

PRODUCT GROUP – MOVIES

MIXING IT UP

A frustrated Kpop artist must find the next big thing fast to win the country's biggest talent competition, settle the score, and win back his girlfriend.

GENRE / STYLE

Music Drama / 3D CG Manga style animation

AUDIENCE

Teens and young adults (Gen Z 12-25 years) & Gen Y Millennials (26-40 years) made up of Kpop fans & music drama fans.

The global Hallyu audience is 120+ million - made up of 104.77 million members of Hallyu fan clubs in 109 countries worldwide, excluding South Korea - where the Gen Z & Gen Y population totalled 17.9 million.

(Source: Korean Foundation for International Cultural Exchange: 2020 Global Hallyu Trends report.)

FORMAT / DURATION

90-minute animated movie

THEME

MIXING IT UP centres on a positive entertaining story (and characters and music) to which audiences can universally relate; incorporates Kpop music and American music (Soul) and includes racially and ethnically diverse characters.

SYNOPSIS

Kpop duo Kevin and Joyce find themselves trapped in an oppressive record contract enforced by a jealous record executive, Frank, who has secretly been in love with Joyce for years. In a bid to buy out their contracts and win back his one true love, Kevin assembles the all-girl group, "X-CITE," to battle it out for the world's biggest Kpop talent event's million-dollar prize.

Kevin and the girls make the pilgrimage to Los Angeles to work with music legend, the Soul Whisperer (Lorna May). The new look Kpop group (with three new male American members) is transformed, discovering their heart and soul.

They return to Seoul where they must give the performance of their lives to free Kevin from an oppressive contract, so he can win back Joyce from the nefarious Frank who wants nothing more than to crush Kevin once and for all.

NARRATIVE EXTENSIONS

MIXING IT UP is a 3-movie franchise created for a global market that is scalable and designed specifically to spawn Sequels, Licensed Merchandise, Mobile App/Games, Music, eBooks & audiobooks, Digital Collectables & NFTs, and Virtual and Live Entertainment, etc.

STATUS

The MIXING IT UP screenplay is completed, as is the screenplay for the sequel MIXING IT UP 2 Kiss It All Goodbye.

PRODUCTION

Produce in Brisbane, Australia
Virtual production animation pipeline
<https://youtu.be/2gbgsHyU8bl>

Metahumans

<https://www.unrealengine.com/en-US/digital-humans>

3D Manga style animation

<https://www.youtube.com/watch?v=UOxkGD8qRB4>

22 month delivery (preproduction technical/performance capture/QC).

