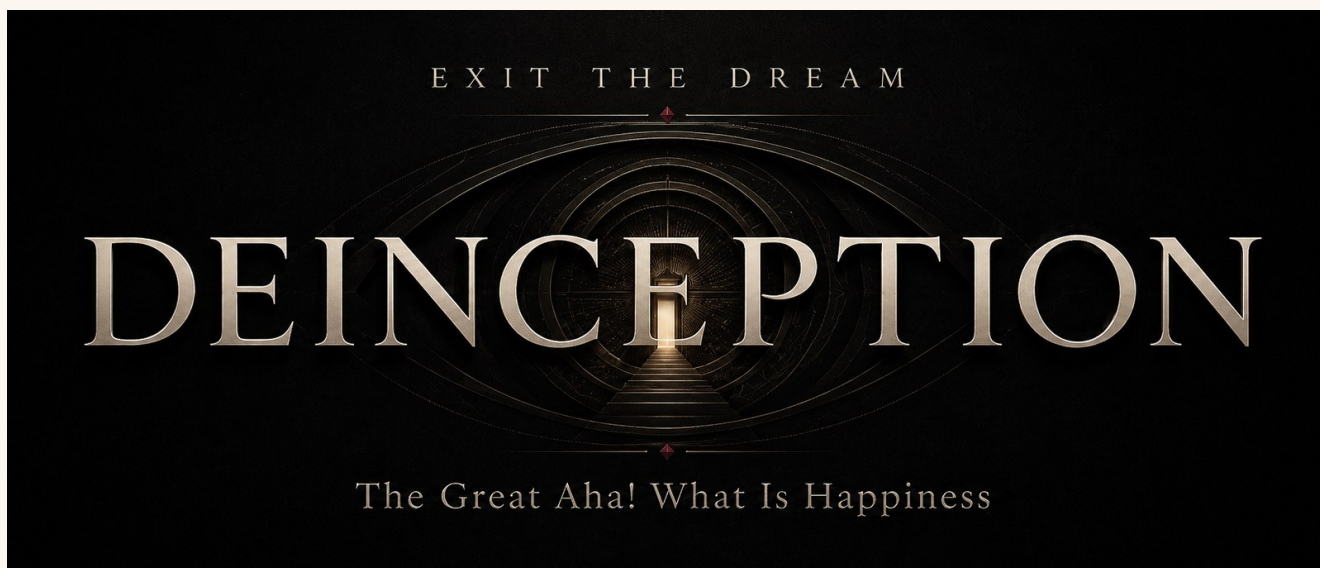
There, removed from many of the usual supports of life, Angheli is forced to face the question the film keeps asking:

What is happiness?

DeINCEPTION is the result of that confrontation.

Through the film, Angheli examines the ideas of happiness people inherit, follow, and rarely question. He asks whether many people are restless not because they lack comfort, success, opportunity, or self-expression, but because they have been given a false idea of happiness itself.

His work invites audiences to examine the map they have been living by, and to ask whether it is true enough to guide them.



8. Key Quotes

Quotable Lines for Articles, Reviews, Interviews, and Features

The following quotes may be used for media coverage, interviews, reviews, podcast notes, screening pages, and editorial reference.

"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?"

"The wilderness made that question impossible to escape."

"Most people are not living without a map of happiness. They are living by one they have rarely examined."

"The question is whether that map is true enough to live by."

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

"Before people can find happiness, they may first have to remove a false idea of happiness."

"The issue is not only whether people are getting what they want. The question is whether they have learned to want what is worthy."

"Comfort has not removed restlessness. Stimulation has not produced peace. Choice has not always produced freedom."

"Happiness is not merely a mood. It is a question of truth."

"What if happiness is not found by improving the dream, but by waking from it?"

"Exit the Dream is not a call to escape reality. It is a call to wake from a false picture of happiness and return to what is real."



9. Interview Angles & Feature Ideas

Ways to Cover the Film

DeINCEPTION can be covered through several clear storylines: the accident, the wilderness, the false map of happiness, restlessness, education, faith, leadership, and the question of what a human life is for.

The Happiness We Were Taught to Chase

What if many people are pursuing happiness with the wrong idea of happiness?

This line of coverage looks at how people inherit their picture of happiness through family, education, success culture, entertainment, advertising, social media, ambition, and pain.

It asks whether the happiness many people chase is large enough for suffering, responsibility, virtue, freedom, and meaning.

A Near-Fatal Accident and the Question of a Life

After a near-fatal car accident, John Angheli is forced to ask whether he had truly lived well.

