

MINDVILLE

Adventures at the edge of reality!



THE MINDVILLE PROJECT



MOUNA



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"Reality is an illusion,
albeit a persistent one."

Albert Einstein

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OVERVIEW

THE MINDVILLE PROJECT

The Mindville Project is the umbrella for various theme-related products that have been developed from the animated motion picture, Mindville. The Mindville Project creates a cohesive and instantly recognizable brand built around the visual style and tone of the movie.

MOVIE LOGLINE

When two young people unexpectedly face their final moments on Earth, they question their reality and are mysteriously transformed into cartoons in a virtual world. Only by visiting the existential fairground of Mindville can they seek the knowledge and insight they need to be restored to the real world.

THEME OUTLINE

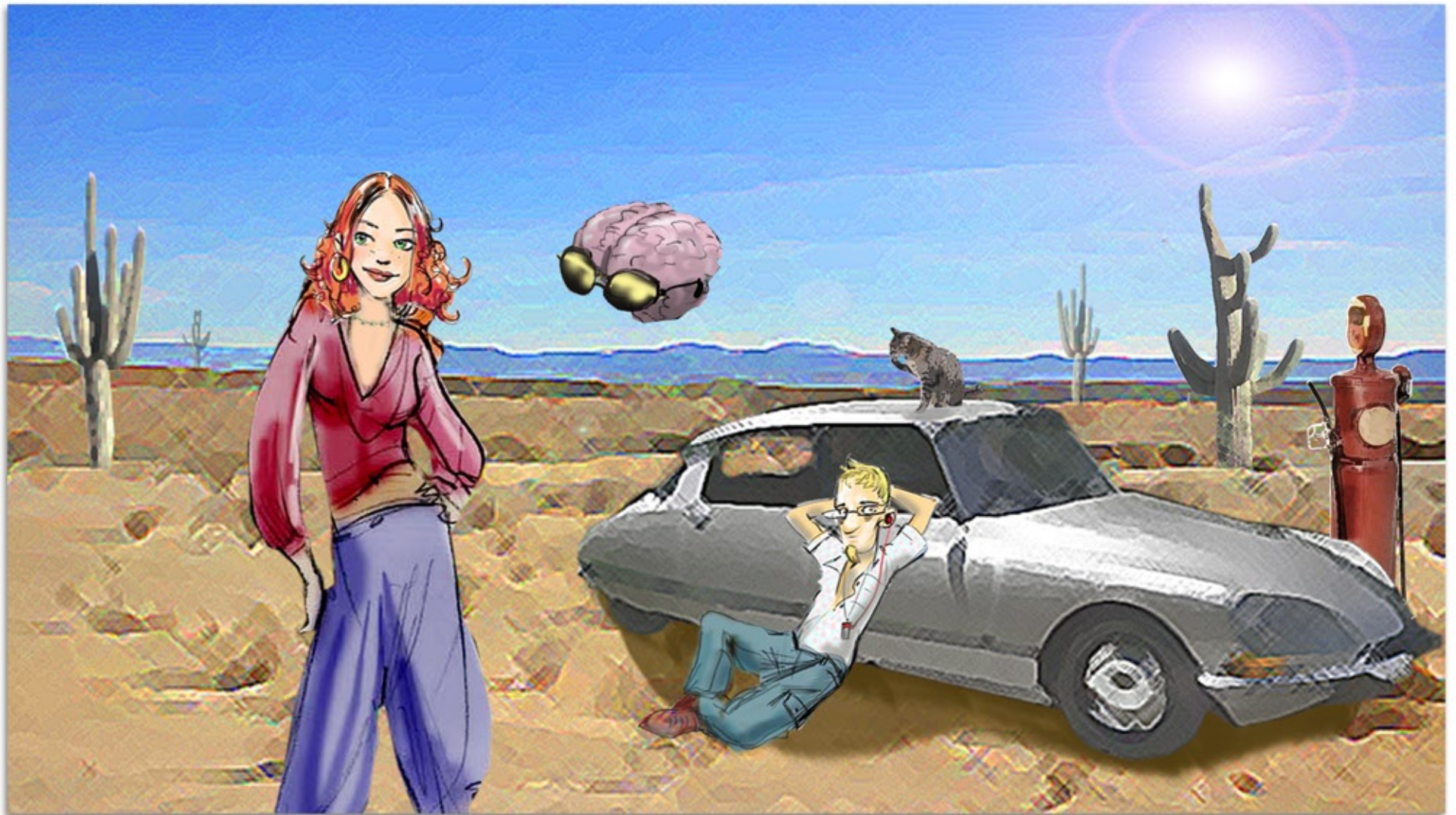
Rather like an edgy, savvier update of The Wizard of Oz, Mindville is a colorful allegory about the quest for awakening and finding love along the way.

Mindville also tells the story of ourselves, of what makes us conscious beings in the universe, and celebrates just how amazing our brief existence truly is.

SUMMARY

Mindville is an ideal vehicle to introduce the subject of consciousness to global audiences. Once the movie is released, it will bring to life a wide range of related franchises, including video games, books, apps, online communities, TV specials, touring interactive installations and actual theme parks. In this way, the Mindville Project will become a high profile provider of all things related to the understanding of consciousness.





DRAMATIS PERSONAE

SHAHANNA - A Human recently turned into a Cartoon

KLAUS - Another Human recently turned into a Cartoon

NIGEL - A large floating Brain with boundless wisdom and a wry wit

SCHROEDINGER - A Quantum Cat in superposition



SYNOPSIS

Klaus is a video game fanatic whose life starts to crumble when he loses his dead-end job, long-suffering girlfriend and the coveted Berlin video game championships in quick succession. After too many years addicted to virtual combat, Klaus realizes it's time to experience the wider world, and heads off to the vast landscapes of Arizona in search of something he can call real.

Unexpectedly stranded alone in the middle of nowhere, Klaus finds himself in mortal danger, and for the first time starts to seriously question the meaning of his own existence. As the desert heat takes its toll, he slips into unconsciousness, and an extraordinary transformation takes place: Klaus turns into a virtual version of himself, a cartoon character in an animated version of the world!

Klaus awakens to this strange new reality in time to be rescued from the roadside by the beautiful and mysterious Shahanna, who has also been turned into a cartoon and is haunted by a dark secret from her past.

Shahanna is accompanied by an unlikely guide and mentor, Nigel, a large animated floating brain with boundless knowledge and a wry wit. Klaus learns that the only way he and Shahanna can ever return to human form is by first visiting a place called Mindville, where they can seek answers to their deepest questions about reality.

Mindville is a virtual fairground of the imagination, containing rides and attractions dedicated to various aspects of consciousness, the brain and the universe, such as Plato's Cave, Journey to the Planck Scale, The Brain in a Vat, Schroedinger's Amazing Dead and Alive Cat and the Cartesian Theatre.

Ably guided by Nigel, Klaus and Shahanna explore this fantastic world, encountering great historical figures along the way, such as Plato, Descartes, Einstein and the Buddha, who each provide some wisdom pointing towards a deeper understanding of reality.

