

# STOMMACH

FEATURE FILM WITH



**GENRE**  
Dramedy/Fantasy

SHINY-FLOOR COOKING COMPETITION

# STORY

## LOGLINE



A grocery clerk with food allergies is invited onto a game show to invent a new American food. If he can learn to think like a chef, his recipe might have a chance to become a famous grocery product.

## SYNOPSIS

# STORY



After being diagnosed with a **lethal food allergy**, Sean must change his diet and learn a new way to eat.

Segregated from family dinners and eating with his friends, he begins to explore an **underground food movement** that inspires him to start his own cooking channel.

Soon he is discovered by a cooking show, and given the opportunity to prove he can **invent a new food** that will change American cuisine.

FAMILY AND FRIENDS

# CONFLICT



Separated from his normal life after 15 minutes of being dead and anastasis, Sean Nucleamos must rebuild his POV.

# VISION

## ARTIST STATEMENT



### FOOD ALLERGY VS. FOOD INTOLERANCE

(causes immune reaction vs. causes digestive reaction)

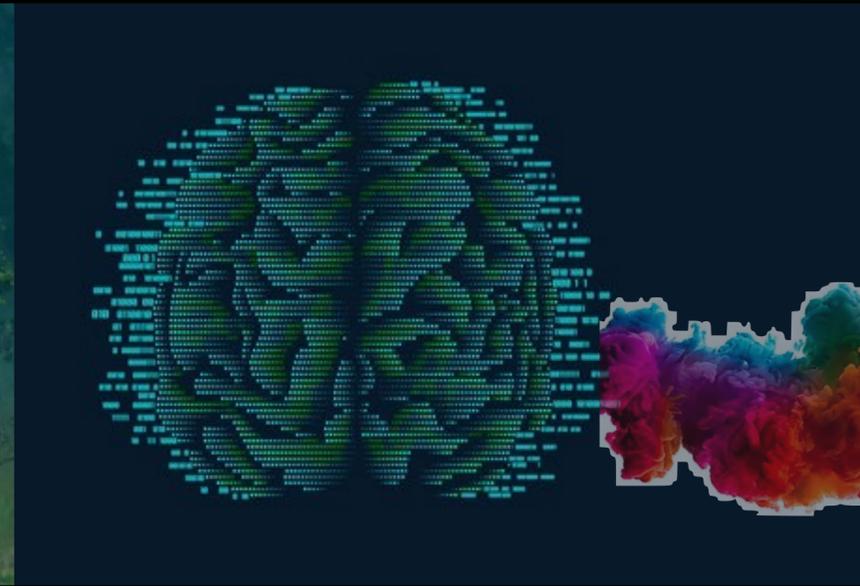
Food allergies are becoming more common in the U.S.  
**5% of the U.S. population has a known food allergy.**  
And an estimated 14% have allergies, but do not know it.

By challenging the American diet to be more creative,  
and inventing new foods sponsored by brands,  
people with food sensitivity\* can participate  
in the social experience of eating.