This gives media a clear human story: a man nearly dies, confronts the life he has lived, and turns that reckoning into a film about happiness.

Forty Days Alone in the Tasmanian Wilderness

The 40-day and 40-night wilderness ordeal gives the film its physical path.

Comfort, routine, public identity, performance, and distraction are removed. The question of happiness can no longer remain theoretical.

Why Comfort Has Not Made Us Whole

Many people now live with more comfort, choice, and stimulation than earlier generations could have imagined. Yet comfort has not removed restlessness, and stimulation has not produced peace.

This connects the film to burnout, distraction, anxiety, dissatisfaction, and the loss of meaning beneath material comfort, without turning the film into a clinical claim.

The Map of Happiness

Every person lives by some picture of the good life.

A map tells people what to chase, what to fear, what to envy, what to sacrifice, and what to call success.

DeINCEPTION asks whether many people are living by a map too small for the realities of a human life.

The Meaning of De-Inception

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

This opens a discussion about whether the culture around us has planted a reduced picture of happiness in the human imagination.

Feeling Good and Becoming Good

The film raises the difference between happiness as pleasure and happiness as fulfilment.

This can lead into conversations about hedonic and eudaimonic happiness, virtue, responsibility, freedom, and the older question of what kind of life can actually satisfy a human being.

Education, Formation, and the Young

What idea of happiness are families, schools, churches, universities, and institutions passing on?

This is suited to educators, parents, faith communities, youth organisations, and cultural commentators concerned with the formation of young people.

Faith, Meaning, and the Good Life

DeINCEPTION is not a conventional religious film, but it raises questions that matter deeply to faith communities.

It opens discussion around desire, suffering, virtue, freedom, responsibility, meaning, and the difference between comfort and true happiness.

Leadership, Success, and Human Motivation

What happens when success does not satisfy?

This connects the film to leadership, business, coaching, counselling, and organisational life. It asks whether achievement, productivity, and ambition can bear the weight people place upon them.



10. Suggested Interview Questions

Questions for Podcasts, Radio, Print, YouTube, and Panel Discussions

These questions can help journalists, podcasters, interviewers, hosts, reviewers, and discussion leaders prepare to cover DeINCEPTION.

The Personal Story

1. What happened around the near-fatal accident?
2. What did the accident force you to ask?
3. Why did happiness become urgent after that moment?
4. Why did you enter a 40-day and 40-night solitary ordeal in the Tasmanian wilderness?
5. What did the wilderness remove that ordinary life usually protects?
6. Was there a moment in the wilderness when happiness stopped being an idea and became something you had to face?

The Film's Central Question

7. Why did you build the film around the question, "What is happiness?"
8. What do people commonly mistake for happiness?
9. What do you mean by a "map of happiness"?
10. How can a person tell whether the map they are following is true?
11. Why can people have comfort, choice, and success, yet remain restless?
12. What is the difference between feeling good and being truly happy?

The Meaning of De-Inception

13. Why did you call the film DeINCEPTION?
14. What is the difference between inception and de-inception?
15. What false idea of happiness has the culture around us planted most deeply?
16. Why might the search for happiness need to begin by removing what is false?
17. What does "Exit the Dream" mean?

Happiness, Formation, and Culture

18. What idea of happiness are families, schools, churches, universities, and institutions passing on?
19. How does a false idea of happiness affect young people?
20. Why is happiness not only a private feeling, but also a question of formation?
21. What should parents, educators, and leaders understand about the happiness they are encouraging?
22. How does the film speak to burnout, distraction, ambition, and the loss of meaning beneath material comfort?

Philosophy, Faith, and the Good Life

23. How does the film understand happiness differently from pleasure or comfort?
24. What is the connection between happiness, virtue, responsibility, and freedom?
25. Why do older philosophical and spiritual traditions still matter in this question?
26. Is DeINCEPTION a religious film, a philosophical film, or something else?
27. What do you hope faith communities will take from the film?

After Watching the Film

28. What do you hope viewers ask themselves after watching DeINCEPTION?
29. What kind of conversation should the film provoke?
30. Who most needs to see this film?
31. How could schools, churches, leadership groups, and communities use the film?
32. If a viewer remembers only one question from DeINCEPTION, what should it be?



