



FrienZoo

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Great Fun Experience
GFX

OUTLINE



TITLE	FrienZoo
FORMAT	8min X 26ep X 3season
TARGET	4 ~ 7 years old
GENRE	Sitcom, Friendship
STYLE	2D Cut-Out Animation
PRODUCER	GraFiziX / EBS



STORY CONCEPT

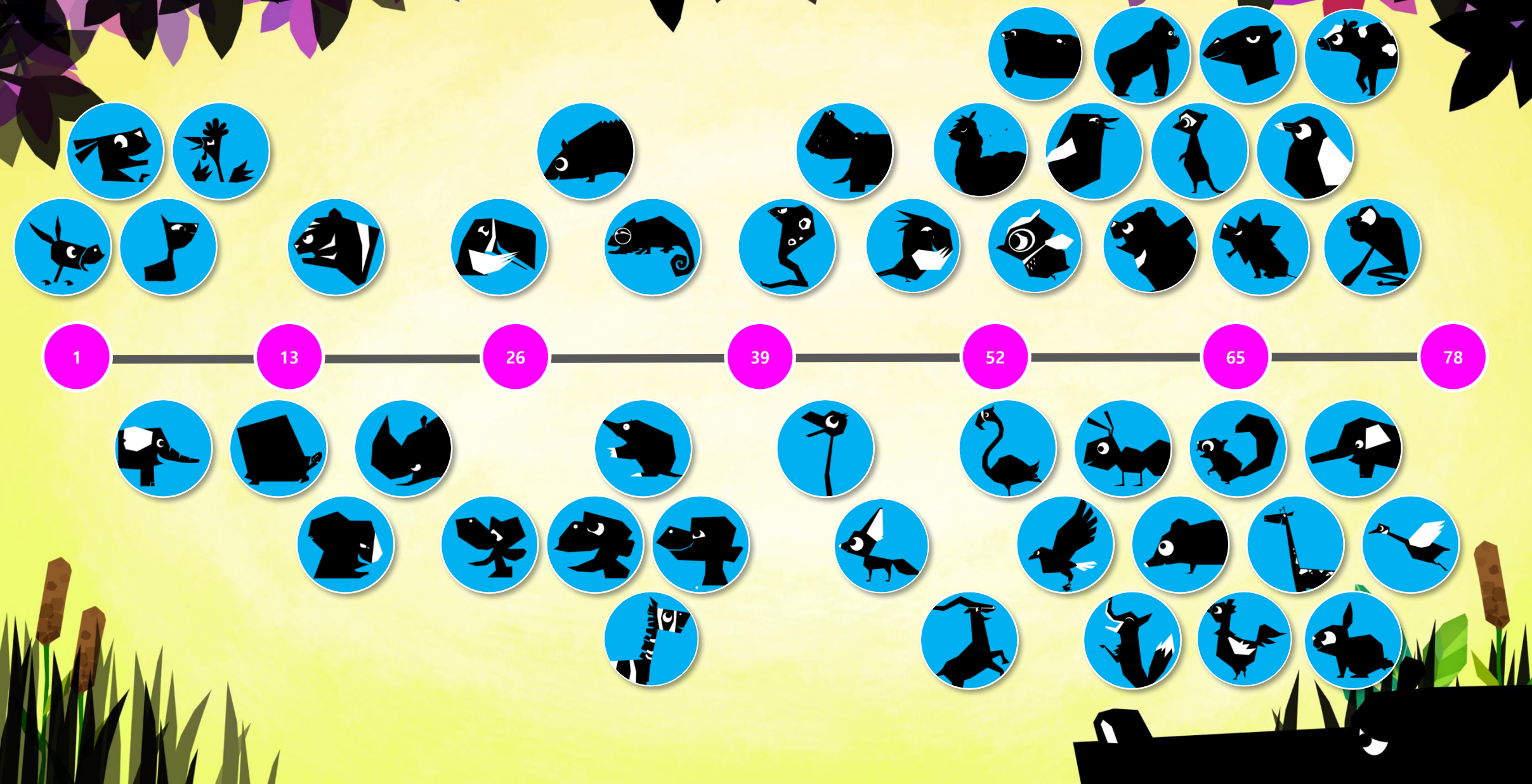
"FrienZoo is a sitcom about four farm-yard friends seeking acceptance and friendship in their new home, zoo"



Adapting
in the
Zoo Life!

Making
new
Friends!

STORY STRUCTURE

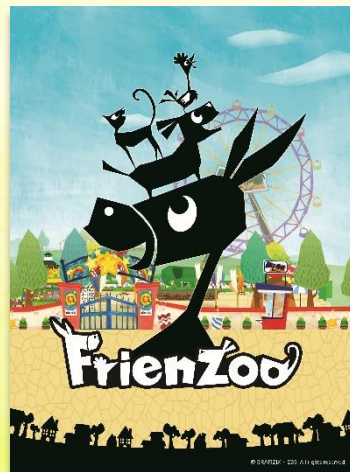


Work Introduction

Join our charming adventure for little ones as hungry and tired farm animals discover a lively zoo and settle into the cozy petting zoo area! With wide eyes and big hearts, they're curious about the wonderful zoo animals and eager to make new friends.

But making pals isn't always easy for our lovable DONKEY, sweet CAT, cheerful ROOSTER, and friendly DOG. They soon realize their simple farm ways might be quite different from the zany zoo friends they want to connect with. Follow along as they learn valuable lessons about kindness, understanding, and the magic of friendship!

Filled with gentle humour and heart-warming moments, this delightful tale teaches toddlers how to nurture friendships and celebrate their differences. Get ready for a joyful journey where every animal discovers that friendship is all about love, laughter, and being just who they are!



AWARDS & Distribution status

- The Ministry of Culture, Sports and Tourism granted 'The Excellent Cultural Product [K-RIBBON]' for 'FrienZoo (Animation, Shadow Play Theater)
- KoCACA Granted – 2022 Everywhere cultural empathy project with the Culture and arts Center Selected as 「Musical Part」 - [The Shadow Performance 'FrienZoo2-Magic Lamp']
- Korea Toy Awards – Awarded by the director of KOCCA / 'FrienZoo Shadow Play Theater'
- Italy Cartoons on the Bay - TV Series Teens 12+ Granted - 'FRIENZOO'
- Hi-Seoul Good Product Awards, selected as Idea Product - 'FrienZoo Shadow Play Theater'
- Korea Content Awards – Awarded by the Minister of Culture, Sports and Tourism / A reward for overseas expansion- New market pioneering Part
- Ministry of Government Administration and Home Affairs of Korea
 - 2016 A reward for Science Technology and Information&Communications, Prime Minister Citation
- SPP2015(Seoul Promotion Plan 2015) / SPP Project Competition Best Technology Award - "FrienZoo"
- UMFF(Urban Mediamakers Film Festival) AWARDS 2012 Best Animated film





Style

Reconstruction of Classic Fairy Tales

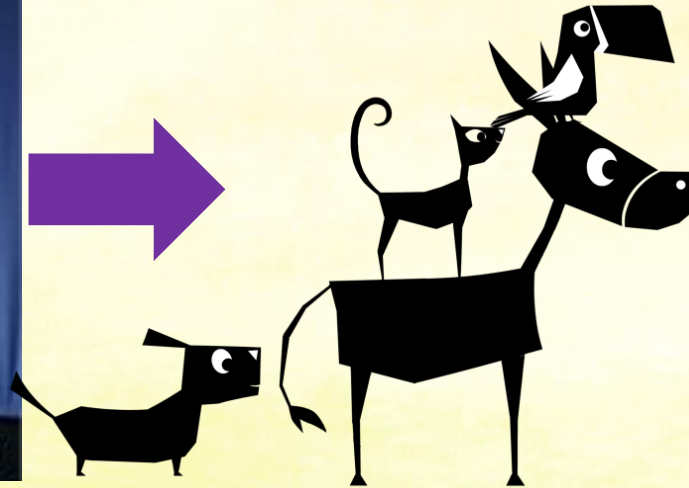
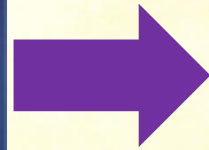
Imaginary image of a silhouette

The light of stained glass



SILHOUETTE COMBINING

Characters are mingled each other and combine with other objects, then change whatever they want using their advantage of silhouette.



SILHOUETTE COMBINING

Silhouette combining images in stories



BACKGROUND ARTWORK

Creating distinctive and fine artwork with vivid and colorful backgrounds contrasted against silhouette characters.



