

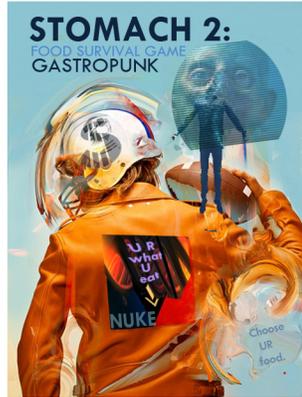
Proposed MPAA "Rated-S" (rated-social) format employs narrative to solve large social problems.

STOMACH 2 SOCIAL NARRATIVE RE: AMERICAN CUISINE



THEMES
Rated-S

3 Major Issues in Mass Food Production



STOMACH 2:
FOOD SURVIVAL GAME
GASTROPUNK

In part inspired by my own dietary challenges, and three major issues around mass food production, Stomach 2 expands an original IP with participatory themes that challenge users to demand global solutions.

Continuing Sean's journey, after his experience on the game show *Snackster*, Sean feels he must further commit to understanding the social issues facing American cuisine. Inspired by a strange dream, he is compelled to leave the family nest, and soon finds himself in a surreal first-person thinker (FPT) video game based in Darwinian reality. At first the only ARG player, he soon realizes the game requires multi-player collaboration to solve the challenges being presented. Once all the players are drawn into the extreme sports AR/VR survivalist game hybrid, they must learn the rules of this "gastropunk" universe in which they will be challenged to build a new mass "food architecture," from concept to menu to transformative American cuisine.

CDC (Center for Disease Control & Prevention) Definitions & Stats:

- 1) OBESITY = BMI (body mass index) 30% or higher.
- 2) 74% of Americans are either overweight or obese (with 34.9% or 78 million being obese).
- 3) Death from obesity = 300,000 U.S. annually.

U.S. FOOD WASTE FACTS & STATISTICS

40% of all food grown in the U.S. is never eaten.

30-50% of the food that makes it to the supermarket shelves is thrown away in the homes of the people that buy it.

4 billion tons of food is wasted every year.

U.S. per capita waste has increased 50% since 1974.

This results in 25% of all fresh water used in the U.S. being wasted.

That equals \$1.65 billion per year in total food waste (\$40 billion from household waste).

It takes 300 million barrels of oil or 2.5% of the U.S. energy budget to produce this food that will be wasted.

33 million tons of landfill waste will be generated.

Just 15% less waste could feed 25 million Americans annually.

OBESITY

Overfed and Undernourished,
<http://amzn.to/2994oua>

Watch Liam Golle's Story:



(We inhabit a chronic) FOOD PATHOLOGY (It's built into our culture.) Because we live in a mass culture where food choices are unlimited (drive-thrus, dine-in, packaged foods...), and the mediation of food products are essentially presented in an unregulated fashion, using children's programming, etc., kids develop preferences based on superficial stimulus -- versus a learned appetite based on healthy dietary experiences.

WASTE

Just Eat It,
<http://amzn.to/299mQm4>

Into the Trash It Goes

A federal study found that 96.4 billion pounds of edible food was wasted by U.S. retailers, food service businesses and consumers — about **1 pound of waste per day** for every adult and child in the nation at that time. That doesn't count food lost on farms and by processors and wholesalers.

For a family of four people, that amounted to about **122 pounds of food thrown out each month** in grocery stores, restaurants, cafeterias and homes. Here is a depiction of that family's monthly share, the sum of waste in eight different food groups as detailed in the study.



Source: United States Department of Agriculture; Census Bureau

BILL MARSH AND KASH HASKELL, THE NEW YORK TIMES; PHOTOGRAPH BY TONY CENCOLA, THE NEW YORK TIMES

NUTRITION

Food Matters,
<http://amzn.to/29FFP8u>

(We need a consumer-facing) FOOD TECHNOLOGY (Content and data.)

A nutrition-only approach to a healthy diet may not always be the best choice, suggesting that kids may need an adaptive mechanism to transition to an improved state of health. Kids prefer ideas, pictures, and stories vs. harsh rules. But this requires a particular set of creative, cultural and institutional solutions, that can turn learned food pathologies into new forms of play and tools.

