

# ROAD TO HAPPINESS



A photographer sets out on a solo motorcycle journey from coast to coast, meeting strangers along the road to explore one timeless question:

*What's your definition of happiness?*

# SYNOPSIS

In *The Road to Happiness*, photographer and art director Raphaël Gaspard embarks on a solo motorcycle journey from Nova Scotia to Vancouver, tracing a route that winds through coastal villages, prairie highways, and mountain passes.

This project marks a return to the road, one that began twenty years ago. At 19, Raphaël packed his camping gear and hitchhiked from Montréal to Vancouver, a summer that proved transformative. On that journey, he witnessed the kindness of strangers from all walks of life, moments of generosity, warmth, and connection that shaped his understanding of freedom and belonging.

Now, two decades later, as his son approaches his 18th birthday, Raphaël feels called to give back. To reconnect with that same spirit of humanity and to give a voice to the beautiful diversity of people who make up this vast land.

Through intimate, unscripted conversations and sweeping cinematography, *The Road to Happiness* paints a portrait of contemporary lives. Diverse, grounded, and profoundly human.

Part road movie, part collective meditation, the film invites audiences to slow down, listen, and rediscover what happiness truly means in a fast-moving world.

# THEMES & TONE

Freedom, human connection, and belonging.  
The wisdom of lived experience, from elders and  
Indigenous perspectives to everyday people.  
A reflective, poetic travelogue grounded in real stories.  
A visual balance between vast open landscapes and  
close, personal encounters.

# FILM FESTIVALS & DISTRIBUTION

The Road to Happiness will be sent to the following festivals for consideration:

Hot Docs (Toronto) Premiere platform for documentary.

SXSW (Austin) Culture, travel, music and design sensibilities.

Tribeca Film Festival (NYC) Character-driven stories with strong visuals.

Vancouver International Film Festival (VIFF) West Coast focus; doc-friendly.

Banff Mountain Film & Book Festival (Canada) Adventure + human experience.

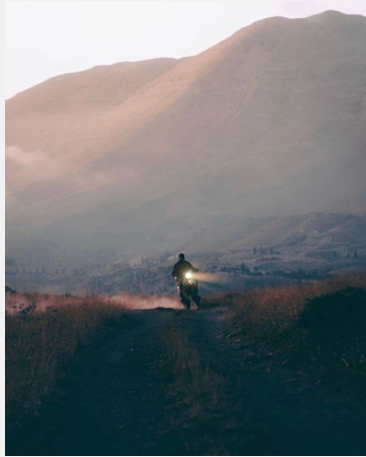
Toronto Motorcycle Film Festival (Vancouver, Winnipeg, Calgary, Toronto) Canadian-focused motorcycle culture.

Photography & Story Book: limited first edition (pre-orders on my site), select Canadian/US bookstore partners, plus a pop-up gallery event tied to the release.

Digital Series (real-time + episodic): primarily on YouTube and Instagram, with cross-posting opportunities on partner channels (e.g., Harley-Davidson and aligned sponsors).

# VISUAL INSPIRATION

*Shot in natural light with an emphasis on atmosphere and authenticity, the film combines cinematic travel imagery with documentary intimacy. Sound design will weave together the hum of the road, the stillness of nature, and the quiet strength of spoken words, crafting a sensory journey as emotional as it is visual.*



# PERSONAL INSPIRATION

**THEO GOSSELIN**

*Photography*

**KATE BELLM**

*Photography*

**TREVOR GORDON**

*Video*

# RECENT CLIENTS

*photography*

## **RAISED BY WOLVES**

*Art direction & content  
creation for socials*

## **DEUX LIONS**

*Content creation for socials*

## **ININIT LOMBOK**

*Art direction & content  
creation for socials*

## **VISUAL MOOD**

*Art direction & Summer  
editorials*

## **ZAK.COM**

*Art direction & content  
creation for socials accross  
different clients*

**SABBYA SPA**

**CHATEAU D'IVOIRE**

**KRWN**

**ZAK.COM**

*Reference  
Alanna Ramgoolam,  
Business Director  
alanna@zakcom.ca*



**MAIN SPONSOR**

# PERSONAL ACCOUNT AND PROJECT

## **PERSONAL**

*lifestyle, outdoors, old cars  
and motorcycles.  
and dogs*

## **GASPARD PREMIER**

*Branding, Art Direction &  
socials*

## **PHOTOGRAPHY ACCOUNT**

*for friends only :)*

## CONTACT

raphael.degaspard@gmail.com

1+514-892-3675