11. Film Details / Fact Sheet

Key Information for Media, Reviewers, Listings, and Event Hosts

Title	DeINCEPTION: The Great Aha! What Is Happiness?
Motto	Exit the Dream
Filmmaker	John Angheli
Country	Australia
Genre	Philosophical documentary
Language	English
Core Question	What is happiness?
Primary Story	After a near-fatal car accident, John Angheli enters a 40-day and 40-night solitary ordeal in the Tasmanian wilderness and returns with a film asking whether many people are chasing happiness with the wrong idea of happiness.
Central Metaphor	If inception is the planting of an idea in the mind, de-inception is the removal of a false idea.
Primary Themes	Happiness, human motivation, suffering, desire, freedom, virtue, responsibility, restlessness, education, faith, leadership, fulfilment, and the good life.
Audience Relevance	The film is suited to journalists, reviewers, podcasters, educators, schools, universities, churches, leadership groups, counsellors, coaches, cultural commentators, and hosted screening organisers.

Availability	Available for public viewing.
Media Access	Media screeners, review copies, interviews, press materials, and selected images are available by request.
Screenings	Hosted screenings are available for schools, universities, churches, leadership groups, community organisations, private hosts, and public events.
Screening Formats	In-person, virtual, event VOD, hybrid, and cinema/theatre screenings may be available by request.
Trailer	https://deinception.com/trailer2/
Buy Film	https://thegreataha.com/buy
Host Screening	https://deinception.com/host/
Media Requests	https://deinception.com/media/
Main Website	https://deinception.com/
Contact	https://deinception.com/contact/



12. Audience & Use Cases

Who the Film Is For

DeINCEPTION was made for people and groups willing to ask the question of happiness carefully.

It can be watched privately, but it is also suited to interviews, reviews, articles, podcasts, hosted screenings, classroom discussions, formation events, leadership conversations, and public forums.

Journalists and Reviewers

For journalists and reviewers, DeINCEPTION has a clear human story and a larger cultural question.

A man nearly dies. He goes alone into the wilderness. He returns with a film asking whether the happiness many people chase is built on a false map.

The film can be covered through personal story, documentary filmmaking, philosophy, restlessness, education, faith, leadership, or cultural commentary.

Podcasters and Interviewers

For podcasters and interviewers, the film gives several strong entry points.

The conversation can begin with the accident and wilderness ordeal, then move into happiness, motivation, meaning, faith, culture, burnout, education, or the question of the good life.

The question is simple enough for a general audience and serious enough for a long-form conversation: What is happiness?

Schools and Universities

For schools and universities, DeINCEPTION raises questions about identity, motivation, desire, freedom, formation, and the life young people are being encouraged to pursue.

It can be used in philosophy, wellbeing, leadership, religious education, personal development, psychology, humanities, and formation programs.

The film asks whether students are being prepared only to pursue success, comfort, and self-expression, or whether they are being helped to ask what is actually worth living for.

Leadership Groups and Organisations

For leadership groups and organisations, DeINCEPTION asks what becomes of the person inside ambition, productivity, achievement, and responsibility.

It asks what happens when success does not satisfy, and whether the goals people pursue are strong enough to bear the weight placed upon them.

The film can be used for leadership reflection, team development, coaching conversations, founder discussions, and events concerned with motivation, meaning, burnout, and responsibility.

Community Organisations and Public Forums

For community organisations and public forums, DeINCEPTION gives a room a serious question to work with.

It allows a group to discuss happiness without reducing the subject to mood, lifestyle, politics, or self-improvement technique.

The film is especially suited to events concerned with modern life, meaning, family, education, youth, culture, faith, work, and the question of how people can live well.

Churches and Faith Communities

For churches and faith communities, DeINCEPTION opens discussion about desire, suffering, virtue, freedom, meaning, and the difference between comfort and true happiness.

The film is not a conventional religious film, but it asks questions that faith communities are well placed to address.

It can be used for formation nights, discussion groups, retreats, youth and young adult events, parish gatherings, adult education, and leadership reflection.

Counsellors, Coaches, and Wellbeing Communities

For counsellors, coaches, and wellbeing communities, the film gives a non-clinical way to discuss restlessness, distraction, meaning, dissatisfaction, identity, and the search for wholeness.

It does not claim to diagnose or treat mental health conditions. It asks a prior question: What idea of happiness is this person living by?

That question can open careful discussion about what people chase, avoid, fear, desire, and call success.

Private Screening Hosts

For private hosts, DeINCEPTION can gather friends, clients, members, colleagues, or a local audience around a question worth discussing.

The screening does not need to be large to matter.

A small room can still ask a serious question: What idea of happiness have we been living by?



13. Hosted Screenings

Bring the Film Into a Room

DeINCEPTION is available for hosted screenings in schools, universities, churches, leadership groups, community organisations, private venues, and public events.