*\*Tree nut, soy, milk, egg, shellfish, peanut  
and wheat are the most common.*

## SEAN'S IMAGINATION

# TO NE



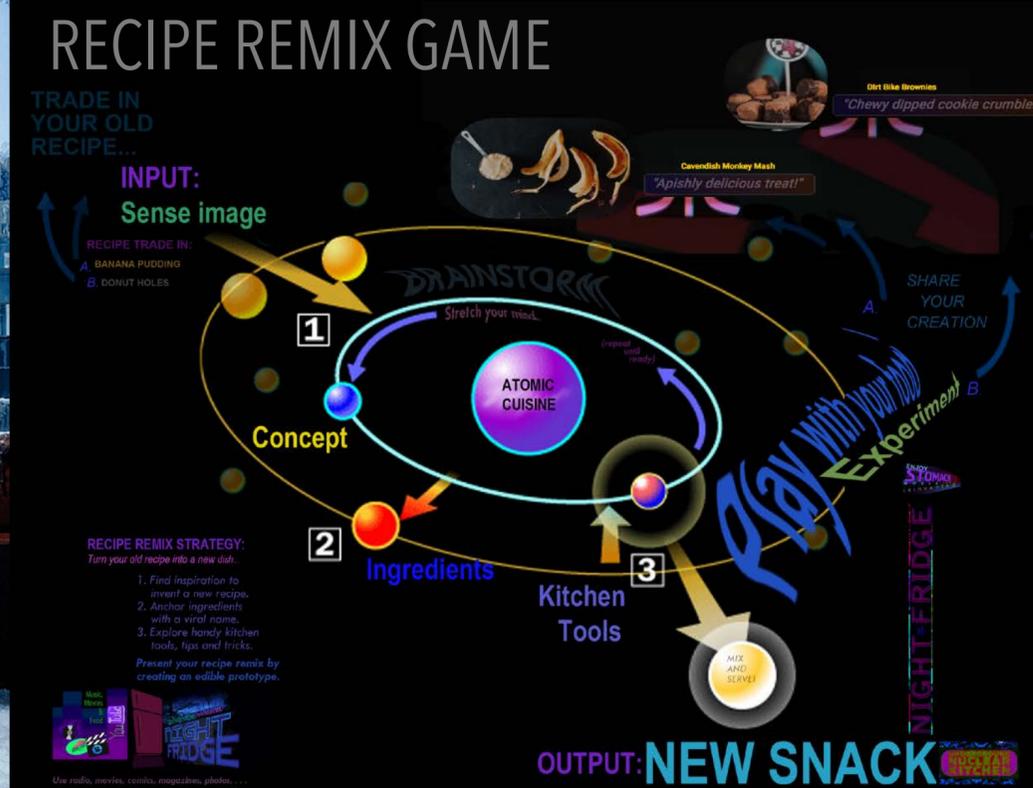
Sean has nightmares triggered by his food allergies.  
During the day he hallucinates, which contributes to his isolation.

# GAMING



**FOOD THERAPY / RPG** Experimenting with food and role play games inspires Sean to create his own YouTube channel.

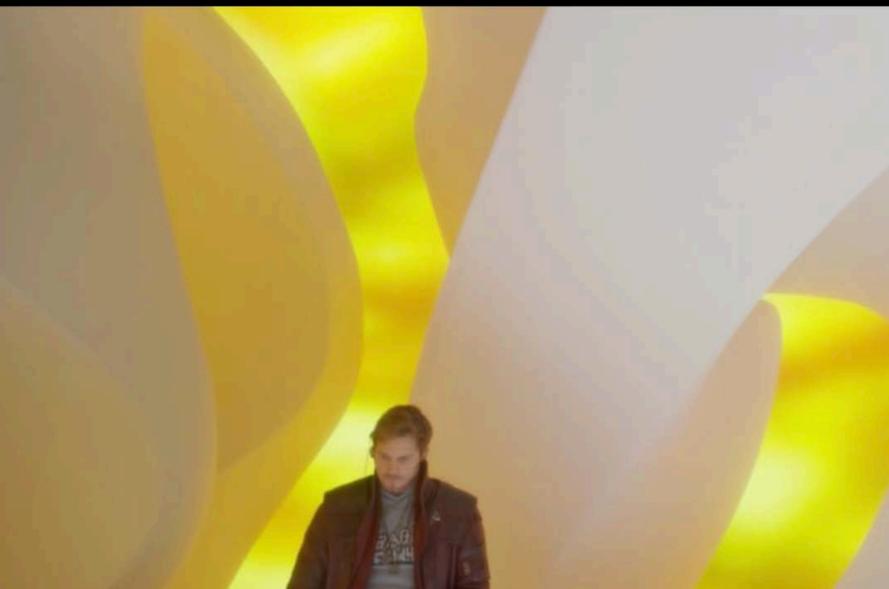
# YOUTUBE CHANNEL HERO



Sean goes from grocery clerk to underground foodie to building a **haunted kitchen** in his basement. When his YouTube channel goes viral he is invited onto a national cooking competition.