Yet definitive answers remain elusive, and the mystery keeps growing. Will they ever leave Mindville? Are they even still alive in the "real" world? Filled with doubt about ever finding a way back, Klaus and Shahanna go their separate ways. Now they must venture inwards alone, into the deeper realms of subjective experience, shining light into the darkest corners of their minds before they can awaken.

In a spectacular finale that recreates the Big Bang, Klaus and Shahanna escape from Mindville to begin their lives anew in the real world as conscious and aware human beings... and now they are in love!



EXT. LEDGE OVERLOOKING MINDVILLE - DAY

In a vast and completely flat and empty virtual desert with a dried, cracked surface that stretches to a ring of distant purple mountains, we catch our first sight of MINDVILLE, a magnificent fairground of the imagination.

Shahanna and Klaus are completely awestruck.

KLAUS

Woah.

SHAHANNA

Yeah - woah.

NIGEL

Half a million words in the dictionary and the best you can manage is "woah"?

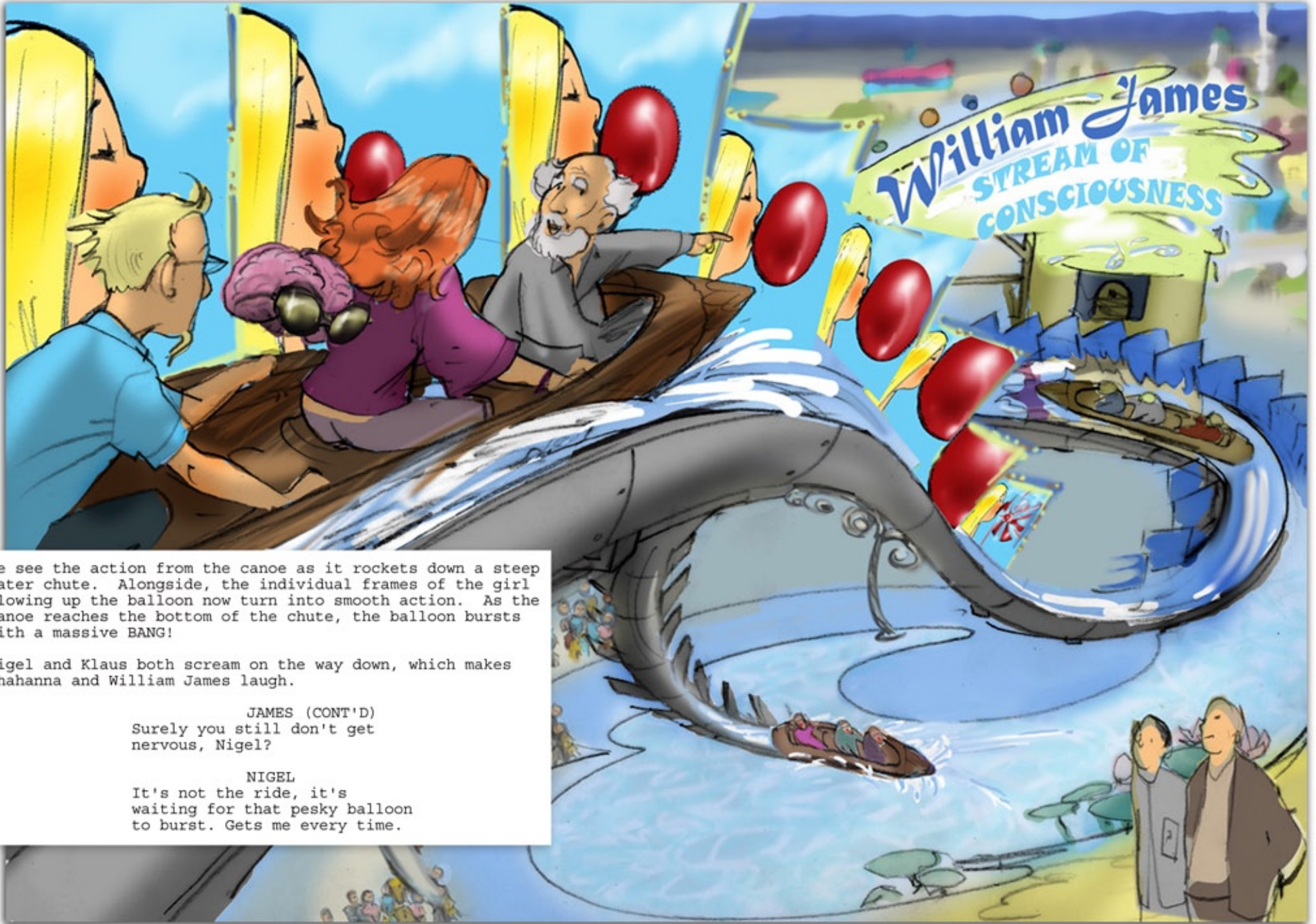


KLAUS
Were all these people once
real?

NIGEL
Oh, they're still very real,
Klaus. At least in their own
minds.

KLAUS
Why are they here?

NIGEL
Because like you, they started
asking some very big
questions.



We see the action from the canoe as it rockets down a steep water chute. Alongside, the individual frames of the girl blowing up the balloon now turn into smooth action. As the canoe reaches the bottom of the chute, the balloon bursts with a massive BANG!

Nigel and Klaus both scream on the way down, which makes Shahanna and William James laugh.