BACKSTORY



Farm animals are peacefully, happily living in the farm.

BACKSTORY



One day, farm owner sells their sweet home and leave them.

BACKSTORY



They accidentally reach to the animal park.

BACKSTORY



And accepted to "Petting Zoo Area" where play with kids.



BACKSTORY

There exist a lot of exotic animals in the park.

BACKSTORY



Farm friends are so curious about these wonderful zoo animals and want to be friends..

BACKSTORY



Arrogant zoo animals think they're too common to be friends.

MAIN CHARACTER

Jack the Donkey

The leader of the group, Jack is reserved and thoughtful.



MAIN CHARACTER

Dave the Dog

He's always cheerful, playful and friendly.



MAIN CHARACTER

Sheila the Cat

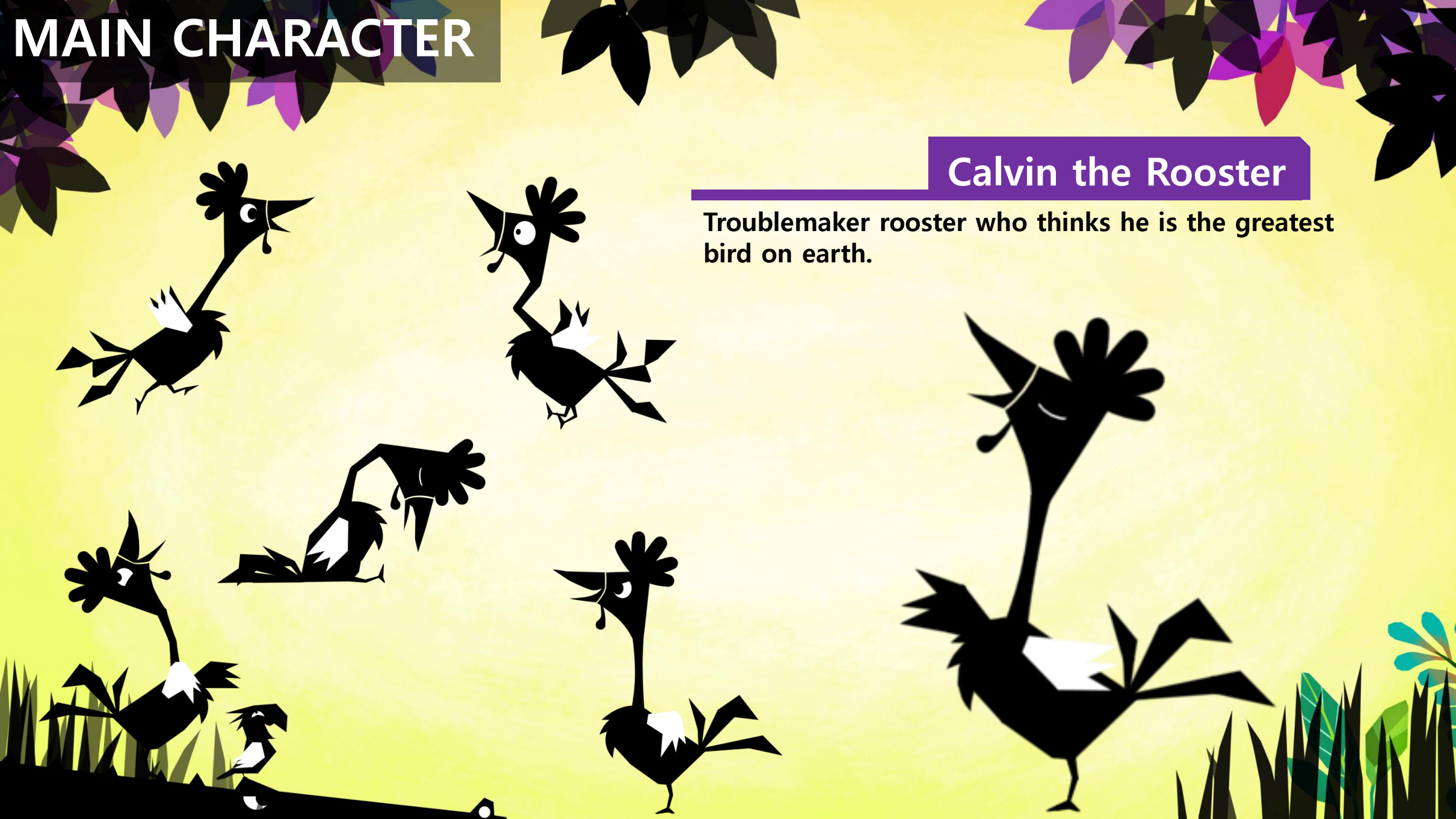
Like any cat, she's not very social and arrogant.



MAIN CHARACTER

Calvin the Rooster

Troublemaker rooster who thinks he is the greatest bird on earth.



