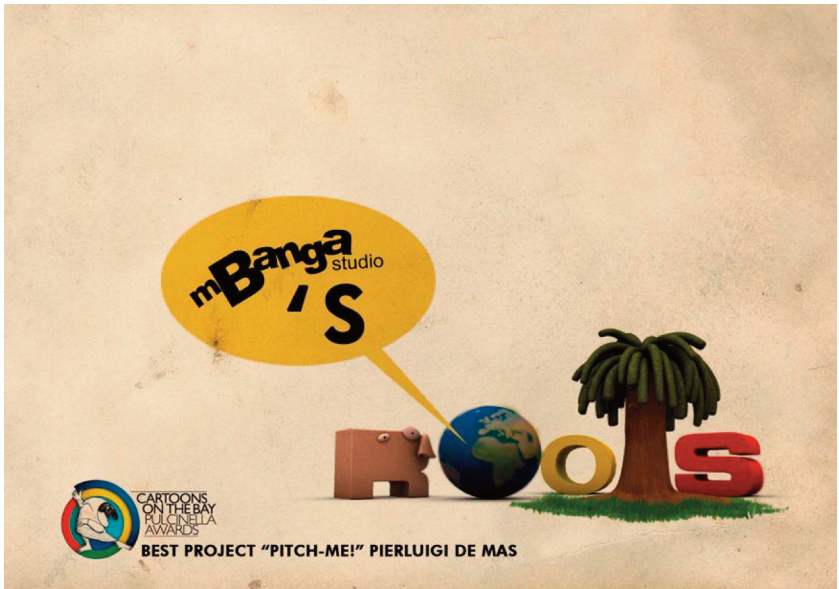


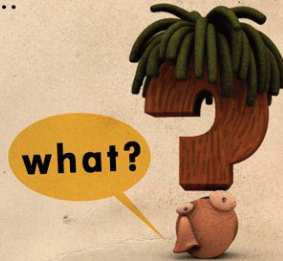
LA PITCH BIBLE DI ROOTS*



* Il progetto *Roots* è di proprietà di Mbanga Studio.

Roots is a pill. A box of pills. Each pill is a 30-second tale, and as we know, every tale has a hero. So, our hero is someone who knows the beauty of the earth-condominium's well and is ready to defend it, by any means necessary, while the other conceited tenants lies in wait to tread on his toes...

**..sorry,
on his roots.**



who?

②

He loves chilling, sturdy on his roots, enjoying sunshine, wind and the scent of greengrass and brushwood.