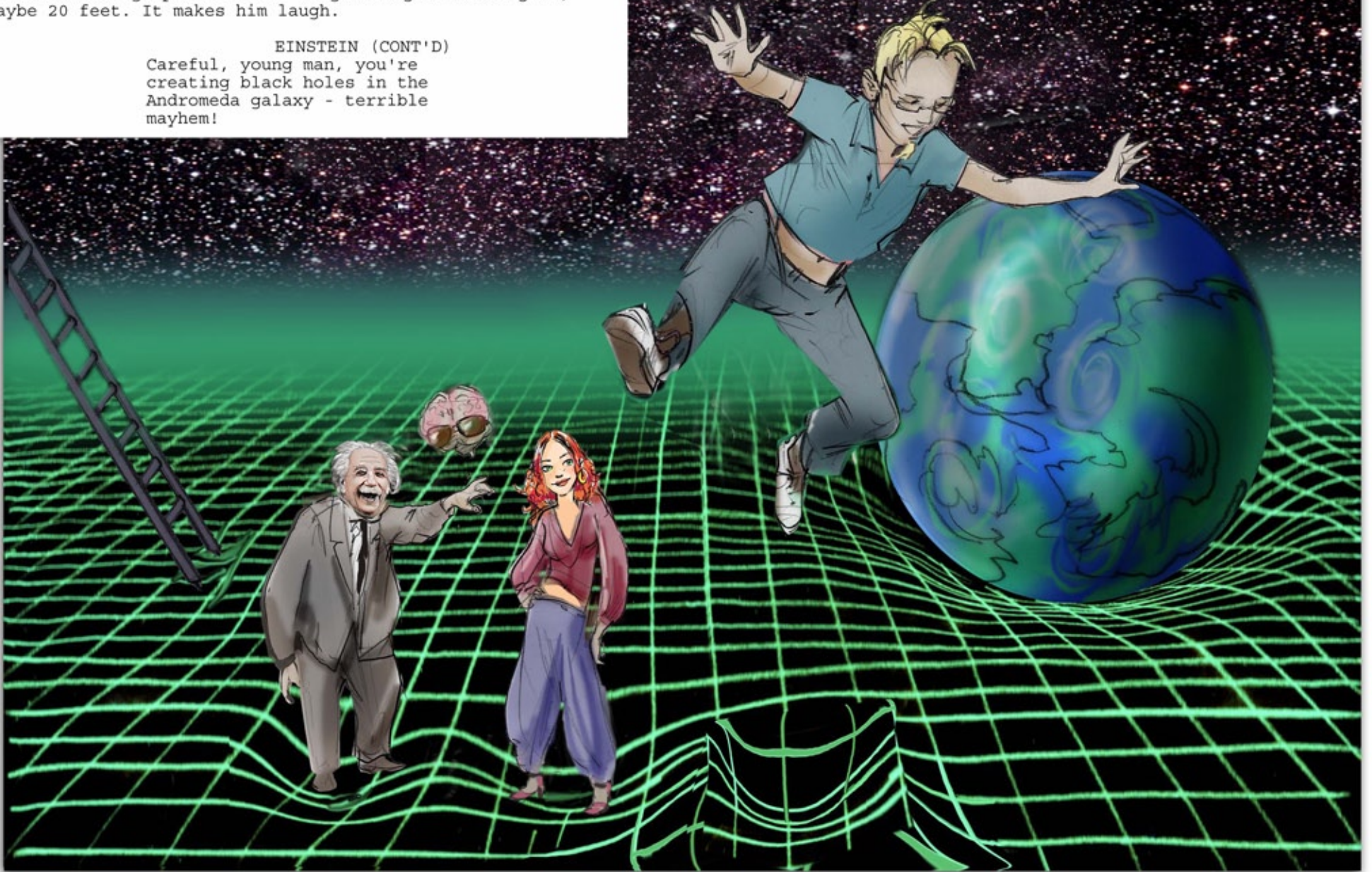
JAMES (CONT'D)
Surely you still don't get nervous, Nigel?

NIGEL
It's not the ride, it's waiting for that pesky balloon to burst. Gets me every time.

Klaus takes a few paces out into the grid. The grid deflects under his mass. He realizes it's like a vast trampoline and starts bouncing up and down. He gets higher and higher, maybe 20 feet. It makes him laugh.

EINSTEIN (CONT'D)

Careful, young man, you're creating black holes in the Andromeda galaxy - terrible mayhem!





THEME



We often use the phrase "life is short," but how often do we pause to reflect on how truly amazing it is that we're here in the first place? The odds of our existence are incalculably stacked against us. Yet sometimes it takes a moment of truth - perhaps even facing death itself - to finally open us up to the big questions of life: Who am I? What am I? What is the true nature of things? How do I live in full awareness?

Once we are open and ready to learn, asking these questions can take us on an incredible journey of discovery that ranges from the very large to the very small, from matter to mind, from scientific knowledge to mystical experience.

To begin to understand the universe, we turn to science, where we find that this apparently solid world we experience around us is not so solid when observed at the subatomic, quantum level. It turns out there's almost nothing - "no thing" - down there! Yet the quantum field contains the recipe for building the entire universe and everything we experience in it, including the stars, planets, ourselves, even our thoughts and feelings. And although much about the universe is a mystery, perhaps the greatest mystery of all is the phenomenon of consciousness itself, something we can only know subjectively and science cannot yet explain.

To experience true consciousness, we need to turn our attention inwards and use the mind as an instrument of inquiry. What we discover is that we easily mistake the contents of our thoughts for consciousness itself. Not only that, what we think of as the "I" - our self identity - has been entirely made up: Our name, occupation, nationality, age and even gender turn out to be constructs, labels. The only true constant is the experience of awareness itself - pure consciousness, the one thing Descartes was certain about. To realize this has been called the beginning of awakening, and has been taught in Eastern meditative traditions for many centuries.

So while the story of Mindville is two young people's quest for a deeper understanding of reality, the theme of Mindville is simple: To live consciously is to truly live. And to live consciously is to draw together knowledge and full awareness as two sides of the same nondual coin.



PRODUCTION

ANIMATION & LIVE ACTION

The film comprises about 90% animation and 10% live action. The animated sections also contain occasional appearances by actual scientists and philosophers. Of the live action scenes, the exteriors are located in the Arizona desert and the German capital, Berlin.

The virtual fairground of Mindville will be constructed as a unified 3D model which allows for camera movement in any direction. This asset can be ported over to the video game and other visual media. Other technologies, such as advanced motion capture (mocap), CGI and greenscreen, will be used to integrate live action and animated elements.

VISUAL STYLE

The look of Mindville is whimsical, colorful, and dream-inspired, visually influenced by Victorian fairground design, Gaudi, Steampunk and Burning Man. The technology of Mindville has a Jules Verne aesthetic: antiquated but capable of incredible feats, such as the rickety old Ferris wheel that can shrink its riders down to the quantum field, known as the Planck Scale.

Mindville is a feast for the eyes, a magical world to be savored, rather like Pandora in Avatar or the Parisian train station in Hugo, and would be ideal for exhibition in 3D.