SUB CHARACTER



Toucan Armando



Zebra Zed



Chameleon Leon

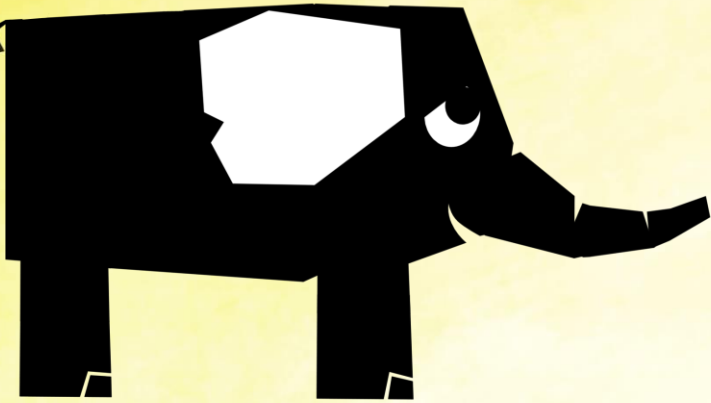


Queen Cobra Quasha

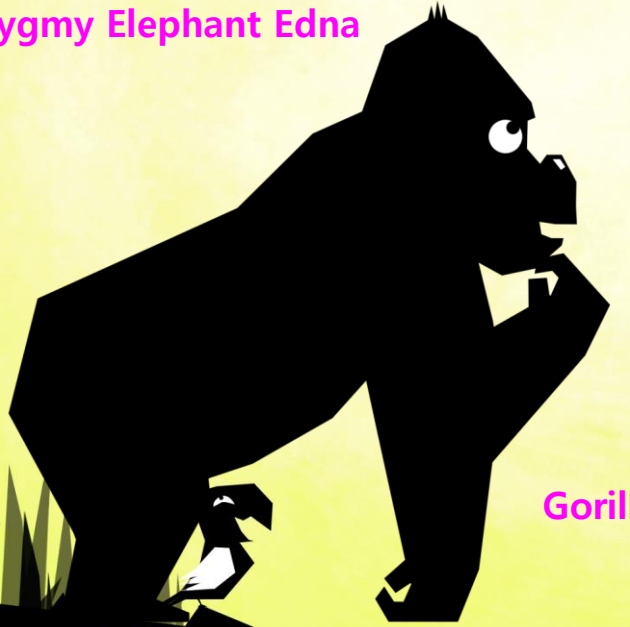


Koala Koyomi

SUB CHARACTER



Pygmy Elephant Edna



Gorilla Oscar



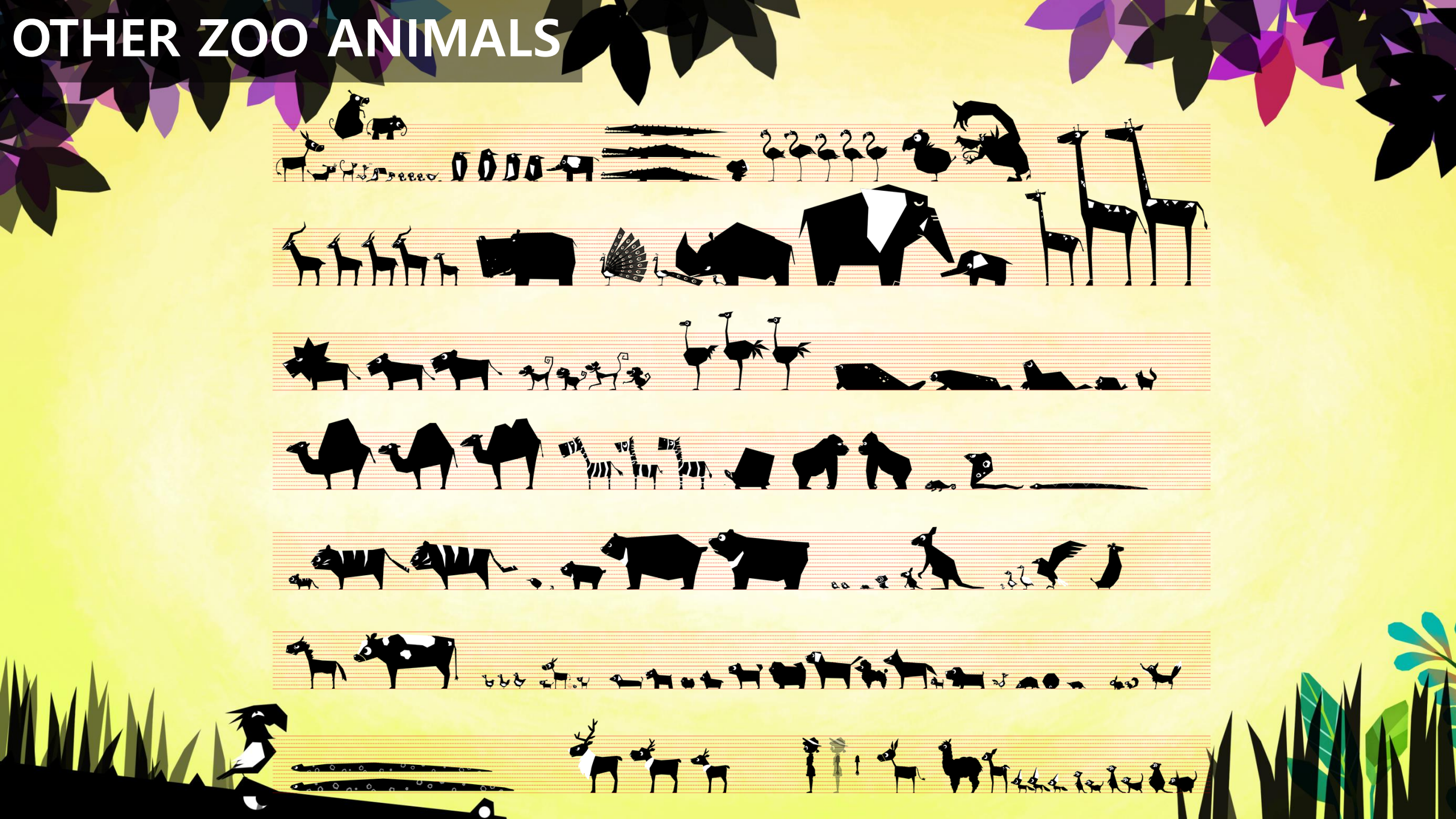
Peacock



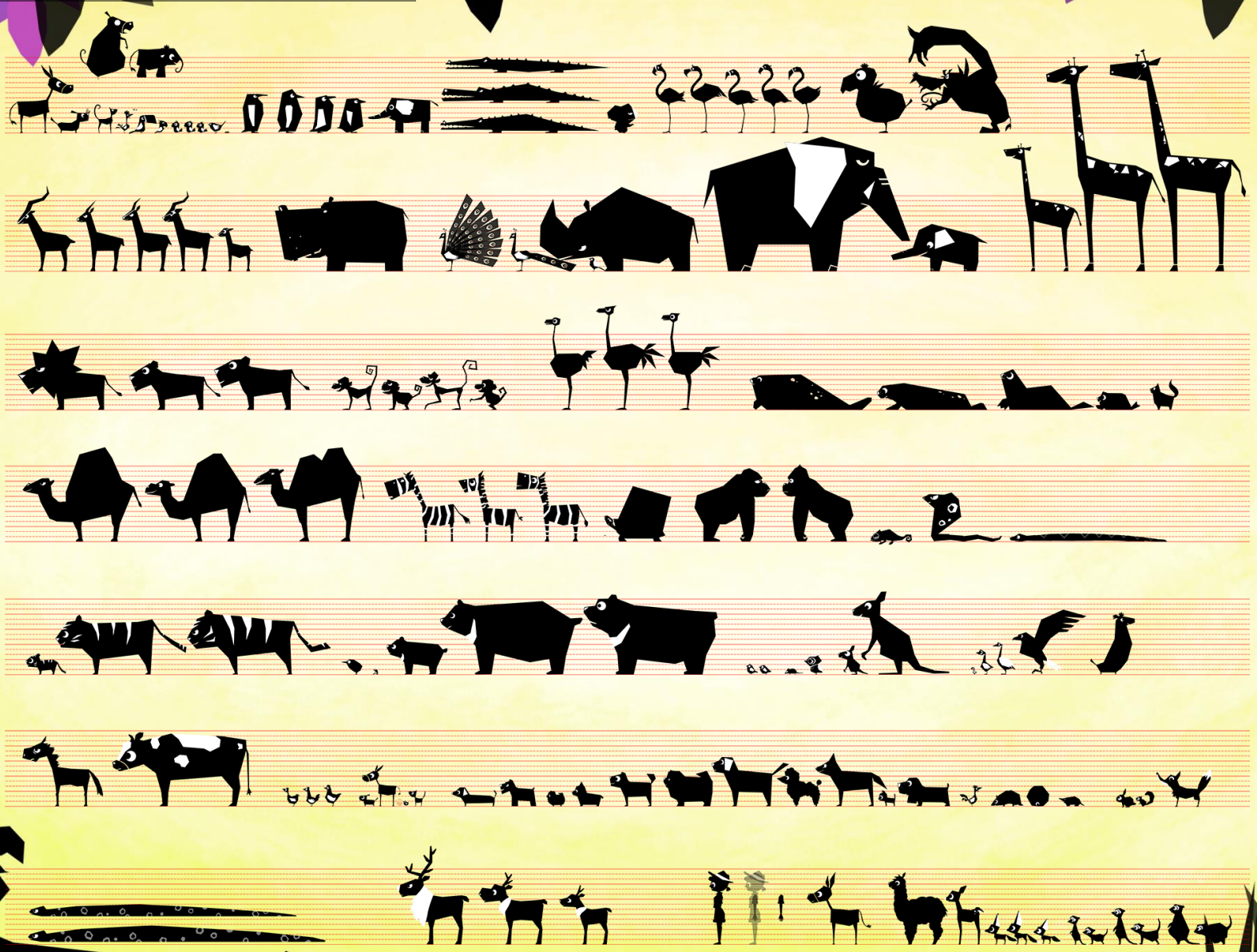
Galapagos Turtle Rivers



Rhino Ralph & Ox-pecker



OTHER ZOO ANIMALS



[illegible]

Episodes

Season1 Episodes



EP01 The Audition



EP02 New Friends



EP03 The Joke is on You



EP04 The Adventure of Jack and Dave



EP05 The Scary Hipo, Helga



EP06 One Sick Elephant.



EP07 Flying South.



EP08 Buck and Wing.



EP09 Poor Old Calvin



EP10 Cuteness is only Skin Deep.

EPISODES

Season1 Episodes



EP11 The Magic Lamp



EP12 Dave's Bad Day



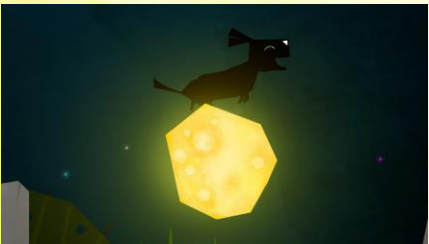
EP13 Ralph and Ollie.



EP14 Queen Quasar



EP15 The Big Brag



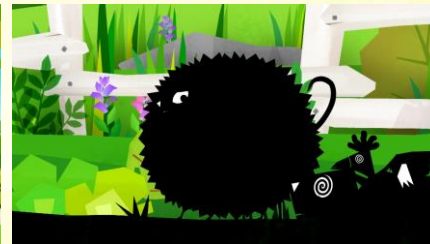
EP16 The Darkness



EP17 Baby Talk.



EP18 The Liar Competition



EP19 Date Night



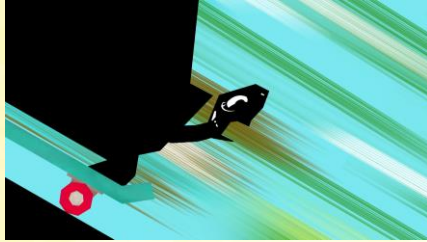
EP20 Sheila and the Visitor

EPISODES

Season1 Episodes



EP21 The Brave Donkey



EP22 Save Old River



EP23 Monkey Business



EP24 The Sky is Falling!



