



## TREATMENT: Loud Yoga™

LOUD YOGA™ is short-form interstitial comic programming, designed for new media: (mobile video, ipods, subscription-based internet streaming/download and comedy TV).

LOUD YOGA™ is created to appeal to a 18-60 yr. old demographic by providing a parody of yoga with uproarious comedy and social/political commentary.

HOSTED by George and Eunice Blundt, two endearing loud Americans, the creation of Kevin Joyce and Martha Enson, Principals of EnJoy Productions. In each episode, George narrates, Eunice demonstrates, and a guest student learns.

LOUD YOGA™ consists of a sequence of:

- Postures (assanas)
- Rants
- Expletives
- "LOUD Mantras"™ eg: "My mind and my butt are getting smaller!"

EPISODE#1 deals with the	SPLEEN
The relevant emotion is	ANGER
The Posture is	KICK-IN-THE-ASSANA
The applied Loud Mantra is	"Up Yours!"

FUTURE EPISODES will address critical and relevant conditions, such as sadness, whining, disgust, hopelessness, delusion, stupidity, frigidity, apathy, flakiness, and many, many more.

FUTURE MANTRAS will be determined in the practice, but will likely include: "Gimme Money!", "We're all gonna die!", "Everybody hates me!", and "I'm right, so PISS OFF!"

FUTURE POSTURES include over 2000 yoga postures, with appropriate Loud Yoga™ titles.

FUTURE DEVELOPMENTS include On-Location Shoots and Celebrity "Student" Appearances.

Additional commercial and entertainment applications of Loud Yoga are innumerable, including talk-show appearances, Direct TV/infomercial sales, advertising/spokespeople, and live appearances at corporate & special events.

LOUD YOGA™ is a registered Trademark of EnJoy Productions™

**Harness your Vision®**



## FUTURE EPISODES: Loud Yoga™

EPISODE# 2	
Body Part/System	Lungs
Relevant condition is	Yearning
Posture	Spitting Camel Toe
Loud Mantra	"Love me!"
EPISODE# 3	
Body Part/System	Buttocks
Relevant condition is	Paranoia
Posture	Floor Bow
Loud Mantra	"What? Why are you following me?"
EPISODE# 4	
Body Part/System	Sex Organs
Relevant condition is	Horniness
Posture	Spread Eagle
Loud Mantra	"You want some of this?"
EPISODE# 5	
Body Part/System	Brain
Relevant condition is	Stupidity
Posture	Cow Face
Loud Mantra	"I'm a farkin' moron"
EPISODE# 6	
Body Part/System	Kidneys
Relevant condition is	Addiction
Posture	Standing Bow
Loud Mantra	"I'm an addict, it makes me whole"
EPISODE# 7	
Body Part/System	Feet
Relevant condition is	Flakiness
Posture	Purna Salavasana
Loud Mantra	"Oops, I did it again"
EPISODE# 8	
Body Part/System	Eyeballs
Relevant condition is	Apathy
Posture	Corpse Pose
Loud Mantra	"I care, I care, I care about everything"

**Harness your Vision®**



## THE STORY: Loud Yoga™

LOUD YOGA™ was the only surviving orphan of a live theater show that never happened (or hasn't yet, as Martha likes to say). It was originally designed to be a full-length, decidedly wrong yoga video, to be sold as merchandise in the lobby of The New Loud Americans, a show by EnJoy Productions.

Thing is, The NLA got yanked three months before opening night, for reasons too complex and nefarious to describe here.

Suffice it to say that it was the story of George and Eunice Blundt, two endearingly stupid American yahoos who run Travel Bugs Tours. They make travel videos, luring loud Americans like themselves to exotic lands. The audience sees them butchering a Japanese tea ceremony, then on African safari, and finally, while in Katmandu filming a trekking video, they are unceremoniously fired via telegram by their boss Mr. Hastings. They have a dark night of the soul, get separated in the ancient city, George ends up in the Nepalese Nipple bar drinking Ramakamakuchi's all night, and Eunice encounters a mysterious half-naked holy man, who leads her up into the mountains, and proceeds to give her a taste of enlightenment, ultimately conveying to her that she is the "New Loud American", a message which George simultaneously, inexplicably, receives.

They take on this new moniker with Messianic zeal, and proceed to create a media/merchandising empire based on the preservation of America's right to volume. Only, you never know what's coming out of their mouths at top volume. And Eunice, mysteriously, suddenly starts practicing yoga. George turns it into a product for his fellow Americans. Thus LOUD YOGA™.

When the NLA show didn't happen, we found to our delight that LOUD YOGA™ seemed to have a life (and a mind) of its own. It quickly morphed from a piece of show-based novelty merchandising to a piece of content for new media, and we at EnJoy Productions took on George's messianic zeal to create a media empire, based on the need for outrageous, subversive, well-produced original content. And, given the way the entertainment and new media worlds were evolving, we decided to make LOUD YOGA™ as episodic, short-form comic content designed for the wacky new media formats. So, depending on how it all goes... we plan to be making lots of short pieces in which George and Eunice do their thing, and the world becomes a better, louder place for it.

