STOMACH IP

CROSSMEDIA PROPERTY

DIGITAL CINEMA TECHNOLOGY

RATED-S Feature Film

This is a "Rated-S" film because of its potential to create social, cultural or political change. The power of cinema as it merges with digital infrastructure, and the potential of Hollywood to impact cause using story design, is presented through this cross-media franchise, an original IP that applies a convergence aesthetic, which combines cinema, with television, game design, and interactive.

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RATED-SOCIAL

Contains narrative fortified by social themes, participatory content, and actionable choices, built for theatrical and hyperstory experiences.

Original Crossmedia Franchise

Stomach aka "Your Brain is Your Other Stomach" (feature film)
This film introduces the character Nuke, whose story is set in the landscape of American cuisine, in the heart of a small LA natural grocer, where Nuke must face food allergies that threaten his life.

Celebrity Stomach (hybrid cooking-interview/"last supper" roast)
This is a reality format where celebrities share career and life stories, told through a personal food history. Childhood food, special diets for roles, favorite foods -- it all adds up to a celebrity sharing their "food evolution," and favorite recipes, with a surprise twist that turns the kitchen counter interview into a last supper roast. Someone the public has never met before from the celebrity's past will shed new light on their origins, food habits, or other life details never before revealed. In addition, the interview will pair the celebrity's personal (or family) food recipes with a philanthropic cause -- and during the co-sponsored season finale cookoff challenge, the season's featured celebrity foods could get voted into the Stomach branded grocery line (determined by fan votes and judges from charitable causes).

Culinary Snackster ("your food can make you famous" and "invent new foods" game show)
This is the TV game show that turns everyday cuisine into branded and extreme food prototypes, using Watson's computational creativity and gamified tools, to launch new food products (potentially new American classics) that can end up in your grocery aisles.

Night Fridge (pre-theatrical youtube series w/ late night installation post-theatrical)
This is Nuke's personal channel where he experiments with food concepts, using physical comedy and atomic cuisine principles, with the show initiating a viral campaign to build the fan base for the character. The show will then be repositioned as a web series where featured talent remix high concept snack foods in an experiential kitchen, just like Nuke.

Stomach 2: Gastropunk (live action feature w/ AR-VR food survival game)
A continuation of Nuke's journey, immediately after his experience on the TV game show. This unexpected thrust into a chimera that resembles his end-time dreams, places Nuke in an immersive storyworld where the fate of millions -- whether they eat or die -- is hinged on both Nuke's physical performance as a player, as well as his ability to meet creative intellectual challenges that can push global industrial food practices towards a sustainable market future (integrating into game play agro and food science innovation, i.e. VC funded food technologies).

Epic Storyworld Arc

Local Hero

Nuke is a character that grows with the franchise: from youtube persona, to gameshow contestant, to augmented reality star, to real-world entrepreneur.

In the first installment of the franchise (Stomach), Nuke's body image as well as dietary health challenges shape the exterior narrative, which becomes inter-twined with an interior narrative that plays out on screen through the cartoon avatar TORK (personal asides from Nuke's imagination), along with vivid dreams that foreshadow a dystopian food war (Stomach 2). But in order for Nuke to survive his first journey, he must learn to use his imagination to invent new foods, within a televised gameshow competition that could ultimately enable both brands and fans to reshape the landscape of American cuisine (including ready-to-eat, as well as drive-thru and dine-in).

National Hero

Global Hero

(Watson/Samsung apps)

In the second installment (told through a hybrid live-action/augmented reality videogame, aka Stomach 2: Gastropunk), Nuke must face the natural elements and the original biological program that humans transcended through agriculture and industrial food practices. From hunting to gathering to inventing, Nuke and seven other world class food artists will be immersed in a survival game that show the origins of human creativity and how this can be used now to transform the global food landscape, where hundreds of millions go hungry everyday because of capitalist market logistics, or environmental factors. The stakes are high for Nuke, but if he can form alliances with the correct geographic and institutional forces, results from the "world food game" could transform how business is conducted inter-nationally, and how food production and distribution are reshaped by VC/philanthropy.

Franchise components include producing the game show, video game, app and new media formats, as well as branded food product extensions and menu tie-ins.

SocialContent

You too can be a food hero!