EP25 Hello, Fernando



EP26 The Night the Moon Went Away

EPISODES

Season2 Episodes



EP01 Who is Calvin?



EP02 Sheila's Natural Instincts



EP03 Baby Kangaroo Dave



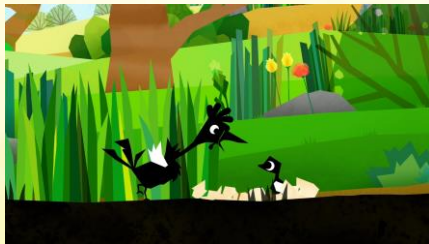
EP04 I Want to be the Chief



EP05 Cute Desert Fox



EP06 Cub Bear and Monster Commotion



EP07 Calvin Becomes a Dad



EP08 Gossiping Ostrich



EP09 Hypnotized Friends



EP10 For Freedom

EPISODES

Season2 Episodes



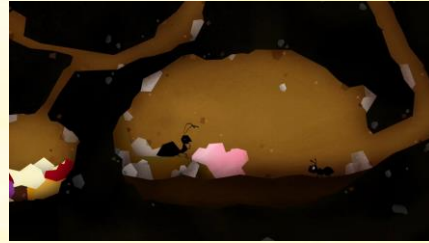
EP11 Dave Becomes a Mom



EP12 Jack's Secret



EP13 Calvin Becomes a King



EP14 African Queen



EP15 Trusty DAVE



EP16 Best Friends



EP17 Friendly Neighbors



EP18 Calvin's Three Wishes



EP19 Relay Race



EP20 Dangerous Flight

EPISODES

Season2 Episodes



EP21 Sheila and Dave



EP22 Golden Honey and Brave Lion Cub



EP23 Train Robber



EP24 I Don't Remember!



EP25 Honest Feelings



EP26 Jack Needs Rest

EPISODES

Season3 Episodes



EP01 King Dragon



EP02 New Mascot



EP03 Soft and Feathery



EP04 The Opossum is a Good Actor



EP05 Mrs. Agatha



EP06 Hungry Panda



EP07 Brave Friends



EP08 Sophie's Day Off



EP09 Polite Calvin



EP10 Anaconda's Dead Skin

EPISODES

Season3 Episodes



EP11 Birth of a Hero



EP12 Magic Bell



EP13 Shadow Play



EP14 A Secret Friend



EP15 Mystery Thief



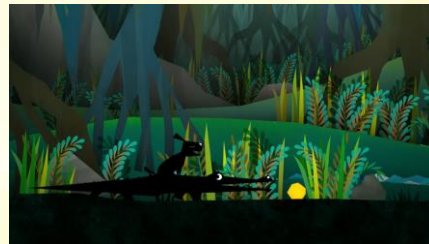
EP16 Calvin's Daycare



EP17 We're Artists



EP18 Hiccup Spell



EP19 Crocodile that Laid a Golden Egg



EP20 Easygoing SHEILA

EPISODES

Season3 Episodes



EP21 Broken Antlers



EP22 That's Dave



EP23 Gray Whale



EP24 No Place Like Home



EP25 Legendary Hero



EP26 Return of Queen Ant

IMAGES

STILL IMAGES IN STORIES



IMAGES

STILL IMAGES IN STORIES



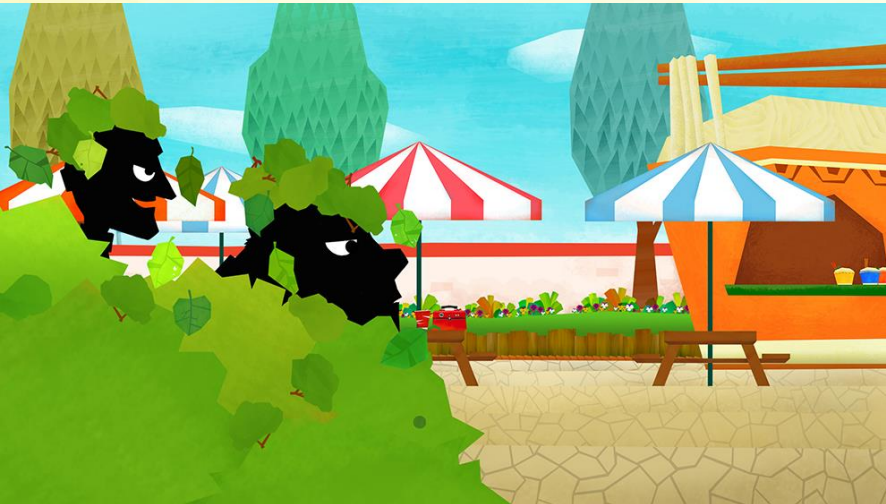
IMAGES

STILL IMAGES IN STORIES



IMAGES

STILL IMAGES IN STORIES



IMAGES

STILL IMAGES IN STORIES



WRITERS

Editor & Writer : Lawrence Huber

- Executive Producer of Fairy Odd Parents and show creator of Chalk Zone,
- Executive Producer of Fish Police
- Executive Producer of Dexter's Laboratory
- Executive Producer of Cow & Chicken
- Executive Producer of Power Puff Girls
- **2006. CINE Golden Eagle Won, "Danger Rangers"**
- **1997. Primetime Emmy nomination, "Dexter's Laboratory"**
- **1996. Primetime Emmy nomination, "Cow and Chicken"**
- **1996. Primetime Emmy nomination, "Dexter's Laboratory"**
- **1995. Primetime Emmy nomination, "Dexter's Laboratory"**
- **1994. Primetime Emmy nomination, "A Flinstone Family Christmas"**

Head Writer : Carter Crocker

- Writer of WINNIE-THE-POOH
- Co-writer of PETER PAN II: RETURN TO NEVERLAND
- Co-writer of The Jungle Book 2
- Writer of DISNEY PRINCESSES
- Writer of MICKEY'S ONCE UPON A CHRISTMAS
- Writer of BELLE'S MAGICAL WORLD
- Story Editor of GOOF TROOP
- Story Editor of Darkwing Duck
- Story Editor of Bonkers
- **2008. Received Four Parent's Choice Awards**
- **2006. 2004. Emmy nomination**
- **1990. 1989, Emmy Award**
- **Story editor/writer of Disney/Warner Brothers**



FOCUS GROUP INTERVIEW

Target for 4 to 7 years old

Analysis	Questions	Bad	Average	Good
		%	%	%
Interest	Did you like to watch it?	0	3.7	96.3
	Do you want to watch other episodes?	14.8	0	85.2
	Will you watch it when it broadcasts?	11.1	3.7	85.2
	Do you have any friends who will be interested in?	14.8	22.2	63
Familiarity & Understanding	Can you recognize silhouette animals?	7.4	0	92.6
	Are you scared of back animals?	92.6	0	7.4
	Do you understand the behavior of farm animals?	7.4	11.1	81.5
Interest about Shadow Play	Do you remember silhouette combining in animation?	3.7	7.4	88.9
	Have you ever experienced to do shadow play?	29.6	0	70.4
	Do you want to do shadow play with the animals in animation?	11.1	0	88.9
	If you do shadow play with the animals in animation, do you think it's fun to you?	7.4	0	92.6
	Are you going to do shadow play at home today?	0	3.7	96.3

FOCUS GROUP INTERVIEW

Target over 7 years old

Analysis	Questions	Bad	Average	Good
		%	%	%
Interest	Did you like to watch it?	0	4.3	95.7
	Do you want to watch other episodes?	4.3	13	82.6
	Will you watch it when it broadcasts?	13	26.1	60.9
	Do you have any friends who will be interested in?	21.7	4.3	73.9
Familiarity & Understanding	Can you recognize silhouette animals?	4.3	0	95.7
	Are you scared of back animals?	95.7	4.3	0
	Do you understand the behavior of farm animals?	4.3	4.3	91.3
Interest about Shadow Play	Do you remember silhouette combining in animation?	4.3	0	95.7
	Have you ever experienced to do shadow play?	13	8.7	78.3
	Do you want to do shadow play with the animals in animation?	8.7	30.4	60.9
	If you do shadow play with the animals in animation, do you think it's fun to you?	4.3	4.3	91.3
	Are you going to do shadow play at home today?	8.7	17.4	73.9