The film can be watched privately, but it is also made for rooms where people are ready to discuss the question it raises.

A screening gives a group one question to face together:

What idea of happiness have we been living by?

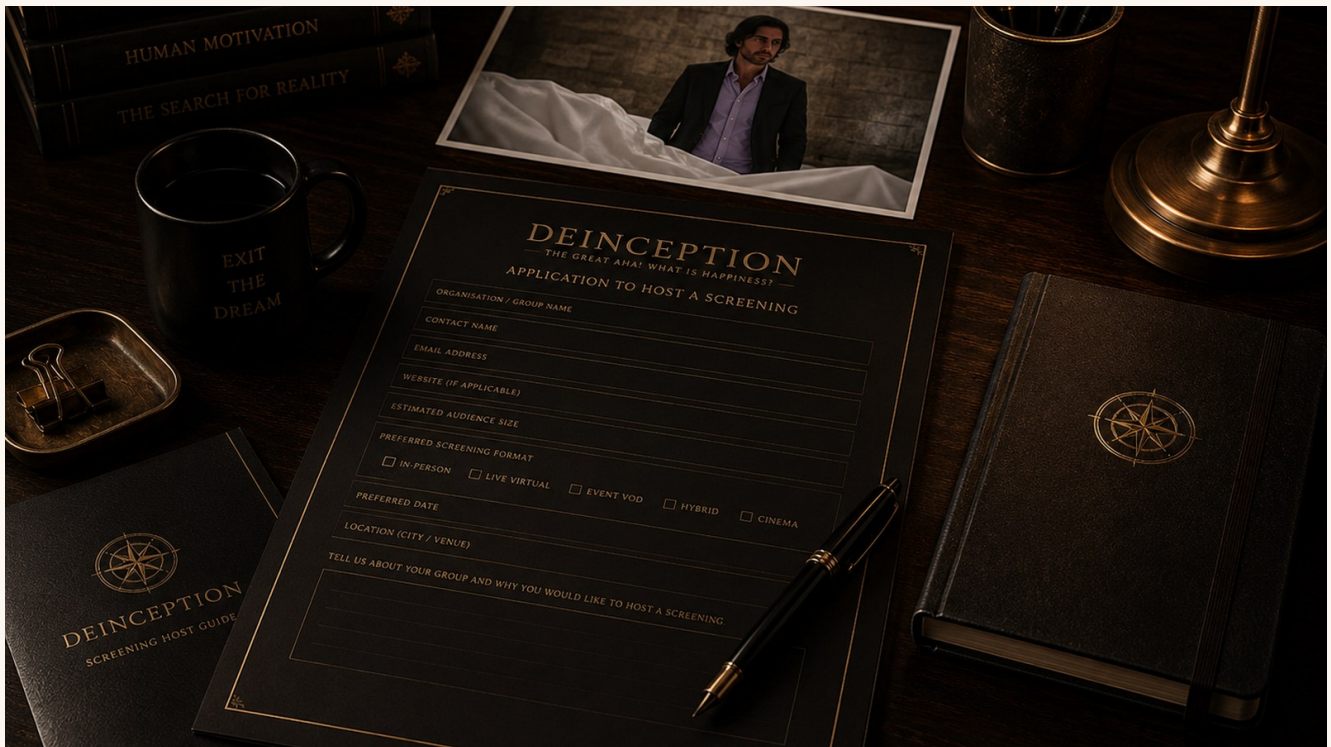
Hosted screenings may suit

- Schools and universities.
- Churches and faith communities.
- Leadership groups and workplaces.
- Counsellors, coaches, and wellbeing communities.
- Community organisations and cultural forums.
- Private hosts and local groups.
- Public events, theatres, and cinemas.

Screenings can be arranged in different formats depending on the audience, venue, and purpose.

Screening Formats

In-Person Screening Host the film in a school, church, university, community hall, workplace, private venue, cinema, or theatre.	Live Virtual Screening Bring an online audience together at the same time for a coordinated screening and discussion.
Event VOD Screening Offer a limited viewing window so your audience can watch the film on demand within a set event period.	Hybrid Screening Gather an in-person audience while also allowing an online audience to participate.
Cinema or Theatre Screening For formal cinema or theatre settings, additional screening formats may be arranged.	Request a Screening For hosted screening requests, visit: https://deinception.com/host/



14. Press Assets

Materials for Media, Review, and Event Use

DeINCEPTION materials may be provided to journalists, reviewers, podcasters, educators, interviewers, event hosts, and media contacts covering the film.