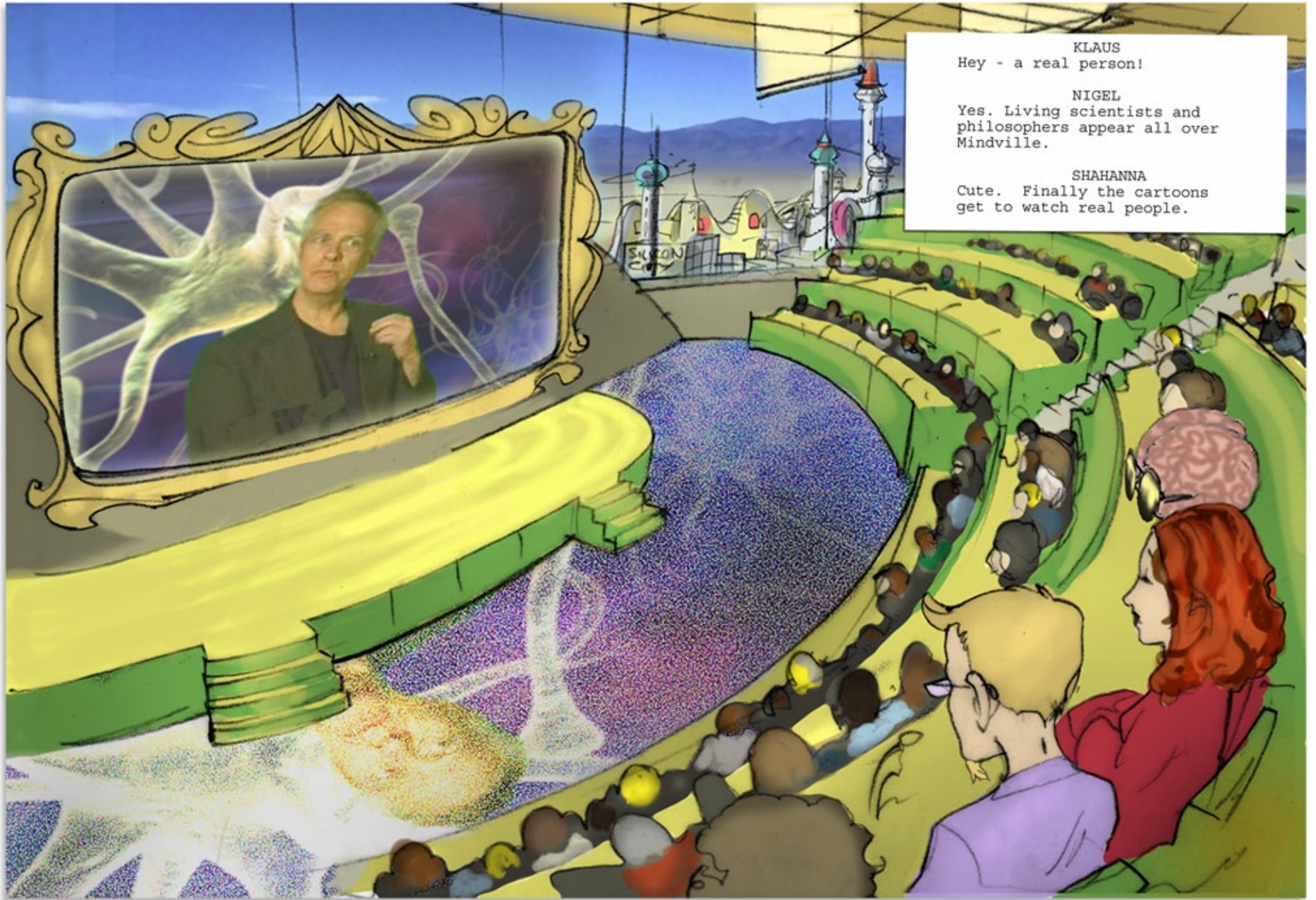
CASTING

The main characters of Klaus and Shahanna appear in live action and as animated versions of themselves, and will be cast using well-known actors.

The character of Nigel is unique in cinematic history, and will be cast using a top British comedic actor (Stephen Fry, John Cleese). The other great figures from history, such as Plato, Descartes and Einstein, provide attractive cameos for other well known international actors.

STRUCTURE

The motion picture Mindville is currently structured as a US-German co-production, a joint venture of Conscious Pictures, LLC and German partners Mouna GmbH, Stuttgart. While principal funding is being sought in the US, this partnership also makes the production eligible for additional funding through various German government film subsidies. Co-production arrangements with other countries will also be considered. Exploratory production meetings have been held with the visual effects company Pixomondo (2012, Hugo) in Los Angeles and Stuttgart.



KLAUS
Hey - a real person!

NIGEL
Yes. Living scientists and
philosophers appear all over
Mindville.

SHAHANNA
Cute. Finally the cartoons
get to watch real people.



PLATO
Nigel, why you didn't tell me
you found some new friends?

NIGEL
All in good time, Plato.

Plato leans towards Klaus and Shahanna a little drunkenly.

PLATO
Did he tell you, I have the
most delightful cave. You
must pop in and see it.

Then there's a COUGH (OS). Klaus looks around and sees an elderly GALLERY ATTENDANT sitting on a simple wooden chair.

ATTENDANT

No touching the quantum pixels, thank you.

Klaus looks puzzled to see the attendant. It's completely incongruous.

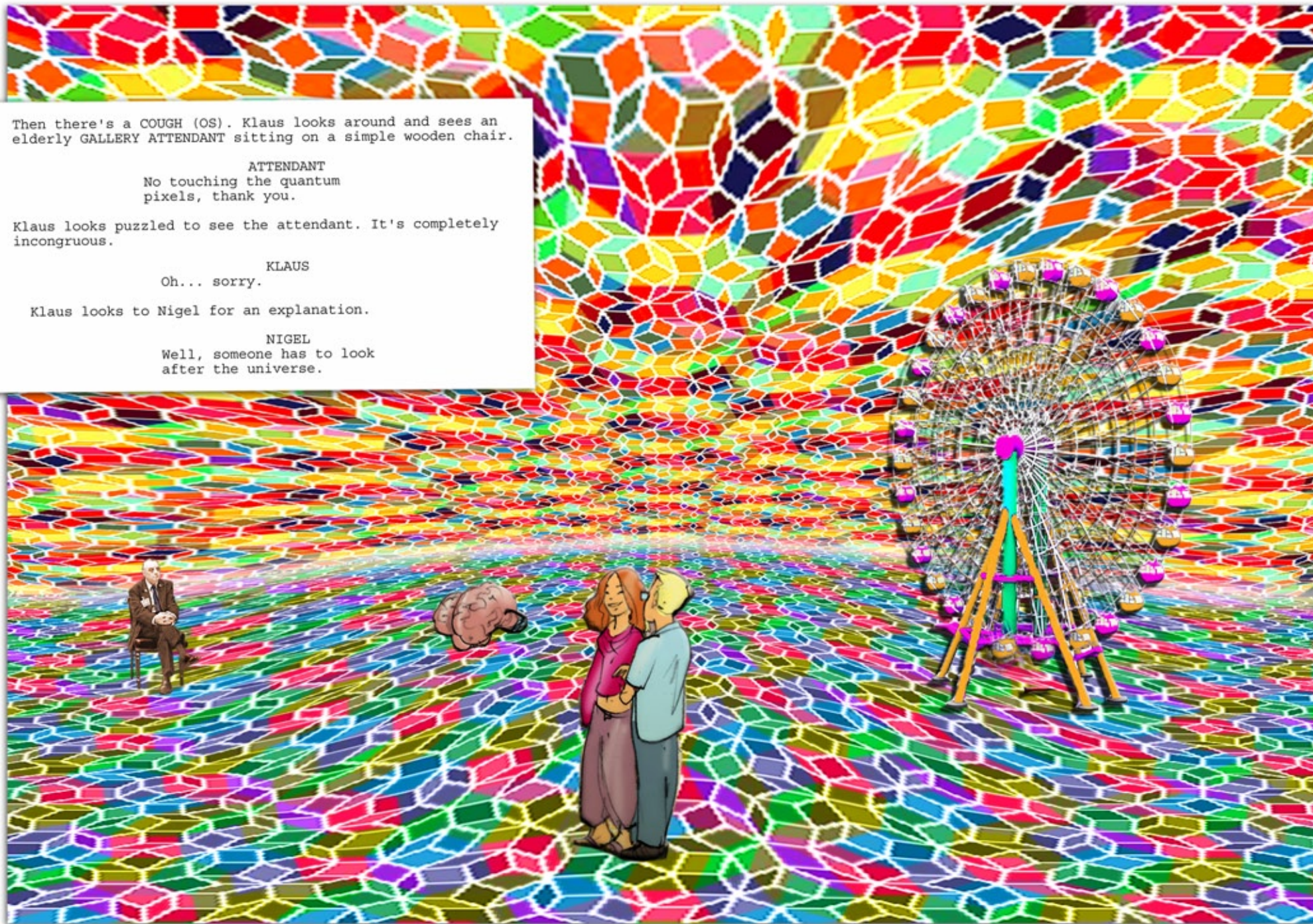
KLAUS

Oh... sorry.