# Gastro'Punk LIVE GAME SHOW

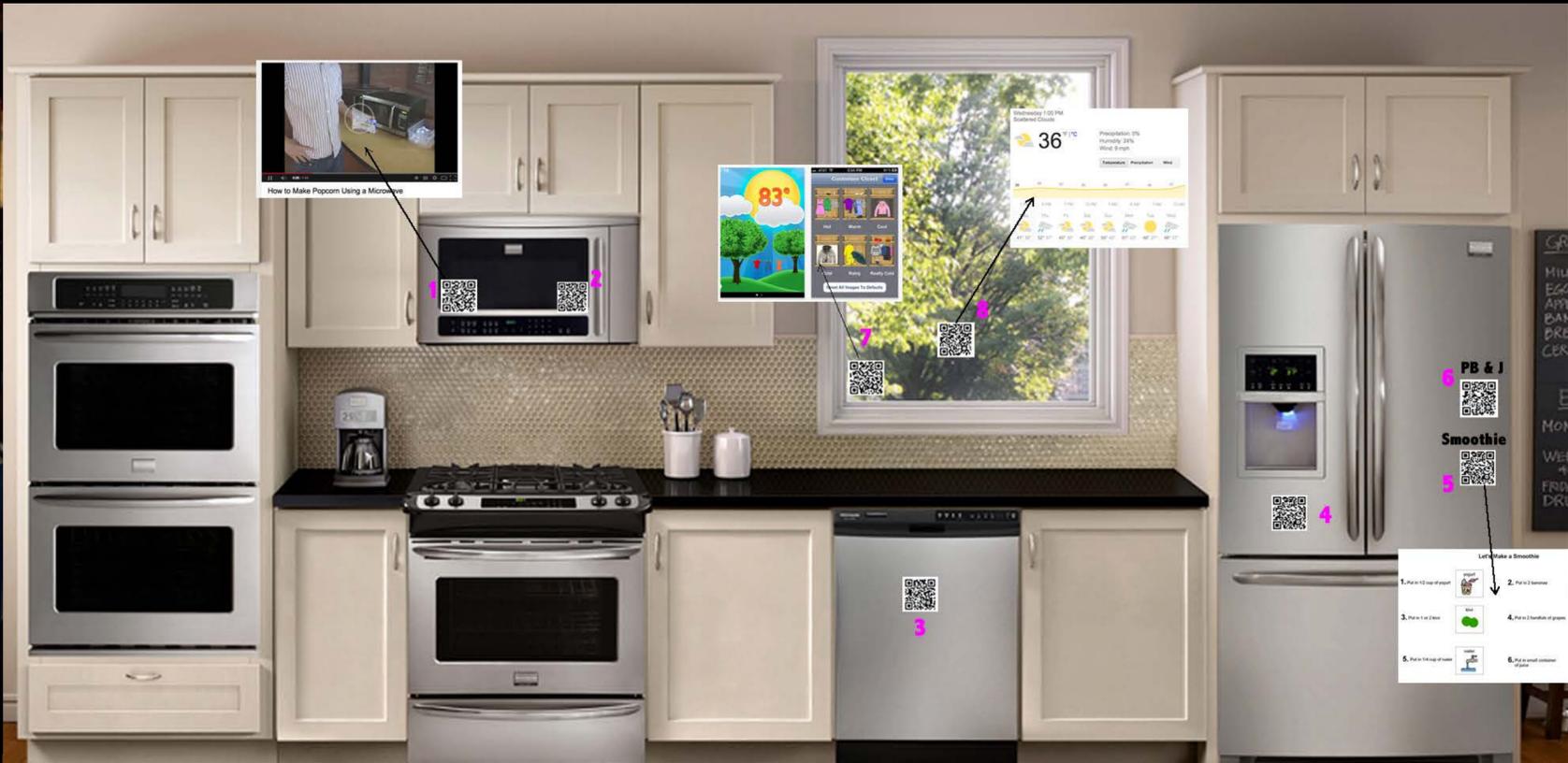
# LOCATION



Game play relates to real life situations. In one **game level**, players must create travel food in a car environment.

BEZELLE NORTHRUP

# YOUTUBE CHANNEL



# HERO

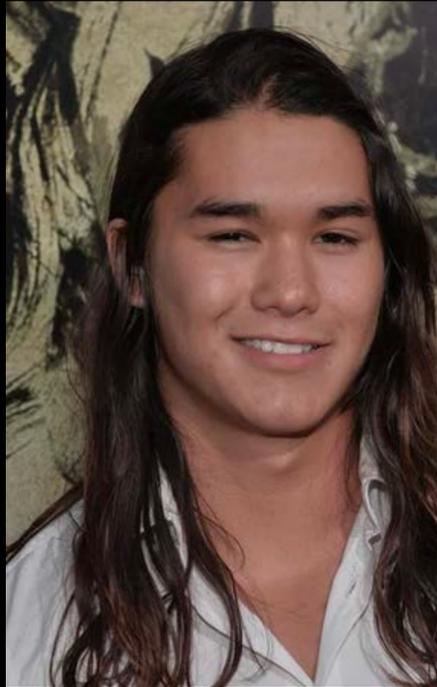
Famous for her **fantasy foods**, Bezel is also invited onto Gastro'Punk. A top influencer, her creative chops make her the only contestant with culinary training.