RATED-SOCIAL

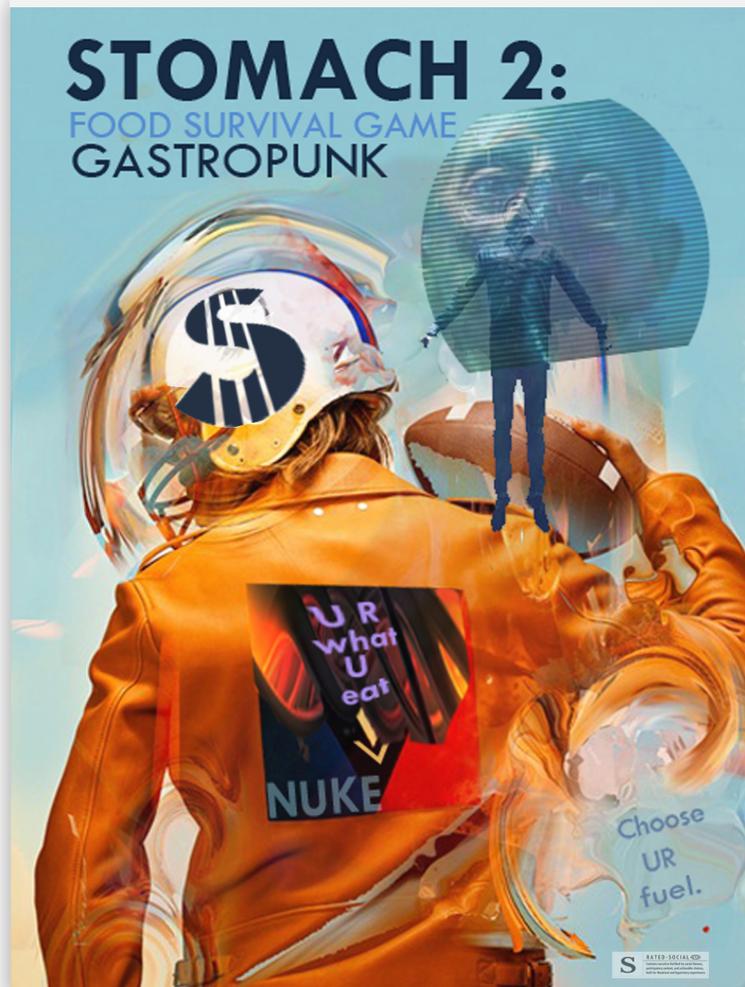
STOMACH 2:

FOOD SURVIVAL GAME

GASTROPUNK

GAME LEVELS

1. **Gastropunk't** - after winning a national championship, Nuke is called out of his comfort zone into combat, defending himself against forces that will try to eat him in the wilderness.
2. **Friendly Fire** - attacked by fellow warrior Hash, Nuke must make an alliance by risking his life and rescuing his foe from a toxic mirage, if they are both to survive the night.
3. **Strange Attractor** - caught in a survival loop, the new duo answers a beacon to an unmapped territory where other players are harbored.
4. **Warp Driver** - a group of colluding warriors, held hostage by a rogue time traveller, are rescued when information about an alternate future confirms a game within the game.
5. **Mash to Order** - by chance, Hash discovers a pattern in the energy field which points to an encrypted natural law that defines the world system they inhabit, and a secret source of energy.
6. **Food Fractal** - by studying these patterns, using available foods, they are able to unlock a hidden code built into the cellular level, which reveals the new game design where fuel creation replaces the dominant "eat or be eaten" reality.
7. **Dunk Ball** - by combining ideas using spare parts and sports analogs, the group begins encoding the new game, and its necessary rules.
8. **Crash Diet** - but a scarcity of resources puts emphasis on engineering management which unlocks the final level in the food riddle.
9. **Frenzy Feast** - the feeding embargo demands the formation of a new cuisine, a molecular fuel design, which must be installed into the game system in order to vanquish a protocol no longer functional in the world we live in.



Mad Max meets Inception meets The Hunger Games.

Character Nuke: SNACKSTER food star and GASTROPUNK hero.

After winning the **Snackster** food crown, and launching a new food into national grocery stores, **Nuke** finds himself drawn into a mysterious video game world (**Gastropunk**) that puts him against the Darwinian food chain. At first a personal battle set in the wilderness, with tasks resembling an **ARG**, Nuke battles against natural forces which lead him to a small desert town where he meets seven players ready to take up challenges that might solve an impending global food crisis. As a multiplayer team, they must unlock levels of an **FPT (First Person Thinker)** strategy game, where psychological combat in a catastrophic landscape may launch the formation of an independent food movement able to feed masses of citizens impoverished everyday by **institutionalized hunger**.