FOCUS GROUP INTERVIEW

Target under 4 years old

Analysis	Questions	Bad	Average	Good
		%	%	%
Interest	Did you like to watch it?	0	10	90
	Do you want to watch other episodes?	10	20	70
	Will you watch it when it broadcasts?	0	30	70
	Do you have any friends who will be interested in?	10	20	70
Familiarity & Understanding	Can you recognize silhouette animals?	0	10	90
	Are you scared of back animals?	100	0	0
	Do you understand the behavior of farm animals?	0	30	70
Interest about Shadow Play	Do you remember silhouette combining in animation?	30	10	60
	Have you ever experienced to do shadow play?	20	0	80
	Do you want to do shadow play with the animals in animation?	10	20	70
	If you do shadow play with the animals in animation, do you think it's fun to you?	10	0	90
	Are you going to do shadow play at home today?	0	0	100

FrienZoo Shadow Play Theatre



[FrienZoo Shadow Play Theatre]

Make your own shadow play theatre

- DIY type toy that applied smartphone applications to traditional shadow plays
- Shadow play set based on our animation 'FrienZoo'. Users can experience various and lively shadow plays by using the smartphone app.
- Experience toy – shadow play teaching aid. Users can make their own puppets using papers and sticks to participate in plays.
- Composed of 20 scenarios with splendid art works using the backgrounds and the characters from the original animation.





BUSINESS PLAN

Shadow Play Theatre Variations



BUSINESS PLAN

Family Musical Performance



Tell a story with a various spectacle in the form of animation, shadow play, magic, and puppets!

At the night when Genie's baby brother was born, Genie stayed with her grandfather at the zoo where he works.

Genie was annoyed because of her concerns that her brother may take everything that she has and awkwardness between her and her grandfather.

That night, Genie meets with FrienZoo friends of the shadow zoo and joins their fantastic trip!

What exciting stories would Genie and her FrienZoo friends make?

Family Musical [Patting Zoo FrienZoo]

- Daewon Content Live (2018.06.06-08.19)
- Daewon Content Live (2019.02.16-05.19)
- Silk Road International Cultural Exchange Center in Hebei Province, China(2019.12.27~12.29)

Small Theater Performance



Exciting colour play, exciting shape play!

FrienZoo Season 2 "Mysterious Lantern" performance is full of beautiful colours.

Mix colours to create a new colour and play a fun game with balls filled with lights. Moreover, the performance is full of mysterious magics!!

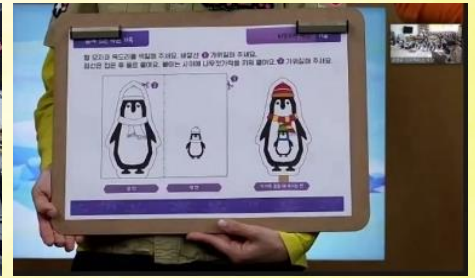
Children come to FrienZoo to find the colour of light that can realise the lantern's wish. What colour would the Sun and wind give to the children? FrienZoo friends are waiting on the stage to listen to this exciting stories!!!

Play Musical [FrienZoo Mysterious Lantern]

- COEX Art Hall (2020.01.09~02.17)
- Olympic Park Muse Live KT-LIVE(2020.05.16)
- Hwasung Nurim Art Hall (2020.11.28)
- Buyeo National Museum – Sabimaru (2023.1.28)
- Olympic Park Muse Live (2023.03.31~04.23)
- Hanul Energy Farm – Grand Auditorium (2023.6.28)

BUSINESS PLAN

Live-streamed Performance



Interactive two-way communicating media education via online broadcasting program!

Seasonal story and theatre play | Light and shadow play education
| Play and activities with supporting materials
Customised shadow play based on the play education curriculum
by the Ministry of Education
DIY activities and plays
Client focused two-way media education for kindergartens and
education institutions

FrienZoo Interactive Theater

- Sunghee Kindergarten in Nowon District, Seoul (2023.1.17)
- Gimpo City Gayeon Elementary School Affiliated Kindergarten (2023.9.7)

BUSINESS PLAN

FrienZoo Classical Concert: Safari



FrienZoo Classic Safari Series composed of various basic music theories as its theme!

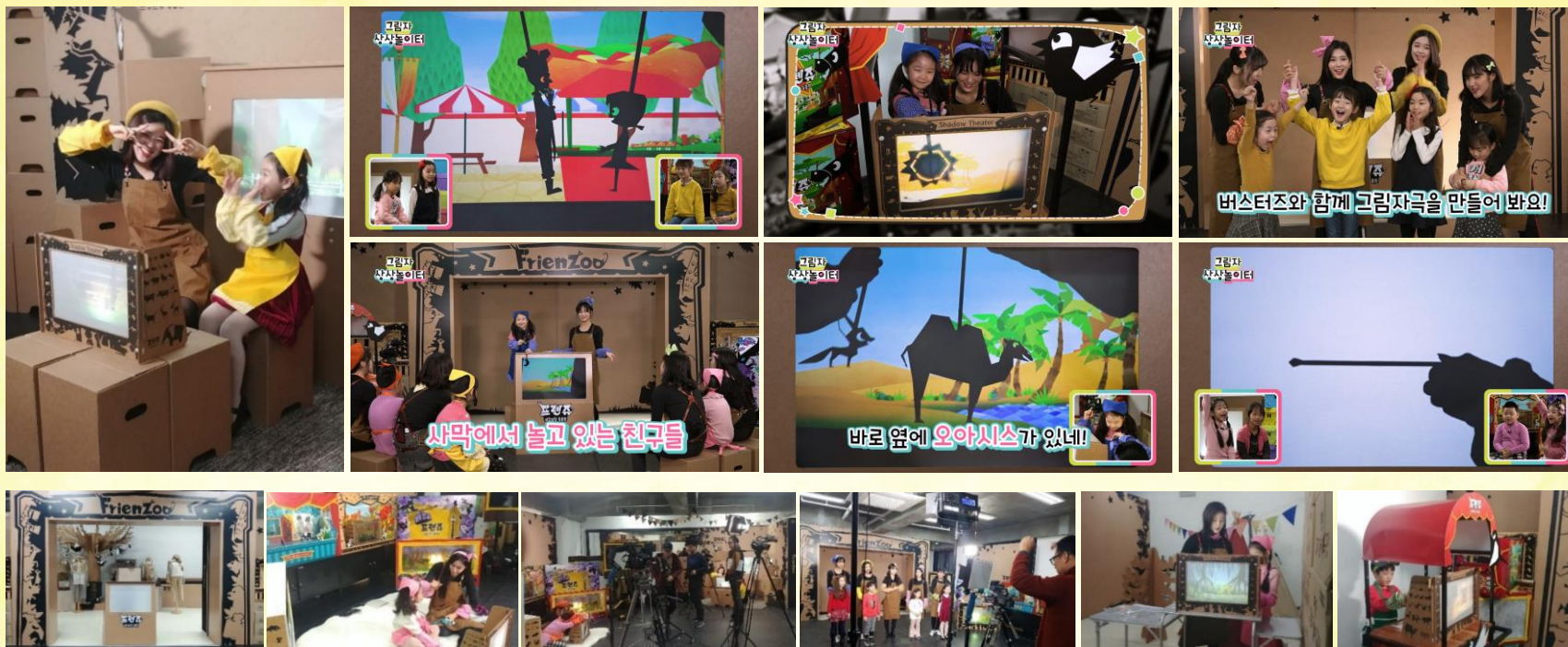
- The Ball of Flamingo Mingo
- Alligator's Time to Brush Teeth
- Running Race of Rabbit and Turtle
- Choir Competition of Parrots
- Whale Family's Swimming Time

FrienZoo Classic Safari Series

Incheon Art Center Multi-purpose Theater, Goyang Aramnuri Aram Theater, Gunpu Art Center Suri Hall, Yangcheon Art Center Main Theater, Guro Art Valley Art Performance Hall, National Museum of Korea Dragon Theater, Chuncheon Art Center, Ansong Perfect Art Hall Main Theater. Gyeonggi Art Center Small Theater