Klaus looks to Nigel for an explanation.

NIGEL

Well, someone has to look after the universe.





OPPORTUNITY

DEMAND

There has always been an insatiable desire for answers to the fundamental questions of life: Who are we? Why are we here? Do we have a free will? How should we live? This is evidenced by the proliferation of personal growth books, websites, films and DVDs released on the subject every year. As a result, the "spiritual search" market is now a multi-billion dollar sector. And, after decades of mostly ignoring it, science is also taking consciousness research seriously, with some amazing discoveries. The spiritual and the scientific are converging, and consciousness is going mainstream. The Mindville Project is perfectly placed to play a major role in this movement.

AUDIENCE

Viewer ratings, consumer surveys and periodical circulation figures suggest that 100-150 million people in the West have an interest in spirituality, science and the basic questions of life, and would be attracted to Mindville or participate in one or more of its franchises. This market has been historically underserved by the mainstream media and the motion picture industry, although this is rapidly changing as a various movements build and cause a shift in general awareness.

COMPETITIVE ADVANTAGE

Almost all movies on consciousness so far have been "talking heads" documentaries, which has limited their reach to a relatively small audience. As a narrative feature with eyepopping visuals, Mindville breaks that trend in an engaging and accessible way, and has the potential to become a landmark cultural event.

The Mindville Project is fortunate to have the involvement of Professor Stuart Hameroff, one of the world's leading consciousness researchers and director of the Center for Consciousness Studies at the University of Arizona, Tucson. Hameroff has a high level of recognition, having been featured in several films and TV programs on the subject, and is a popular speaker on the conference circuit.

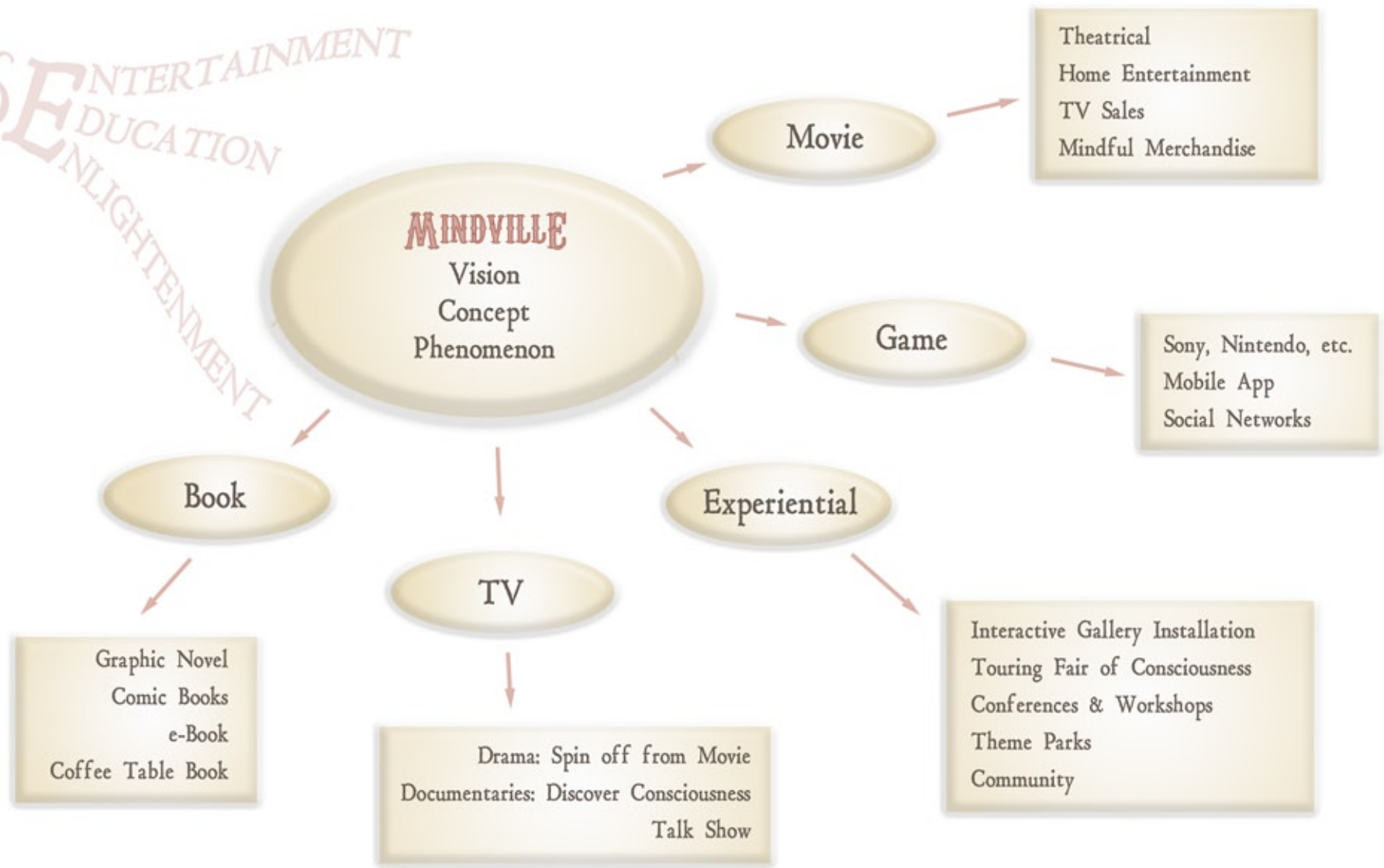
FRANCHISING

Spinoffs will include video games, touring interactive installations, actual physical theme parks, educational media, social media apps and a TV series, as well as the more typical accessories: T shirts, caps, model characters, etc. The Mindville Project will become a major influence in a rapidly expanding sector.



PROJECT MAP

ENTERTAINMENT
EDUCATION
ENLIGHTENMENT





DIRECTOR'S NOTES

Film has an extraordinary effect on our consciousness, even though we've come to regard it as an everyday experience. When we watch a film, we temporarily become one with its reality, even though we're fully aware that what we're seeing is an artifice. We suspend our disbelief, and the film's intrinsic "consciousness" merges into ours and takes over for a while. A film is rather like a dream in this way, or even a hypnotic trance, and can affect us quite deeply, opening us to new ways of seeing the world. My vision for Mindville is to create a film that touches audiences in this deeper part of their consciousness.

