

BrainGum, *Live Action/Animation*



View through Orphelia's prototype BrainGum glasses.

"Let's presume that TV can be anything imaginable, that it is the most flexible of media technologies, still untapped for its potential to visualize and engage. Through *BrainGum*, a whole new kind of spectatorship, story method, and transmission substance is created -- to push the boundaries of what we think of as television. With its Y-Fi clues and captions, 3/2-G motion image design, 'hypertropic' audioscapes, and surround sound orchestra, described is a personal theatre experience that fuses hi- with lo-, and rivals an exotic soiree at the opera."

Orphelia's BRAINGUM



Genre: Interactive Mix-n-Mash Opera

Tagline: "Orphelia's 'elastic-oplastic' interactive story gum."

Logline: "Hypervisual 'self-serve' story-game made from a mosaic of
of 'recycled' media content and original wrap-around animation."

Synopsis: "In Orphelia's world, everything is imaginable--and *nothing is what it appears to be!*" Inside her "secret bubble theatre" watch crashbang and smashup video for a surreal dose of purely addictive instant punch and buzz. And, get daily *BrainGum* on your cell phone or handheld unit. Drift through waves of streaming television and make up your own storyline. Or, for serious viewers, don't forget to put on your "brain glasses" (order from Disney) if you want to decode the smashed-up, hidden messages. (You'll look smarter that way too!)

Turn your TV sideways (*portrait mode*) and dim the lights for sensory delight. Or, pump up your radio blaster and cue in your own sound track to "scratch and score" multiple media collisions. The cult visual anarchy episodes are made from 100% recycled media content, and animated transmedia. So whether you want to keep your brain nimble and refreshed, or numb and chilled, you'll love the "classic-oplastic," optical-elastic *BrainGum* flavor. And, tune into radio *BrainGum* for Orphelia's sheerly sonic kaleidospheric delight, a world of story-sound with featured musical libretto foreshadowing the upcoming episode.

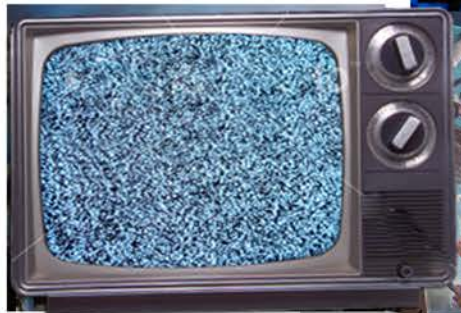
BrainGum, The Movie, made from recycled television, movies, music and game content, coming 2012.

The **Recycled Content Platform** presents a new device for cultural production suited to reposition existing media, and media subunits, into a framework design encouraging play and revaluation. Through repurposed content, users experience mnemonic learning, desaturated information loads, and reinforced "lateral thinking" modes native to digital formats. Each episode maintains a mix of Reality 2.0 TV with gaming, music, movies, and interactive components.

Format:

- + **Transmedia "Brain Glasses"**-- For viewers using brain glasses "speculation" functions are maximized revealing the "*BrainGum effect*," an instantaneous pleasure derived through intersected media bits spontaneously combined to recode and decode the narrative. (*Brain glasses use interchangeable "lens slappers."*)
- + **Radio Libretto**-- *BrainGum* story strategy, prepared for BG fans in the broadcast libretto, describes AV "brainsports"-based behaviors (*AV-sk8, Scratch-n-Score, Whirli-Whooshi-Wavi, Y-fi Dunk-n-Dive, . . .*)- to shape the free-form narrative captured in the multitrack image and audio into the television recipe referred to as *BrainGum*.

BrainGum Show Format



TV, Handheld and Radio.



Make your
own story.

Vending Machine
Story-Dispenser
Interface.

Multistory Game.

Format: con't.