**Harness your Vision®**



## **PRODUCTION TEAM: Loud Yoga™**

### **Editor:**

Eric Frith, Byrd Productions, has been in the film and video industry for 15 years. He was co-owner of Bent Nail Productions, where he directed projects for REI, Columbia Sportswear and the Seattle Art Museum, among others. He was Post Production Supervisor/Editor for Merwin Creative in the early 90's, and later held the same position for Cesari Response Television. With these companies, Eric's projects aired on every major network as well as Discovery Channel, The Learning Channel, Bravo and kCTS, for companies such as Microsoft, Compaq, and Discovery Health Channel. Eric directed and edited the short 49? Which screened in the 2004 Sundance Film Festival, the 2003 Seattle International Film Festival and 1 Reel Film Festival (Seattle) and the Northwest Film and Video Festival (Portland). 49? Was selected as part of The Best of the Northwest Film & Video Festival.

### **Titles/Graphics/Animation:**

David Jolosky, Visual Communication David Jolosky is a professional Creative Director, Art Director and Graphic Designer with a passion for building and maintaining world class brand and visual communications. He has proven success in all facets of print collateral, video and motion graphics, client relations, new media, public speaking, proof of concept, creative conceptualization, and copywriting. David is a creative leader and mentor, who provides inspiration to project teams and clients. David has worked with clients ranging from the fortune 500 down to the small start-up. He is a certified trainer in several software applications, an independent filmmaker, and believes that every picture truly does tell a story.

### **Audio Wizardry:**

Scott Colburn, Gravel Voice Studios, is an audio wizard residing in Seattle, WA but has been known to materialize all over the globe. Currently concentrating on serious music projects, sound design for film, painting, film making and general nonsense.

Film credits include sound track for "Session 9" by Brad Anderson, "Lamia" by Katerina Slantcheva and "People and Arts" ID's for Discovery Channel. Sound designer for "A Relative Thing" by Garrett Bennett, "Ice Cream Ants" by Jeremy Carr and "Walking to Werner" by Linas Phillips.

Music productions for Arcade Fire, Animal Collective, Mudhoney, Sun City Girls and Cerberus Shoal. As well as pure wizardry for the Revenant label with archival tapes of Capt. Beefheart and Charlie Patton (which won a Grammy for Best Historical Box Set 2002). He writes for TapeOp, Mix and EQ and administered modrec.com. More info at scottcolburn.com

**Harness your Vision®**



## **PRODUCTION TEAM: Loud Yoga™**

### **Creators/Executive Producers:**

Kevin Joyce and Martha Enson, Principals of EnJoy Productions have created, performed, directed and produced some of the most innovative, influential work in the country. In addition to being certified Yoga instructors, Martha & Kevin are masters in character work, physical comedy, live music, circus-style aerial and acrobatic performance. Over the past 15 years, they have written and performed over 25 original works of original theater, plus television, music and web-based productions. They established arguably the most influential physical theatre company in the vibrant Seattle arts scene in the last 20 years (UMO Ensemble), and created multiple award-winning curriculum programs in physical theater, improvisation, writing and performance.

Martha produced the nation's first Fringe theater Festival (Seattle, 1991). Kevin created the Imagination Liberation Front and SPILT, whose large-scale spontaneous public performances in the late 90's presaged the recent "flash mob" phenomenon. Together, they created and produced Survival Skills, a television pilot about human behavior (with Basic Human Productions, Inc.). From 2002-2006, they Directed and Performed with the legendary Teatro Zinzanni in San Francisco and Seattle.

### **Director:**

Bill Jarcho, Zambini Brothers is a writer, creative director and live-action/animation director with over 25 years of professional experience in both the commercial broadcast and corporate media fields. He was co-founder and creative director of Olive Jar Animation in Boston where he designed and directed many of the early MTV and Nickelodeon spots as well as a variety of national television commercials, music videos and short films (which have played in festivals around the world). Equally proficient in the worlds of live-action and animation, his attention grabbing work is smart, funny and surprising.

Clients Include: Microsoft, MTV, Nickelodeon, ABC Saturday Morning TV, Comedy Central, VH-1, Elektra Records, Fox TV, CTW, Miller Beer & more. Awards Include: Clio Nominations, Telly Awards, Broadcast Designers of America award, Cine Golden Eagle/ The American Film Institute, Student Academy Award.

Festivals Include: Annecy, France; Ottawa International Animation Festival, Canada; Bombay Film Festival, India; Zagreb International Animation Festival, Former Yugoslavia; Los Angeles Animation Festival, CA.; Tournee of Animation, Los Angeles, CA.; ASIFA-East Festivals, NYC and San Francisco.

### **Director of Photography:**

Kirk Miller, F/11 Pictures etc Kirk Miller's right eye has been glued to a viewfinder for over 16 years. His credits include two concert films for comedian Margaret Cho, and a variety of television programs, such as 60 Minutes, America's Most Wanted, and E! True Hollywood Story.

**Harness your Vision®**