# CONTESTANT

YOUTUBE CHANNEL

Refrigerator  
**KARAOKE**

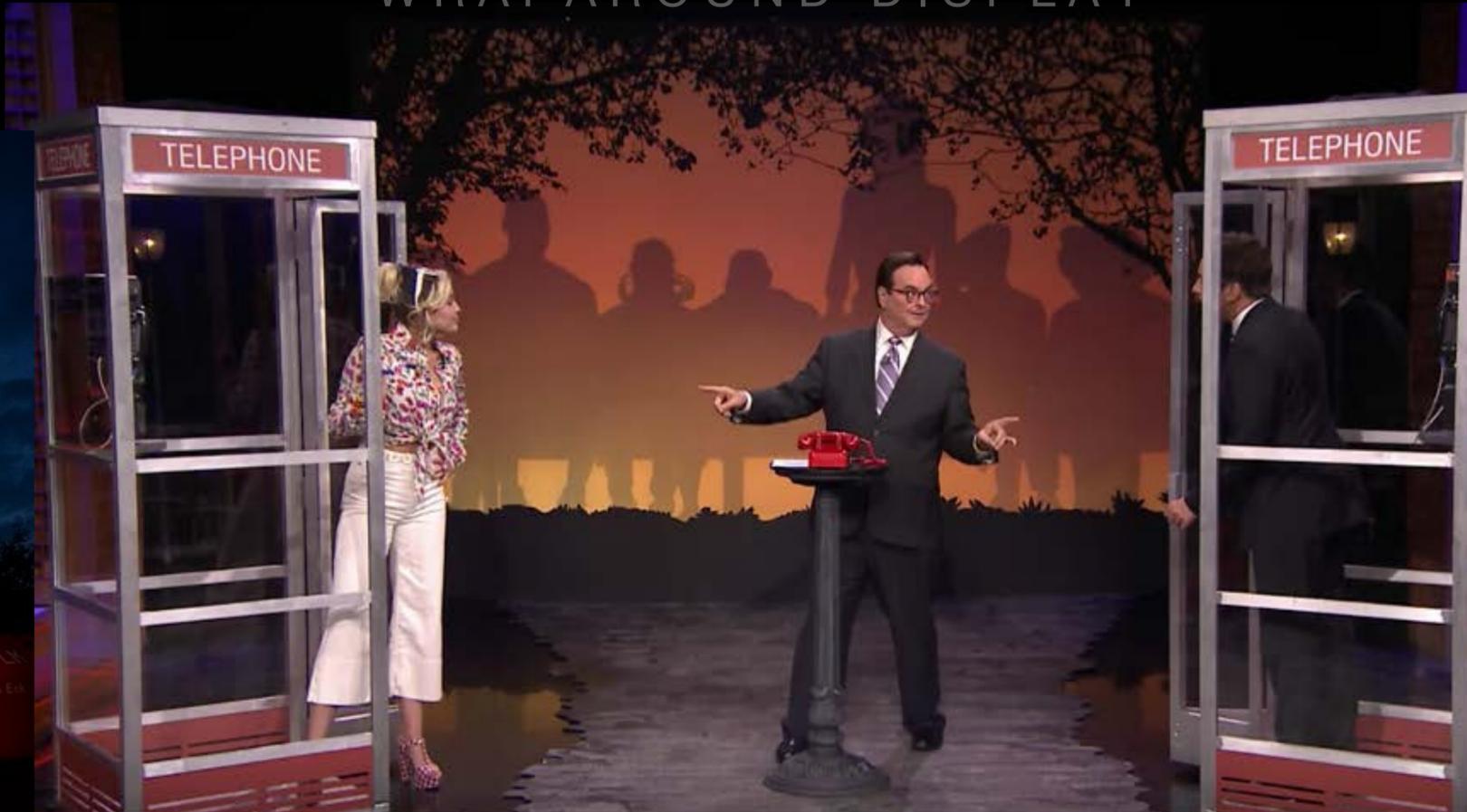
**BOMBE**



An established YouTube personality and unicorn host, Bombe Newton is known for his **refrigerator karaoke**.

