

SEEDS OF IMAGINATION

OFFICIAL SELECTION
DUMBO FILM FESTIVAL
2026

A SHORT DOCUMENTARY
19:54 • USA • 2026

ZEPH FARMBY STUDIOS
LOCATION: BROOKLYN, NY
www.seedsofimaginationfilm.com





“THIS WAS NEVER JUST A PAINTING.”

— From the film

Transcending the role of muses, Farmby's children exist simultaneously in the physical studio and within the artwork itself, acting as the vital link between the artist's reality and his limitless imagination.



What happens when art leaves the studio?

LOGLINE

Alone in his Brooklyn studio for nearly three months, an artist builds a single body of work, from painting to apparel to miniature parachutes, then releases it to thousands, in a film about what becomes of a work once it leaves the studio.

SYNOPSIS

For a commission from the DUMBO Business Improvement District for the DUMBO Drop, a neighborhood festival raising money for two local public schools, Zeph Farmby builds a body of work in private: a painting, banners, apparel, and miniature parachutes. Then it leaves. Released at the festival, the work is met by thousands of people who never saw it made. Seeds of Imagination is a film about that handoff: the moment a private work becomes shared.

PRODUCTION DETAILS

FORMAT	Short Documentary
RUNTIME	19:54
YEAR	2026
LANGUAGE	English
FESTIVAL	DUMBO Film Festival, 2026 (Official Selection)
DIRECTORS	Zeph Farmby, Tyson L. Adams, Christopher Craig Jefferson
PRODUCERS	Zeph Farmby, Tyson L. Adams, Christopher Craig Jefferson
PRODUCTION	Zeph Farmby Studios, in association with New Hyde Media & A.S.O.L. Productions
COUNTRY	United States

In the Studio



Inside Farmby's studio, not every creation is made for public view. Some remain private, explored, questioned, and allowed to evolve before entering the world.

Out in the World

DUMBO Drop Activation

Brooklyn, NY - May 30, 2025

Farmby's artwork became the visual identity of the 2025 DUMBO Drop, appearing across parachutes, posters, banners, apparel, and the surrounding neighborhood.

www.seedsofimaginationfilm.com



Filmmakers and Featured Participants

DIRECTORS

Zeph Farmby
Tyson L. Adams
Christopher Craig Jefferson

PRODUCERS

Zeph Farmby
Tyson L. Adams
Christopher Craig Jefferson

A PRODUCTION OF

Zeph Farmby Studios

In association with New Hyde Media & A.S.O.L. Productions

FEATURED

Zeph Farmby

Multidisciplinary Artist

Ayana P. Farmby

Wife / Creative Collaborator

Alexandria Sica

*President,
DUMBO Business Improvement District*

Mitchell Glover

*Principal,
PS 307 Elementary*





Zeph Farmby

ARTIST | CO-DIRECTOR | SUBJECT

Zeph Farmby is a Brooklyn-based artist whose work asks who controls an image once it leaves the hands of the person who made it. Born in Chicago, he builds large-scale portraits from geometry, florals, and fragmented silhouettes, using Afrofuturist symbology to dismantle inherited images of Black identity and construct new ones. The question extends across his public murals and his cover artwork for J. Ivy's *The Poet Who Sat by the Door*, winner of Best Spoken Word Poetry Album at the 65th Annual GRAMMY Awards.

Seeds of Imagination, Farmby's documentary directorial debut, turns that question on the artist himself. The film begins with a commission from the DUMBO Business Improvement District to create the official parachute artwork for the DUMBO Drop. From that initial commission, Farmby expanded the visual concept into a broader body of work spanning graphic art, banners, apparel, and an original painting created and owned by the artist. Produced independently of the BID, the documentary places Farmby on both sides of the camera, as subject and co-director, making self-authorship part of its inquiry. The film is an Official Selection at the 8th edition of the DUMBO Film Festival.



Tyson L. Adams

DIRECTOR | DOCUMENTARY FILMMAKER | EDITOR

Tyson L. Adams is a Jersey City-based documentary filmmaker and editor whose work favors intimacy over spectacle, with attention to gesture, silence, and what people reveal when the camera waits. A longtime friend of Zeph Farmby, Adams believed the artist's process deserved a wider audience. When Farmby was commissioned to create the official parachute artwork for the 2025 DUMBO Drop, Adams saw a chance to film more than the finished piece: the ideas, relationships, and decisions that carried it from the studio into public life.

Seeds of Imagination is Adams's directorial debut. As co-director and editor, he shaped an observational film that stays close to Farmby's process while placing it within the Drop's community purpose: bringing people together and raising funds for two local schools. Built from process footage and conversations with Farmby and those closest to the project, the film follows what happens to a work, and to its meaning, once it belongs to the public. *Seeds of Imagination* is a 2026 Official Selection of the 8th DUMBO Film Festival.

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Christopher Craig Jefferson

DIRECTOR | PRODUCER | CINEMATOGRAPHER

Christopher Jefferson is a director, producer, and cinematographer who has spent his career inside network television, creating for Smithsonian Channel, VH1, and BET, before turning that craft toward independent documentary work. His films sit in the space where private motivation becomes public action, tracking the moments people commit to work that exposes them.

Seeds of Imagination is his independent documentary directorial debut, a 2026 Official Selection at the DUMBO Film Festival. The film follows artist Zeph Farmby as a single painting moves from studio to street, culminating in a public unveiling at one of Brooklyn's largest cultural events. Jefferson brings a broadcast eye for pace and craft to a story about what it costs, and what it gives back, to make art in public.

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FOR SCREENINGS, PRESS & INTERVIEW REQUESTS

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