- + **Secret Formula--** The proprietary media-interaction design (*BrainGum story patterns*) marks an outrage parallel to the invention of Coca-Cola (*which as an original beverage concept presented neural stimulation, and projection of a new household name*). Maybe the guys at Coca-Cola will feel better, as allies, when finally the new *BrainGum* series cola is released, *with hidden clues in the bottle cap*. Of course, the candy people are gonna get upset if they don't get their sponsored candy wrapper clues *and tie-in market share*. . . .
- + **"Intrastitial" Ads--** For the *BrainGum* series, a comprehensive media design repositions sponsored advertising content into "*intrastitials*" (*where ads are clues*) using an intermittent and contagious messaging code sequenced to enhance the *BrainGum* mind state, *and propel the viral narrative*.
- + **ORPHELIA, original character design, (opera singer / media avatar)--** Orphelia's prologue and *intrastitial* bumpers and intertitles keep viewers engaged in the *BrainGum* story-mystery. The chanteuse, simply known as "Orla" in high-brow circles for her "hypertropic" vocalizations, brings the opera experience into full form for our "interactive spectators." As well, Orphelia's larger than life presence will be extended as she becomes a figure on the popular horizon with her appearances in advertisements (*and as a voice for the many unrecognized social happenings and causes currently out of the spotlight*). Orphelia's episodic tales urge viewers to "invent their imagination" and view the treasures hidden in the world of stories.
- + **KALEIDOCOLA, flavored beverage design--** New beverage design based on an original cola formula coordinated for the *BrainGum* series. (*"MMMm, that tastes like bubble gum . . . !"*) Trademark bottle design doubles as a narrative artifact and viewing tool that situates the downloadable radio libretto story-map into a visual reference tool for the unfolding operatic narrative format.

Series Format:

Transmedia "Brain-Glasses"-- For viewers using brain-glasses, "speculation" functions are maximized revealing the "*BrainGum* effect," an instantaneous pleasure derived through intersecting media bits spontaneously combined to recode and decode the narrative design. *Brain-glasses use interchangeable lens "slappers."*

Radio Libretto-- *BrainGum* story strategy, prepared for BG fans in the broadcast libretto, describes AV "brainsports"-based behaviors (e.g., *TV sk8*, *surf-n-score*, *whirli-whooshi-wavi*, *AV dunk-n-dive*, . . .), to shape the free-form narrative captured in the multitrack image and audio into the television recipe referred to as *BrainGum*.

Secret Formula-- The proprietary media interaction design (*patented BrainGum story patterns*) marks an outrage parallel to the invention of Coca-Cola (*which as an original beverage concept presented neural stimulation, and projection of a new household name*). Maybe the guys at Coca-Cola will feel better, as allies, when finally the new *BrainGum* series cola is released, with hidden clues in the bottle cap. Of course, the candy people are gonna get upset if they don't get their sponsored candy wrapper clues, and tie-in market share.

"Intrastitital" Ads-- For the *BrainGum* series, a comprehensive media design repositions sponsored advertising content into "*intrastititals*" (*where ads are clues*), using an intermittent and contagious messaging code sequenced to enhance the *BrainGum* mind state, and propel the viral narrative.

ORPHELIA (*original character design*), opera singer/media avatar-- Orphelia's prologue and Y-fi "*intrastitital*" bumpers and intertitles keep viewers engaged in the *BrainGum* story mystery. The chanteuse, simply known as "Orla" in highbrow circles for her "hypertropic" vocalizations, brings the opera experience into full form for our interactive spectators. As well, *Orphelia's larger than life presence will be extended as she becomes a figure on the popular horizon with her appearances in advertainments, and as a voice for the many unrecognized social happenings and causes currently out of the spotlight*. Orphelia's episodic tales urge viewers to "invent their imagination," and view the many treasures hidden in the world of stories.

Project ORPHELIA
Participatory/Multitasking
NARRATIVE FRAMEWORK:

- A) Multistory Narrative Design,
 - B) Digital Media Technology,
 - C) ORIGINAL CHARACTER DESIGN (using performance capture technology)
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BrainGum Mission

BrainGum's nonlinear media design allows popular messages to be crafted from showcased and already familiar microbit favorite moments, *repurposed* to present engaging social themes that impact popular culture's influence and function. Set within a "conversational media" design supporting introspection, crossmedia multitasking and creative/critical thinking challenges, each show's message is presented by an *iconic avatar* able to refract/guide the progression of topics along the season's arc, *the lessons prepared for the culminating big screen operatic feature, with event-based gala*, designed to open, *for mass entertainment*, a throughway from creator to presenter to end user. (See "Rated-S")

****No Passive Spectatorship Allowed***