The story of Mindville is about awakening to life and falling in love. It's also about philosophy and quantum physics! The only way to mash up these apparently disparate subjects is with a playful touch and a generous dollop of wry humor. Inspired by my favorite quote of Oscar Wilde, Mindville makes a deliberate point of not taking itself too seriously.

There's definitely some cool science in the film, but it's not necessary to understand the finer points of quantum physics to get the idea. That said, what quantum physics tells us about the universe is vital to our understanding of our own reality. So I've looked for a way to present it as part of our heroes' quest for the knowledge that will eventually allow them to return home, and the audience shares in their discoveries.

Mindville is a place you never knew existed but always yearned to visit, strangely novel yet reassuringly familiar, futuristic yet tinged with nostalgia, the locus of our collective dreams. By giving a traditional fairground a consciousness theme, I've been able to include cameos by all sorts of great figures from history, from Plato to the Buddha to Einstein. Part of the fun is the interaction our heroes Klaus and Shahanna have with these legendary figures: Plato ties them up in his cave, Descartes gets flirty with Shahanna, and Schrodinger horrifies them with his notorious dead-and-alive cat experiment.

I should also mention the role of Nigel, the creation of my co-writer and leading consciousness theorist Stuart Hameroff, who has more than a passing interest in brains. Nigel is an archetypal figure rather like Obi Wan Kenobe or Gandalf, the wise mentor who guides the heroes on their journey. For this role to be filled by a large floating brain is a cinematic first!

Mindville celebrates life by showing us just how mysterious and amazing our consciousness really is. And, if I may offer a greater vision, an awakened world in celebration of life and love is also a world at peace.

Nick Day
Creator, Mindville



CONSCIOUS PICTURES



NICK DAY
Director, Writer

Nick Day is an award-winning filmmaker and screenwriter originally from the UK. Over the past 25 years his credits include a diverse range of documentaries, commercials and features for both television and the big screen.

Day is the creator of Mindville and co-wrote the screenplay with Stuart Hameroff. Previously, he directed the critically acclaimed documentary *Short Cut to Nirvana*, which played in theaters across the US and Europe. He also won a screenwriter's award for the WWII drama *The Fallen*. He is producer of the *Consciousness Chronicles* DVD series and an upcoming documentary, *The Orchestration of Consciousness*, featuring Sir Roger Penrose and Stuart Hameroff. He has interviewed many of the world's leading thinkers on the subject, including David Chalmers, Deepak Chopra, Antonio Damasio, Marilyn Schlitz, John Hagelin, and Daniel Dennett. Day has appeared on panels on conscious filmmaking and guest-lectured at USC Graduate Film School and UC Berkeley Department of Anthropology. As part of his lifelong exploration into the mysteries of human consciousness, he recently trained as a hypnotist.



STUART HAMEROFF
Writer, Scientific Adviser

A clinical anesthesiologist and professor at the University of Arizona, Dr Stuart Hameroff's 30 years of academic research have focused on consciousness and anesthesia. In the early 1990s Hameroff teamed with renowned physicist Sir Roger Penrose to develop a bold and controversial theory of consciousness based on quantum effects inside brain neurons which tie consciousness to the fundamental level of the universe.

Hameroff was featured in the film *What the Bleep Do We Know?* as well as numerous BBC, PBS, and Discovery, Learning and History Channel TV documentaries related to consciousness and the possibilities for a scientific basis for spirituality. He has written and edited several books and hundreds of articles, lectured around the world and, as Director of the Center for Consciousness Studies at the University of Arizona, organized many international conferences. Hameroff co-wrote the screenplay for *Mindville* with Nick Day. His role is to bring his expertise to the project, ensure accuracy and credibility, and use his scientific prominence to market and promote the film.



NICOLE ACKERMANN
Producer

Nicole Ackermann is co-founder and CEO of MOUNA GmbH, a transmedia creation and distribution company delivering inspiring and conscious film content across all platforms and channels. Ackermann previously co-founded and built up a highly successful theatrical distribution company in German-speaking Europe, also as CEO. In addition, she was partner in a German exhibition chain. Ackermann brings considerable experience and expertise as negotiator and financial strategist for private equity and public funding. She actively consults with other leading creative professionals in areas of finance and business development.



SASCHA SEIFERT
Producer

Sascha Seifert brings his unique talents as a visionary transmedia content producer, management wizard, journalist, entrepreneur and writer/director to his current company, MOUNA. This continues his successful career as head of marketing, film buyer and producer at other self-founded companies doing business both in Germany and globally. Now, with MOUNA, he returns his focus to what drives him the most: bringing to life stories that not only have a strong narrative but also inspire and raise consciousness.



EVIL GENIUS
- Yes, yes - look, the point is not how nasty I am to him, the point is, he has no clue that he's in a vat and I am controlling his reality. That's what's so evil about it, you nincompoop!



CONTACT

"Life is far too important
to be taken seriously."