BUSINESS PLAN

FrienZoo TV Kids Show

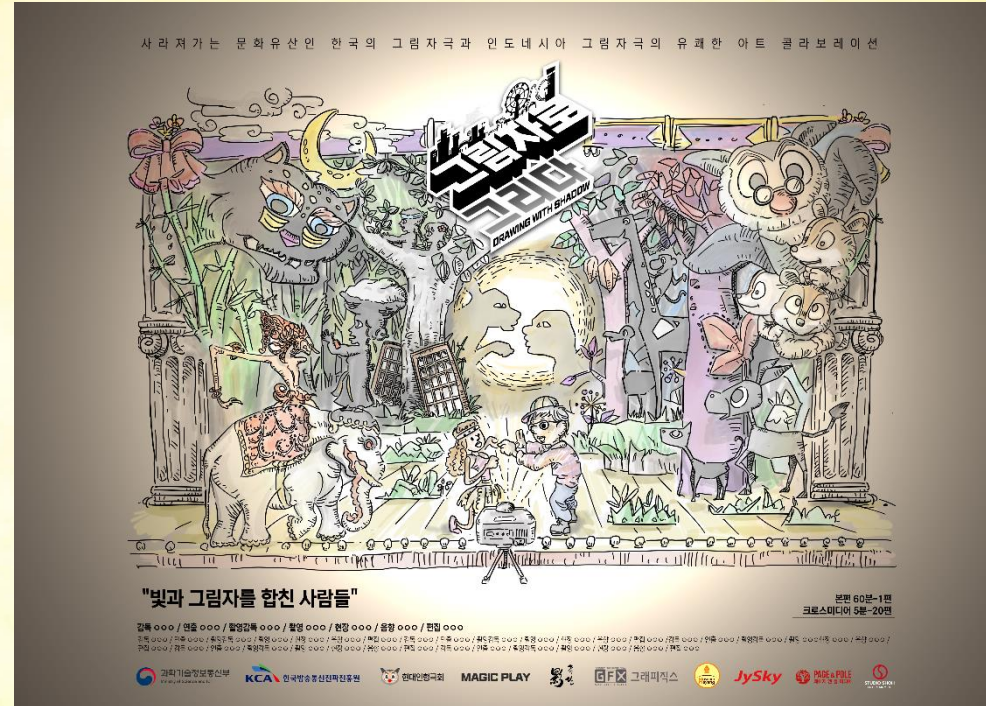


[Program information]

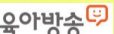
- o Genre : Edutainment MCN
 - FrienZoo Shadow Imaginary Playground
- o Target Age : 4~7
- o Format : 5 minutes X 40 episodes, 50 minutes X 1 episode
- o Language: Korean
- o Concept : Shadow play with girl band Busters
- o Broadcast : 2019. 03. PlayRun TV, 5th May TV

- TV/Web program with children making and introducing their own play
- Selected as a 2018 New Media broadcast contents supported by KOCCA
- Shadow experience and production of own shadow play on TV
- Educational program that helps children with imagination, creativity, sensitivity
- A global TV program entered overseas markets with development of new format

The World of Shadows: Documentary Collection



[Program information]

- o Title : Drawing by shadow
- o Genre : Documentary, Entertainment, Makers
- o Target Audience : Family
- o Format : 60 minutes X 1 episodes, 5 minutes X 20 episode
- o Language : Korean
- o Concept : All Information about the 'shadow play' such as people who create, process of making, environment, history
- o On broadcast : 

- Selected as 2020 Broadcast Program Production Support Project (Overseas Advancement_Cross Media Broadcasting Content)
- The story of the production method and crews of 4 theater companies that inherits the Korean shadow puppetry and the Indonesian Wayang Kulit
- Detailed scenes that were not included in the story of the main episode are made into five-minute videos for each theater company and served as media targets for short content

BUSINESS PLAN

Experiential Exhibition



Creative planning! Emotional experience! Convergence playground where family can enjoy together!
FrieZoo Shadow Imagination Playground provides experiences on light and shadow of 'Environment and Life',
the public education curriculum topic. This is an interactive playground where children can experience and learn about light and shadow.

FrieZoo Shadow Playground Program

Principles of light, RGB, shadow quiz, light and lighting, mystery shadow
FrieZoo drawing class, shadow play theater, shadow puppet theater, Friends fan workshop, photo zone

FrieZoo Shadow Playground

- Gimpo Art Hall (2023.05.04.~05.07)
- Hanam Art Center (2017.07.07~08.27)
- Seoul Animation Center (2017.01.01~04.06)

BUSINESS PLAN

Experiential Exhibition



Creative planning! Emotional experience! Convergence playground where family can enjoy together!
FrienZoo Shadow Imagination Playground provides experiences on light and shadow of 'Environment and Life', the public education curriculum topic. This is an interactive playground where children can experience and learn about light and shadow.

FrienZoo Imagination playground of Shadow Program

Principles of light, RGB, shadow quiz, light and lighting, mystery shadow

FrienZoo drawing class, shadow play theater, shadow puppet theater, Friends fan workshop, photo zone

FrienZoo Imagination playground of Shadow

- Gimcheon Art Center Exhibition Hall(2022.07.28~08.10)
- FrienZoo Imagination Playground 2018.09.07~12.31

BUSINESS PLAN

Teaching Aids for Educational Institutes



Interactive education program
with light and shadow exhibition
and shadow play theater craft program

FrienZoo Light and Shadow Imagination Playground

- Travelling shadow play exhibition and performance
- Interactive education program – Making shadow play theater
- Show on tour for cultural centers (Shinsaegae Department Store Cultural Education Center)

BUSINESS PLAN

Makers Education



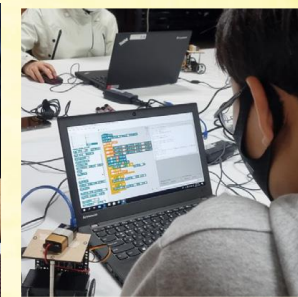
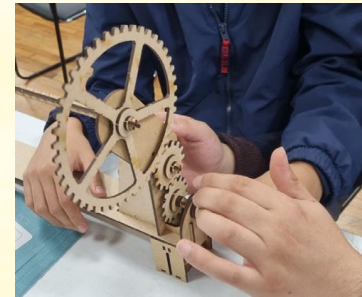
- Arts and cultural education program to produce your own shadow play by using computer coding and razor engraver to create characters.
- Education Program
 - Special tutoring on shadow play + Making shadow play puppets
 - + Making lighting equipment and experiencing coding controlling
 - + Team discussion to prepare for the performance
 - + Presentation and performance

Automata Shadow Puppet Play

- Daejeon Art Center (2021.09.13~10.06)
- Arts and Cultural Education Program

BUSINESS PLAN

Makers Education



- Automation performance based on my own story
Produce lighting, vibrating batten, sound and line tracer robot through coding
Performance production program whilst learning about miniature theater
- Education Program
Theater and stage > Stage and batten > Light and lighting > Coding >
Sound and effect > Robot and coding > Performance production > Performance

Make your own miniature automation theatre

- Dangjin Culture & Art Center Small Theater
(2022.10.15~11.06)
- Arts and Cultural Education Program

BUSINESS PLAN

Interactive Shadow Puppet Workshop



BUSINESS PLAN

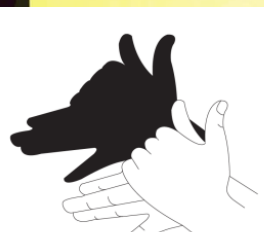
Projection-Based Family Shadow Play



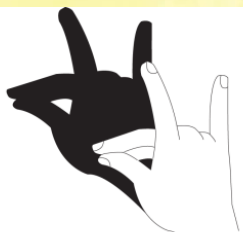
Shadow play that enjoys
in the camping ground or
home with a mini-beam.

BUSINESS PLAN

Franchised Business : Moving Shadow Theater for Kindergarten



DOG



FOX



CRAB



RABBIT



FrienZoo의
찾아가는 **그림자극장**

귀엽고 사랑스러운 **FrienZoo**가
재미있는 그림자극장으로
전국 유치원, 어린이집에
찾아갑니다!



The car is a white Kia Ray with a yellow roof and yellow accents. It has "FrienZoo" written on the side in a stylized font. There are also illustrations of animals on the side of the car. The car is parked on a purple surface.

