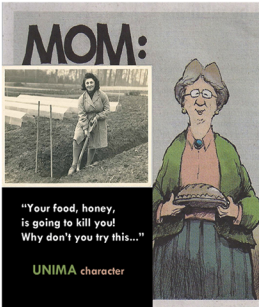


# NIGHT FRIDGE

(Nuke's youtube channel catapults after his diagnosis)



UNIMA - is Nuke's biological, and stage mother. She is a force of nature appearing (during Nuke's tapings), with always a gift from the gods -- random groceries that get turned into viral snacks. Her mission for her son is to provide a vigilance over his dietary choices that help him stay on course with his medical proscription. By participating as the tacit curator of his cooking show, she is bringing new products into Nuke's life, that both support his creative cooking efforts, and reinforce his wellbeing.



FRIDGET - despite the curious coincidence of her namesake (with a foreign brand of snack foods), Fridge's role is more than as presenter -- she is Nuke's girlfriend, when she is not being his mostly invisible side-kick. Her efforts articulate the moments of his cooking show when ingredients begin the algebraic process of adding up to something more than their visible counterparts. And, when Nuke has gotten distracted or discouraged, it is Fridge who inspires with a playful, visual allusion tipping Nuke's active imagination.



NUKE - uses symbolic reasoning. We get to see some of his thinking process right on the prep table. His foods (provided by Unima) and clues (provided by Fridge), form the cross and bones of his impromptu cuisine. Thinking visually about a recipe is similar to using one's palate to imagine how foods will combine. However, since Nuke is not a chef, he must access his inner food genius, relying principally on his recipe remix strategy: a crosshatch of word puzzles, sounds clues, pop art, and ready-to-eat foods.



BOBI - is a traveling talk show host, with his own YouTube channel. As a host, he appears on unicorn channels (such as Night Fridge), featuring a mashup of deep dish and newsy talk. To Bobi, the internet is still a dirt road, albeit one marked by the video streams of neo-celebrities. Using random acts of "public dish doing, on-demand laundry, and the social car wash," Bobi's on-location, hands-on POV refreshes the newsy talk show with investigative story -- decrypting the secret lives of unicorns like Nuke.