

GROUNDBREAKING COMEDIC PILOT 'R&R' SET FOR WORLD PREMIERE AT SXSW

In an exciting announcement, newcomer JJ Herz's directorial debut pilot "R&R" is set to premiere at **SXSW Independent TV Pilot Competition**.

The pilot stars **Kevin Iannucci**, breakout star of Bobby Farrelly's "Champions," as Robbie, a neurotically organized, hopeless romantic with Down syndrome. Herz stars alongside Iannucci as his sarcastic, gay mess of a twin sister.



JJ Herz & Kevin Iannucci stir up trouble in "R&R" (Credit: Alissa Rooney)

The pilot features the codependent twins in a typical, yet chaotic, day in their lives. The siblings do all the quintessential 20-something things: work horrible service industry jobs, accidentally take laxatives, fill up their gas tank in \$10 increments, and of course, start a podcast.

What truly sets "R&R" apart is the passion and vision expressed by JJ, who shares, "R&R holds a special place in my heart for a myriad of reasons. **The film's lead character, Robbie, is loosely based off my brother, Griffin, who also has Down syndrome.** As a proud queer artist, the importance of creating strong LGBTQ+ representation on screen cannot be overstated. And that's precisely what R&R embodies – it's queer, it boasts a lead character who's disabled, and of course, it's f*cking funny."

The proof of concept pilot, with a run time of only 9 min & 30 seconds, was filmed over just three days in February 2024 for a budget of \$10,000. Set to premiere during SXSW's Film & TV festival between **March 7-12, 2025**, with exact dates to be announced. The pilot is Executive Produced by Alex Herz (JJ Herz's brother) and Lucy Treadway.



Robbie (Kevin Iannucci) gives the camera the bird (Credit: Alissa Rooney)

Watch the R&R Trailer [HERE](#)

"What makes this story unique is the opportunity it presents to audiences: an invitation to laugh with our queer and disabled leads, rather than at them." -JJ Herz