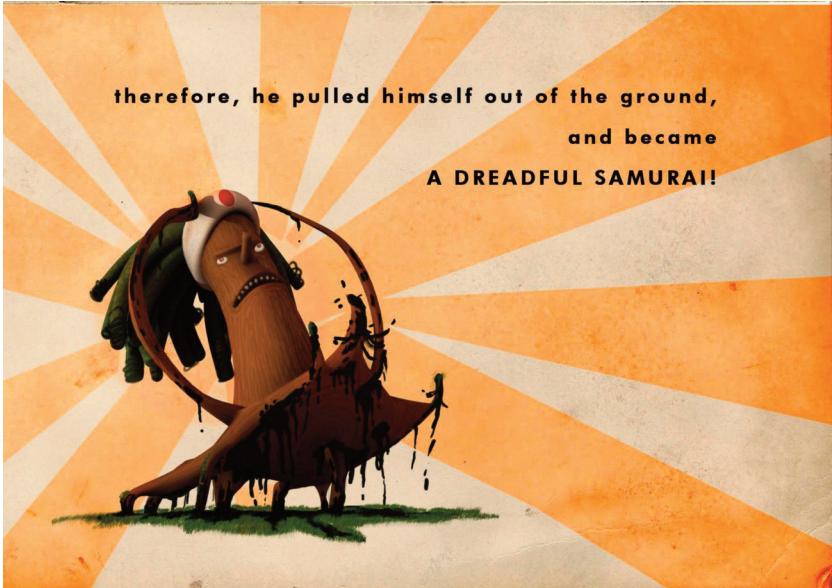
①

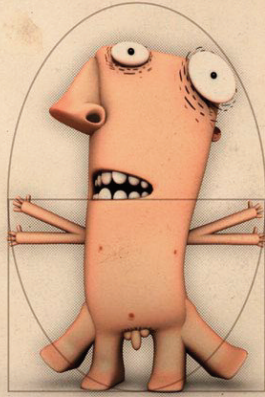
THE HERO

**SAL is a willow.
Sal swings softly:
he is "tranquillo"!**

**But someone will
ALWAYS piss him off....**



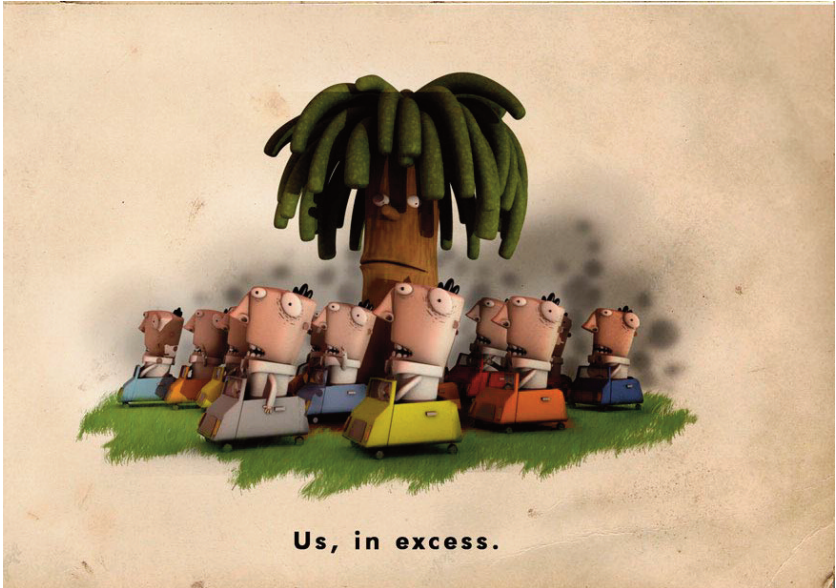




THE ANTI-HERO

**Biped is a human. Biped is us,
at our worse, neurotic,
presumptuous and
pushy.**





how?

RELAXED (reggae)	LIGHT TROUBLE (reggae, noises)	HEAVY TROUBLE (lot of noises)	REACTION (brom'n'bass)
<p>no words: just characters herky-jerky animated, sound effects, and two main rhythm themes: Reggae/relaxed, Drum'n'bass/fighting.</p>			
(drum'n'bass)	bOOm! splatter revenge	RELAXED (reggae)	
			<p>maybe: "threatening claim" e.g. "next time you better ride a cycle..."</p>

STYLE CONCEPT

3D cgi stop-motion look.
characters expressions:
few but droll,
with fast changes in between.
repeatable, synthetic and economic
FOCUS ON COMICAL DRAW AND
AESTHETIC QUALITY



FORMAT

ROOTS IS A FILLER.

**FRIST PACKAGE:
26 episodes MAX 30''**

**MAYBE
GOOG SPRINGBOARD
FOR ECO ETHICAL BRAND'S ADVERT
OR BROADCAST ECO-IDENT**



7 EPISODES

- 1) "Sal vs traffic jam" or "oil flambè"
- 2) "Sal vs black asphalt" or "the eunuch's thong"
- 3) "Sal vs fetid drain" or "time to drink"
- 4) "Sal vs acid rain" or "sulphuric tub"
- 5) "Sal e vs dustbowl" or "smash this biped!"
- 6) "Sal vs energetic waste" or "time for biped motor!"
- 7) "Sal vs poodle-style pruning" or "beated with my own arm"

why?

**To talk about the environment,
without pedantry:
through rhythm, music
and sarcasm.**

**Two funny characters and
a series of tasty, masochistic and
slightly slasher revenges
against the unsustainable and nasty biped!**

mBanga
studio



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