Media Release The official DeINCEPTION media release for editorial reference.	Media Kit A press and media kit with synopsis options, film details, filmmaker information, interview angles, questions, quotes, and links.
Film Poster Poster artwork for articles, reviews, event listings, screening pages, and promotional use.	Title Image DeINCEPTION title artwork for listings, web pages, coverage, and event promotion.
Film Stills Selected stills and film-related images for coverage.	John Angheli Portrait A portrait image for interviews, podcasts, articles, and speaker profiles.
Hosted Screening Images Images for public screenings, community events, and discussion-based screenings.	Approved Descriptions Short, medium, and extended descriptions for listings, reviews, event pages, podcast notes, and article introductions.

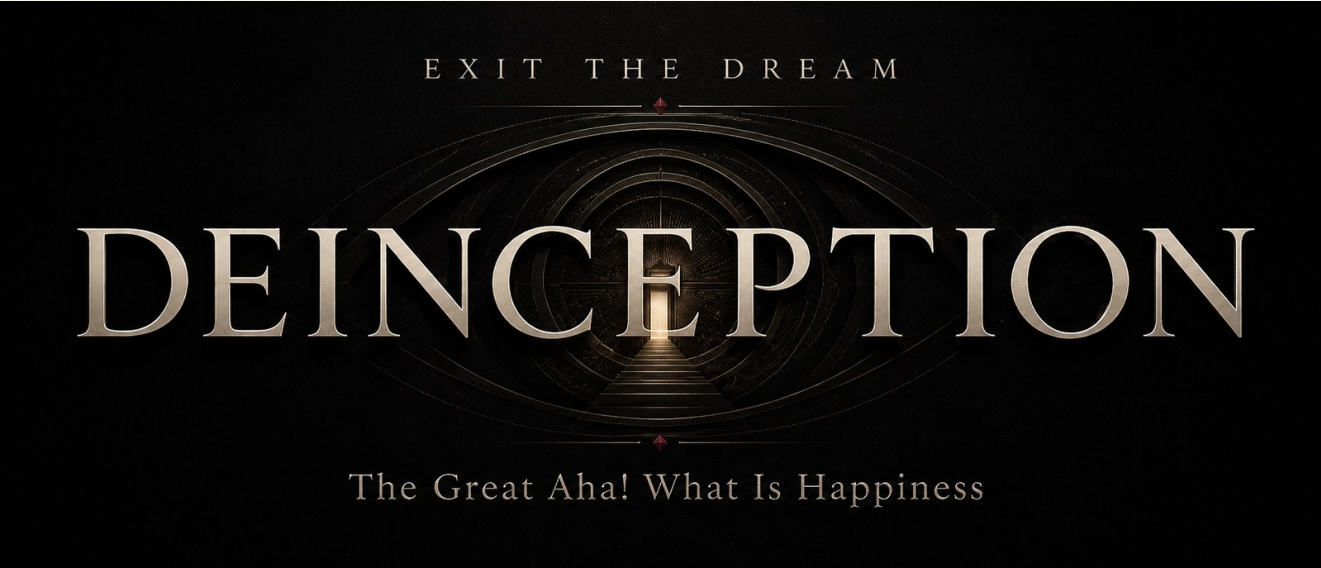
Trailer Link

The public trailer link for media coverage, event pages, and audience reference.

Purchase and Screening Links

Links for viewers to buy the documentary film or request a hosted screening.

Media contacts needing images, files, or approved descriptions can submit a request through:
<https://deinception.com/media/>



15. Contact and Next Steps

For Media, Interviews, Reviews, and Screenings

For screener access, interview enquiries, review copies, press materials, or hosted screening questions, use the contact details below.

Media Contact	John Angheli
Contact Form	https://deinception.com/contact/
Media Page	https://deinception.com/media/
Film Website	https://deinception.com/
Trailer	https://deinception.com/trailer2/
Buy Film	https://thegreataha.com/buy
Host Screening	https://deinception.com/host/

Next Steps

For journalists and reviewers

Request a screener and use the synopsis, quotes, film details, and media release in this kit for accurate coverage.

For podcasters and interviewers

Request an interview with John Angheli and use the interview questions or coverage angles to prepare the conversation.

For schools, churches, leadership groups, and community hosts

Request a hosted screening and gather your audience around the question at the centre of the film.

For readers, viewers, and private audiences

Watch the trailer or buy the documentary film.

DeINCEPTION returns to a question many people carry but rarely stop to examine:

What is happiness?

The motto of the film is: Exit the Dream.