Oscar Wilde

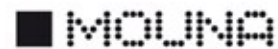


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ADDITIONAL MATERIAL

Scene Sketches

Posters

Location and Style Images

Technology and Design

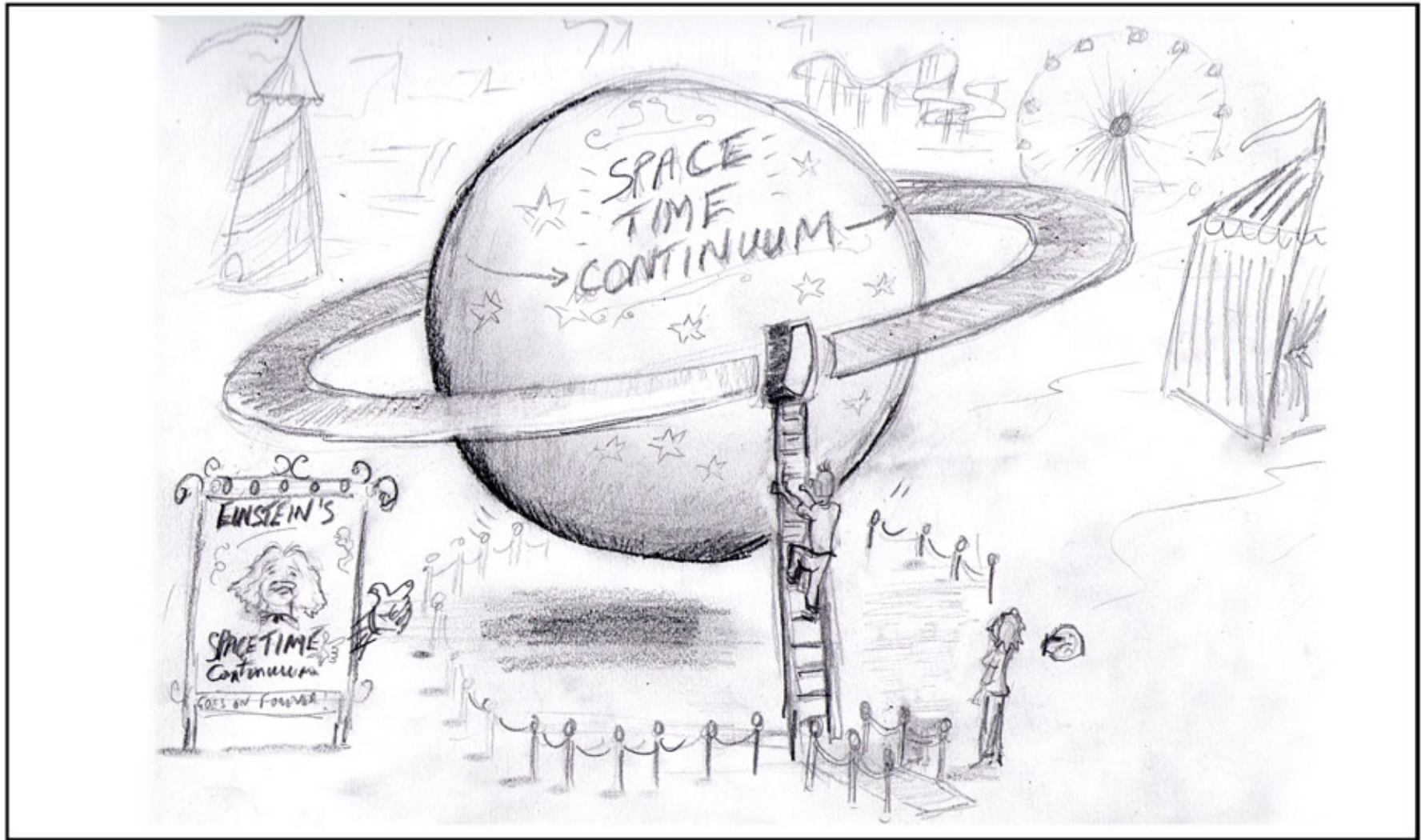




SPARKY
Hi there. I'm Sparky. This is
Volt. Take a seat.

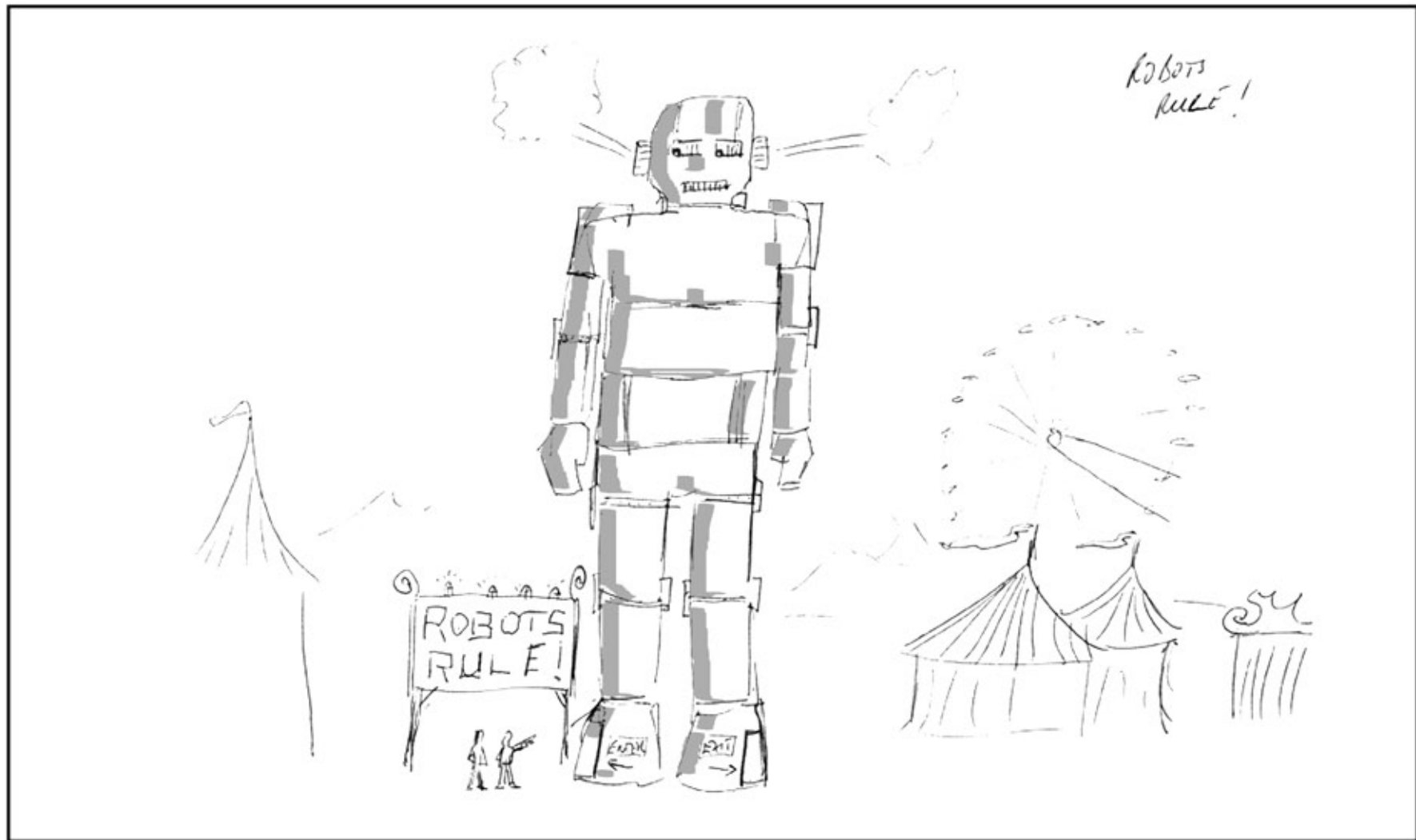
KLAUS
Does it hurt?

VOLT
You won't feel a thing,
cupcake.



EXT. SPACE-TIME CONTINUUM - DAY

The Space-Time Continuum attraction is shaped like the planet Saturn in shimmering blue with silver rings. It's also hovering about six feet off the ground. Shahanna, Klaus and Nigel climb a rickety ladder up to a small hatchway into the planet.



EXT. ROBOTS RULE! - DAY

Shahanna, Klaus and Nigel arrive at a 250 ft high robot pavilion called Robots Rule! It has a classic 1930s look, chunky, square and monolithic, and its eyes seem to watch the approaching visitors. The entrance is on one foot and the exit in the other.