GFX
www.gfx.co.kr

Family Shadow Play Cards



- 1) A card set of simple shadow role play before going to bed
- 2) Customized shadow theater for family using a flashlight

*Component

- A flashlight
- Character shadow cards(20kinds)
- A Card case



Component



-A variety of character shadow cards

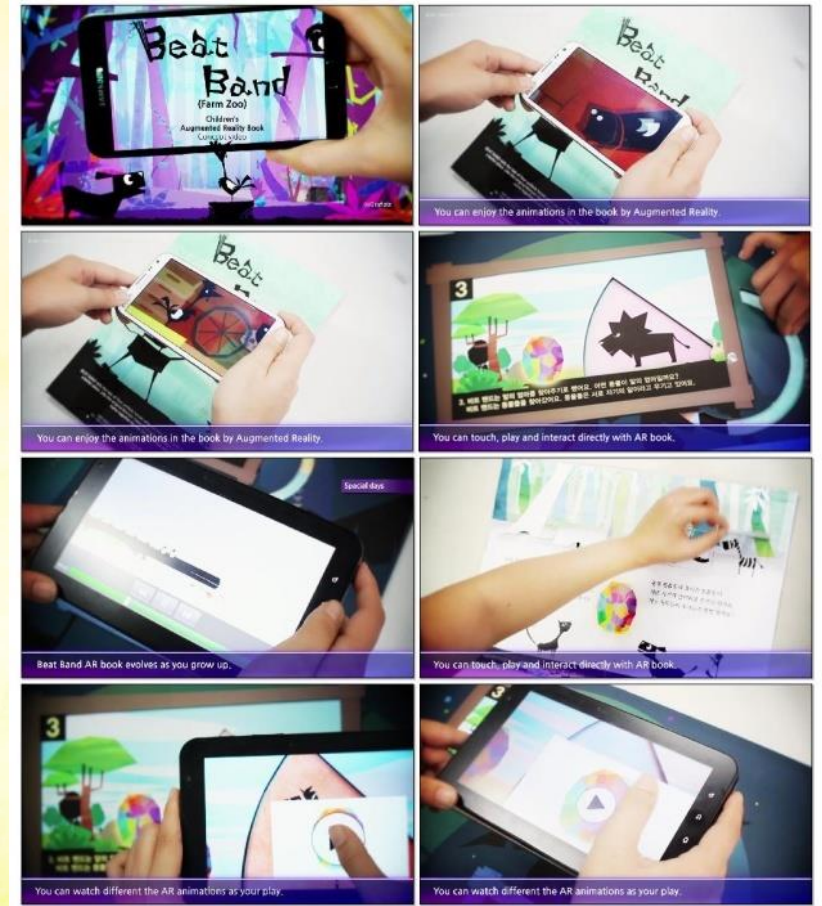
BUSINESS PLAN

AR T-Shirts

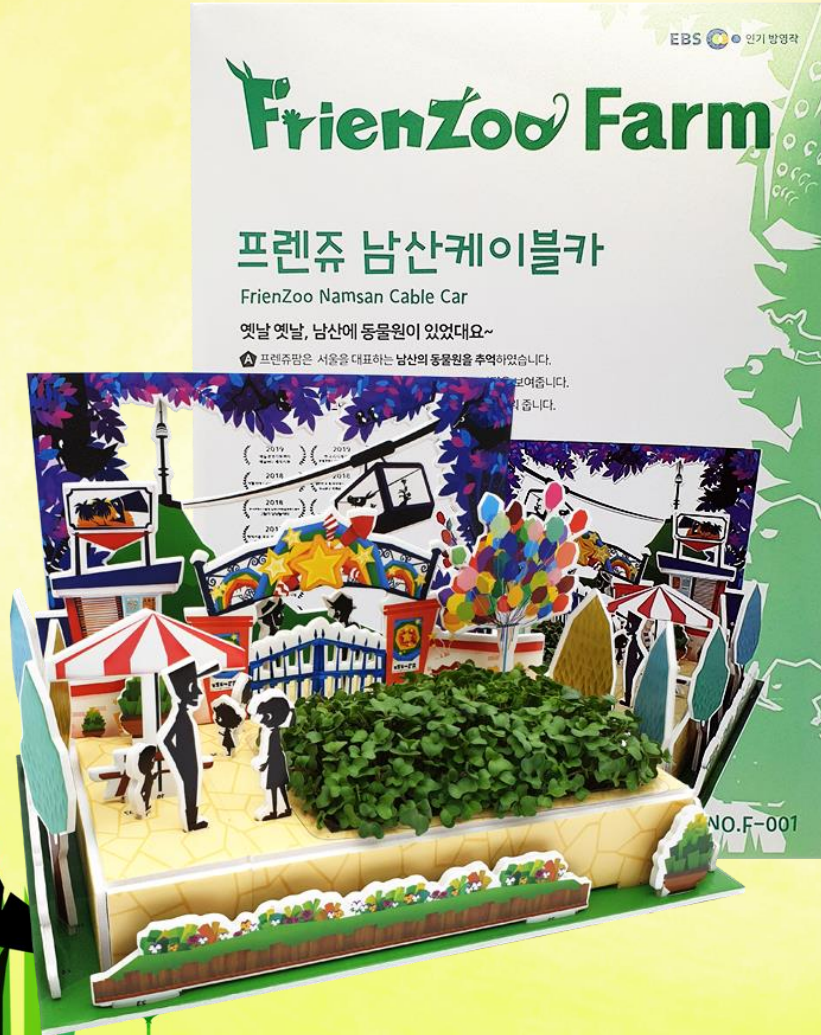


BUSINESS PLAN

AR-Book



Puzzle Planting Kit



[FrienZoo Farm]

My own FirenZoo Farm! Put the seed in self-made puzzle pot and grow the plant!

- FrienZoo Farm reminisces a zoo in Namsan that symbolises Seoul.
- FrienZoo Farm shows how animals and nature of Namsan become one.
- Children can learn responsibility and love for nature with FrienZoo Farm.
- Experience and learn growth of plants.