# GRAPHIC ENVIRONMENT/ WRAPAROUND DISPLAY

# FORMAT



Each game show challenge uses a unique cooking environment, a cooking quiz or puzzle, as well as limited ingredients and cooking tools.

## FOOD CULTURE

Being creative means interacting with **ready-to-eat** food brands. But inventing a new food means thinking like a brand.

**#stomach**

# BRANDING



**CHALLENGE:** Invent a new soft drink flavor.

# AMERICA'S HEARTLAND

# SETTING



BURKE DAVIS, HOST  
The game show host will  
take contestants on a  
journey through  
American food.

Set in the Midwest, the home of cattle, cars, rock-n-roll and EDM,  
**Gastro'Punk** celebrates the great American romance with innovation.

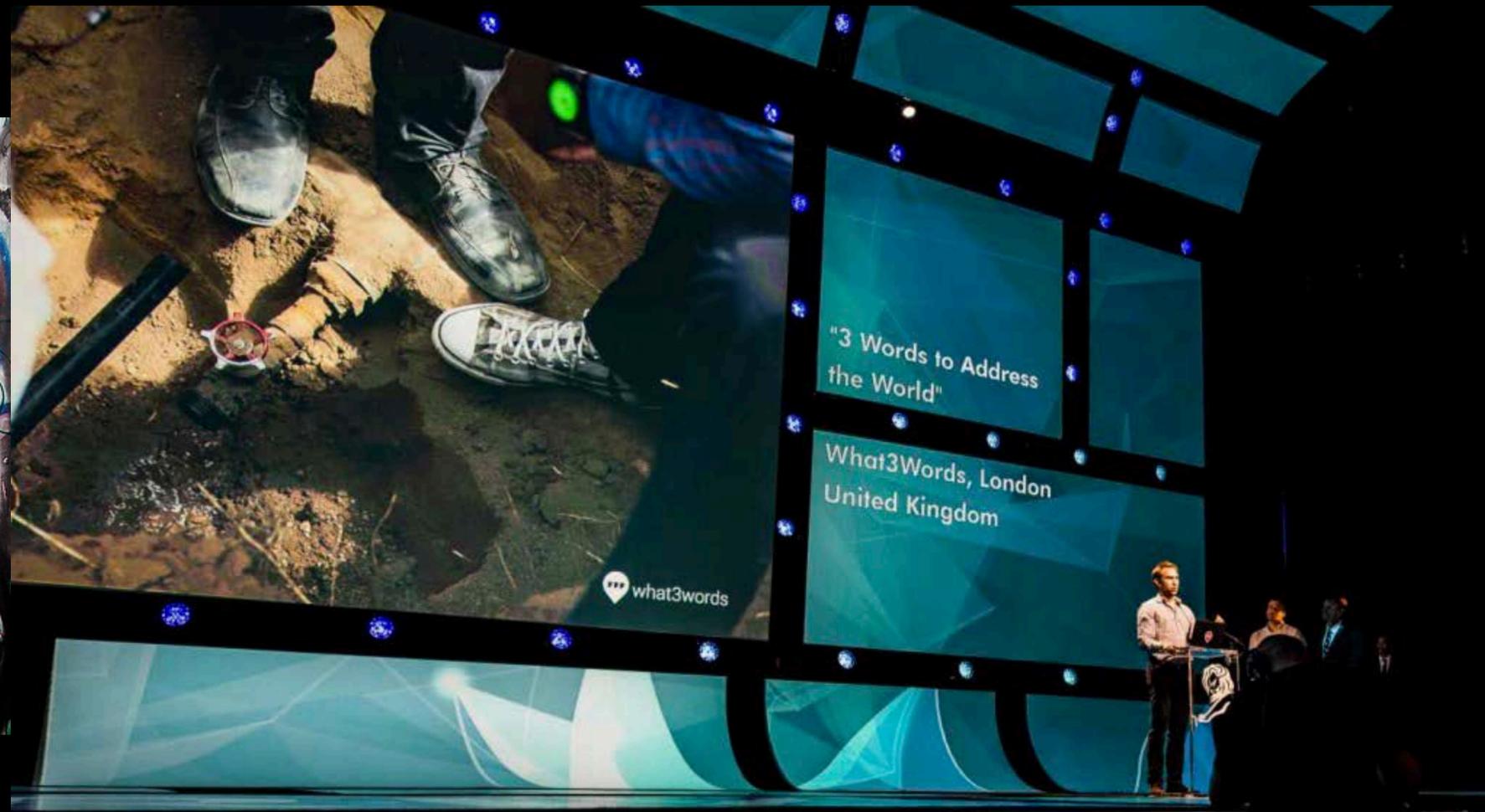


# COLOR SHAPE

Celebrating packaging design, pastel neons and rich tertiary colors of the gaming world.

Macro/HFR, food photography, VR/AR and 360  