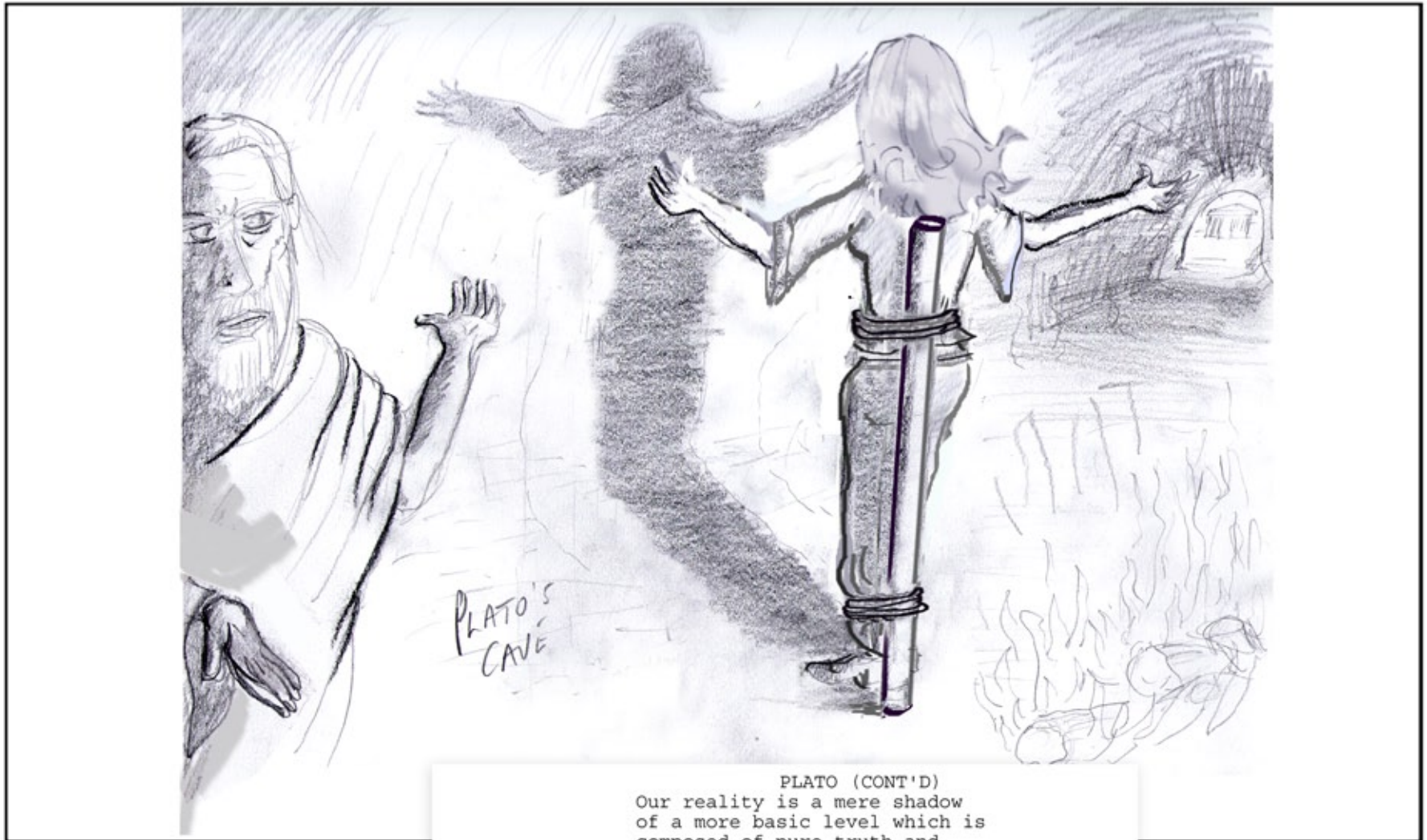


EXT. SCHROEDINGER'S CAT EXHIBIT - DAY

We swoop down from a high angle to meet Shahanna, Klaus and Nigel as they exit from an exhibit with a huge cat's head as the facade. Klaus and Shahanna are puzzled to see it.

KLAUS

Didn't we just go inside a big fuzzy ball?



PLATO (CONT'D)
Our reality is a mere shadow
of a more basic level which is
composed of pure truth and
form. And at this level we
find the essence of
mathematics, science, meaning
and beauty.

SHAHANNA
The Platonic Realm.

The mandala image grows stronger. Plato beams with pride.

PLATO
That's right! My, you're a
bright one, aren't you?

SHAHANNA
It's just some stuff I once
read by Pla - you, actually.



LOCATION AND STYLE REFERENCES



THE MINDVILLE PROJECT



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THE MINDVILLE PROJECT





MINDVILLE PRESENTS

THE ONE AND ONLY

EVIL GENIUS

AND THE

BRAIN
IN A **VAT**



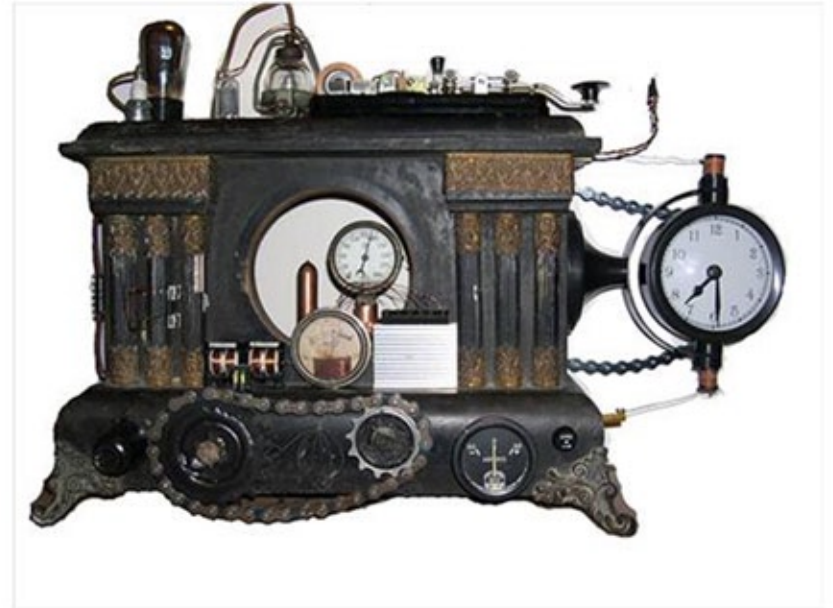
HE CONTROLS YOUR
REALITY!

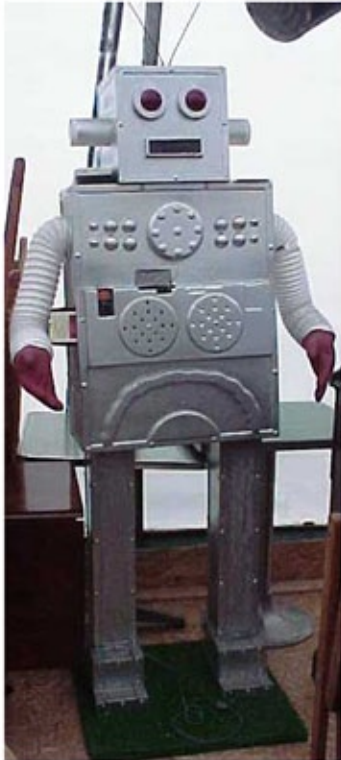


VAGABOND OPERA

POSSIBLE MUSICAL CONTRIBUTORS

TECHNOLOGY AND DESIGN





THE MINDVILLE PROJECT