BUSINESS PLAN

Kids Tent



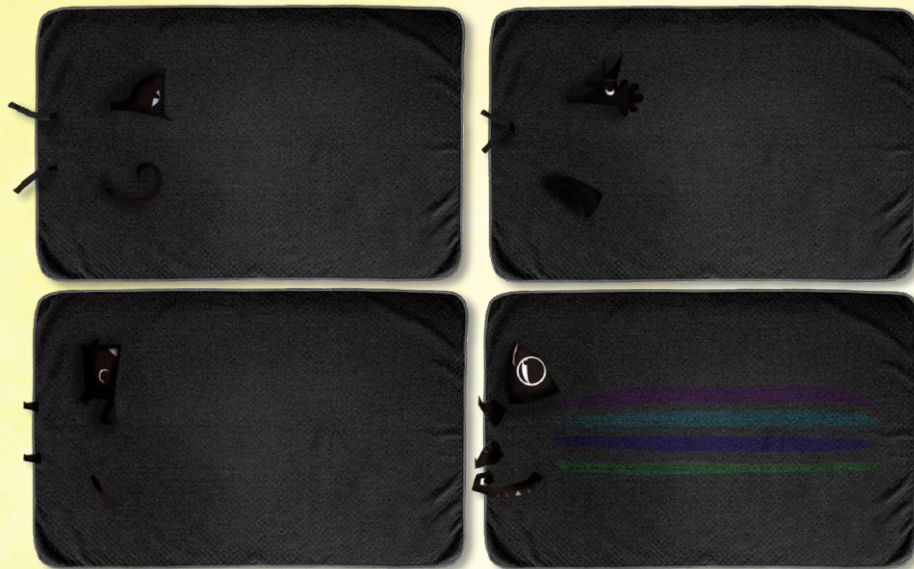


BUSINESS PLAN

Kids Apparel



Home Textile Collection



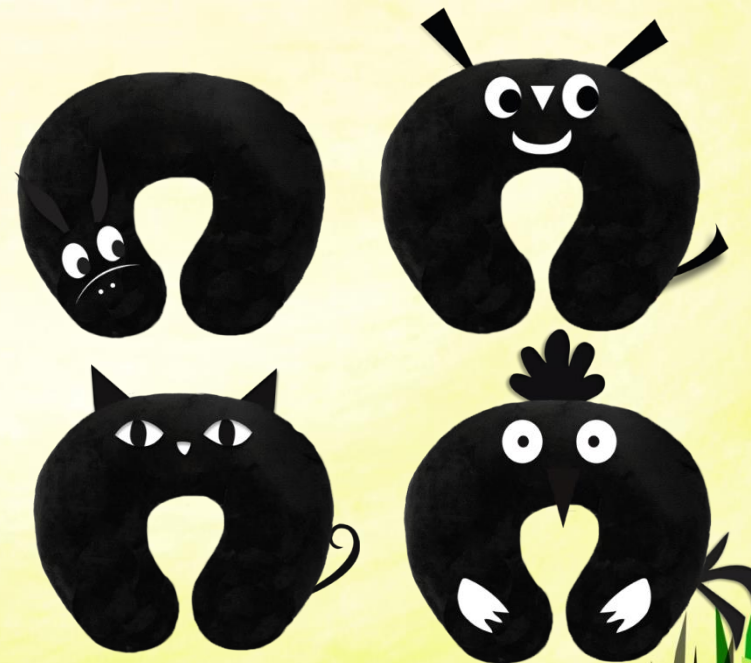
<Blanket-unfold>



<Blanket-fold>



<Cushion>



<Pillow>

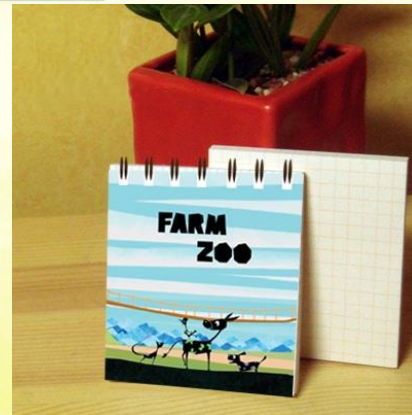
BUSINESS PLAN

Lighting & Candle



BUSINESS PLAN

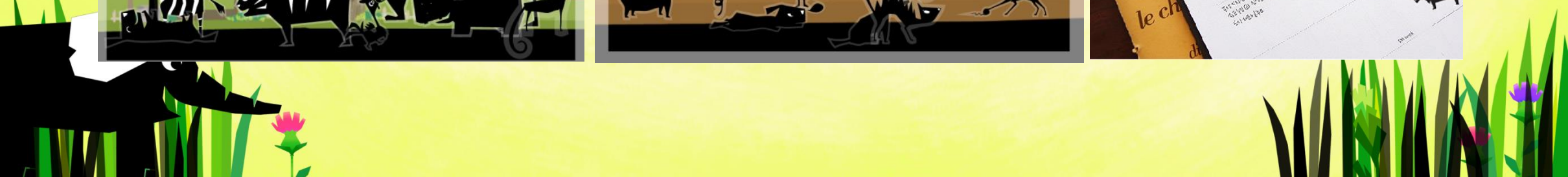
Stationery





BUSINESS PLAN

Deco Sticker



Introduction & Vision



Connect Your Imagination With GraFiziX

GraFizix blends "Graphics" and "Physics" — a company that creates unique animation content.

For over 20 years, our expert teams in animation, R&D, and performance have pursued bold and creative challenges.

Building Edu-entertainment spaces

We are creating family-friendly spaces by combining content expertise with cutting-edge media technologies.

Future-Tech-based educational content

We will provide immersive educational experiences through V-tubers, smart toys, and virtual spaces using AR, hologram, and 5G technologies.

Company Property

Our Ips - Mind Blowing Breakthroughs, FrienZoo continue to expand into shows, performances, games, toys, and exhibitions.



Boomchiki BOOM

Physical Development
Through Play



Junkle

An adventure to find
treasure among disc
arded things.



Mind Blowing Breakthroughs

Science Show – A Fun Journ
ey Through Science and His
tory



FrienZoo

Survive the Zoo with A
nimal Friends!



Bikini English

Mobile English Learnin
g Content for Adults



Contact to :

Tel : +82-70-4137-5071

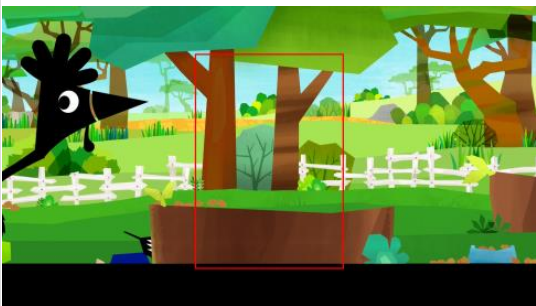
E-mail : grafizix@gmail.com

Grafizix Co., Ltd.

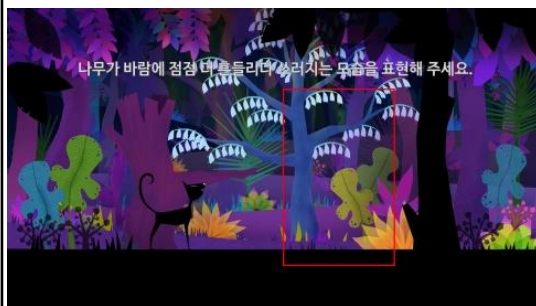
FrienZoo

AUDIENCE INTERACTIVE

Become a monster with shadows to make the character surprised.



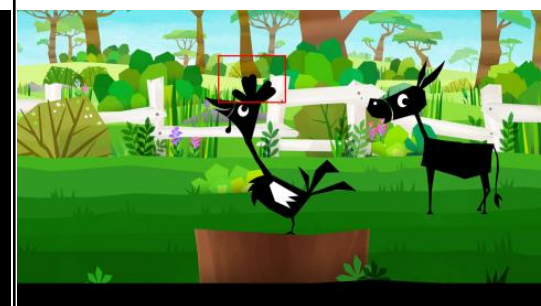
Become a tree to express a windy day.



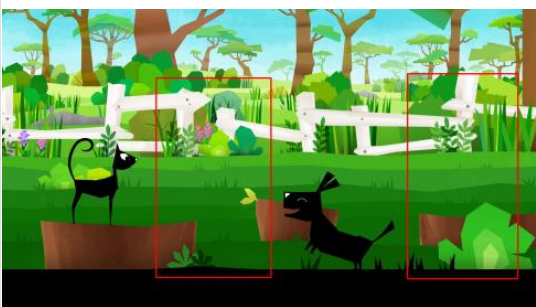
Make a lion's claw with hands shadows.



Shout and change character's hair style.



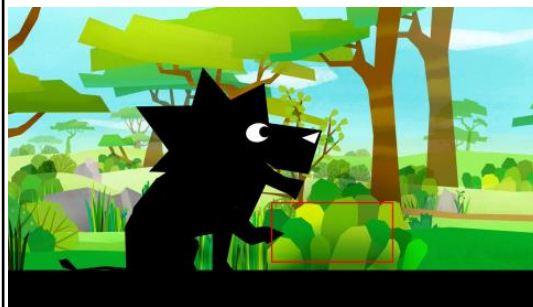
Dance and make Sheila happy.



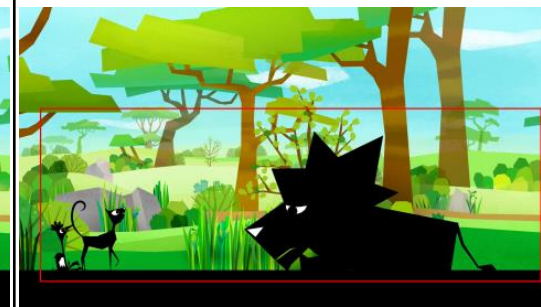
Dancing with Jack.



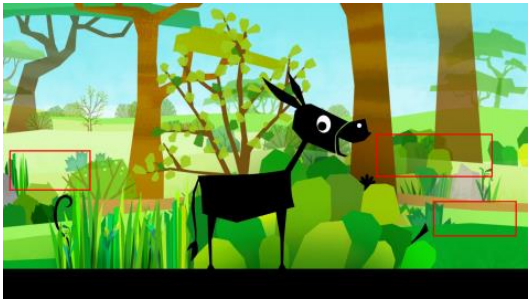
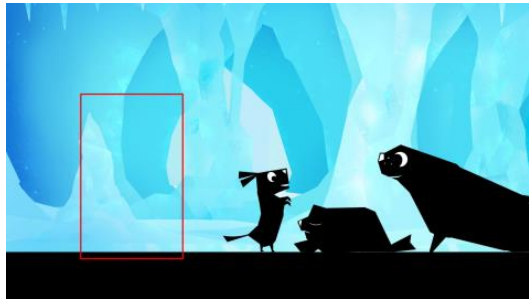
Building a cage for a lion.



Shaking hands with the lion.



AUDIENCE INTERACTIVE

Find hidden animals pointing hands shadows.	Hide behind of the tree.	Pet the crying character.	Walk out stealthily.
			
Change the beak of the peacock with tools.	Make the peacock's feathers with tools.	Play with the ball standing on both sides of Dave.	Swing the tree and drop down the balls.