FOV, combined with Vérité and subjective POV.

## CINEMATOGRAPHY



## COMPOSITION



**NOW  
OPEN**



grocery



Each environment has a unique lighting style that highlights emotional arc and story world.



## MAIN SCENARIOS

### **Sean's Nightmares**

*Low Key/Short Lighting  
with Tertiary Hues*

### **YouTube Channels**

*Ambient/Rainbow Spectrum  
and Neon*

### **Game Show**

*Spot, Lighting Board FX, Architectural  
and Motion Graphics Displays*

### **Family Home**

*Naturalistic, LED/Tungsten Hybrid*

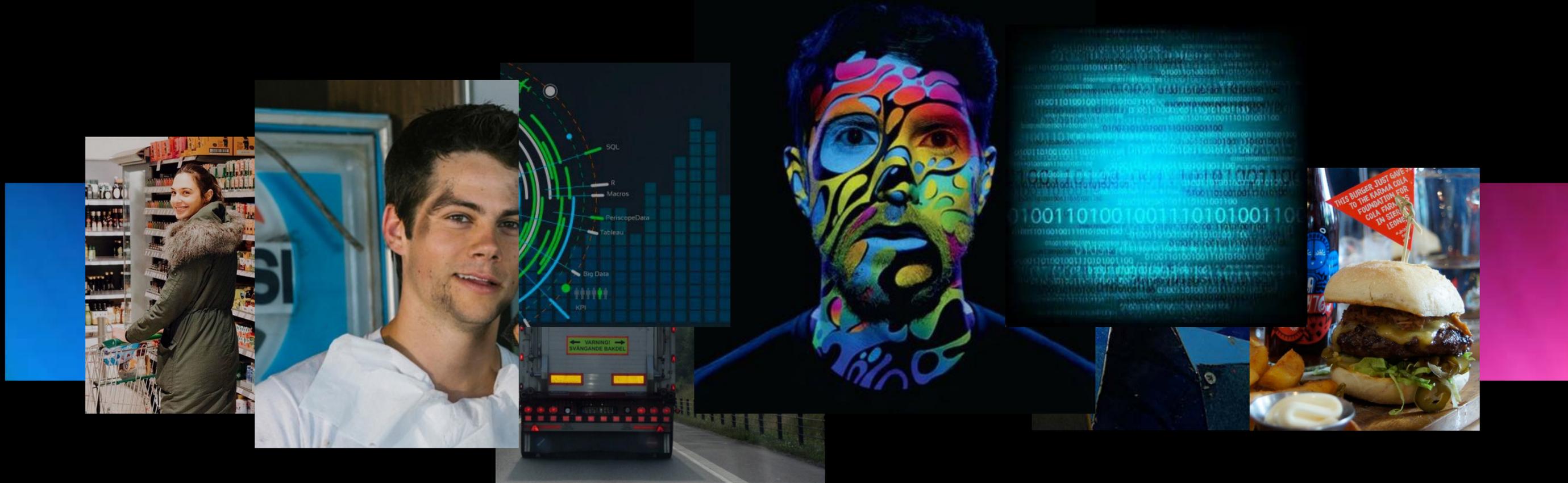
### **Grocery Store**

*High Key Product, Full  
Spectrum/ LED and Flood*

# LIGHTING

# MISSION

## Stomach Movie & **Gastro'Punk**



Stomach Movie and Gastro'Punk bring together the worlds of a TV cooking competition and gaming culture to **invent new foods** able to support a more diverse American diet.

STOMACH  
**Gastro'Punk**  
The End.