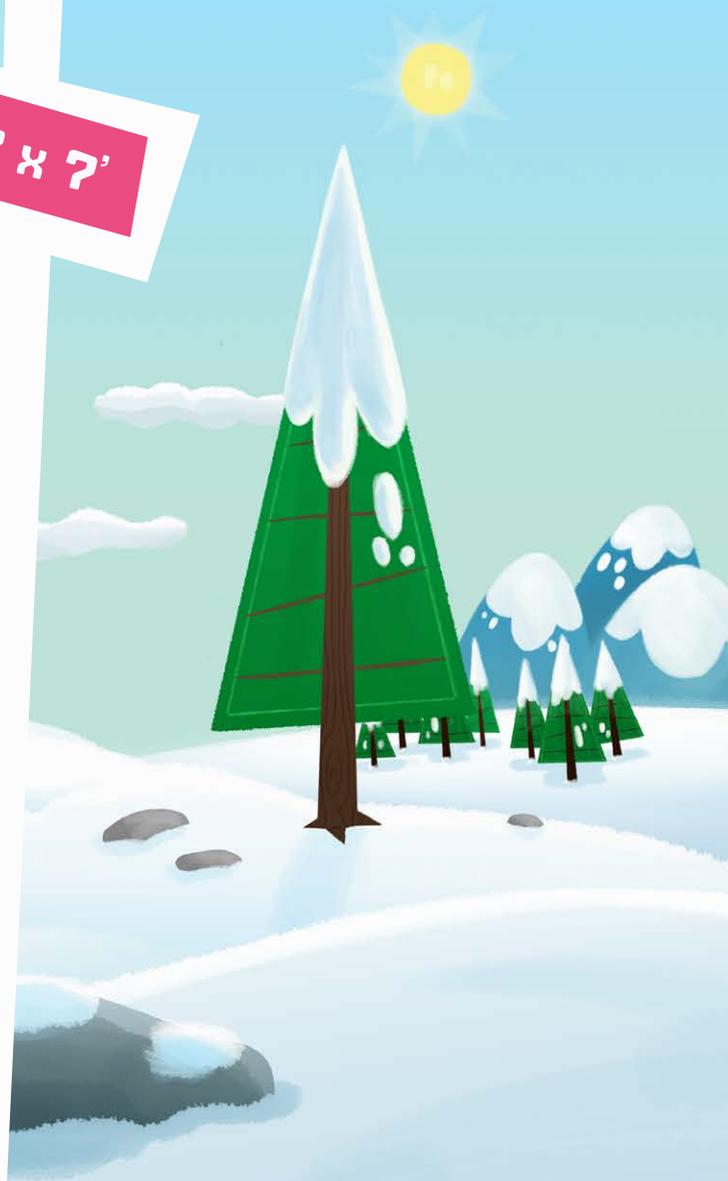
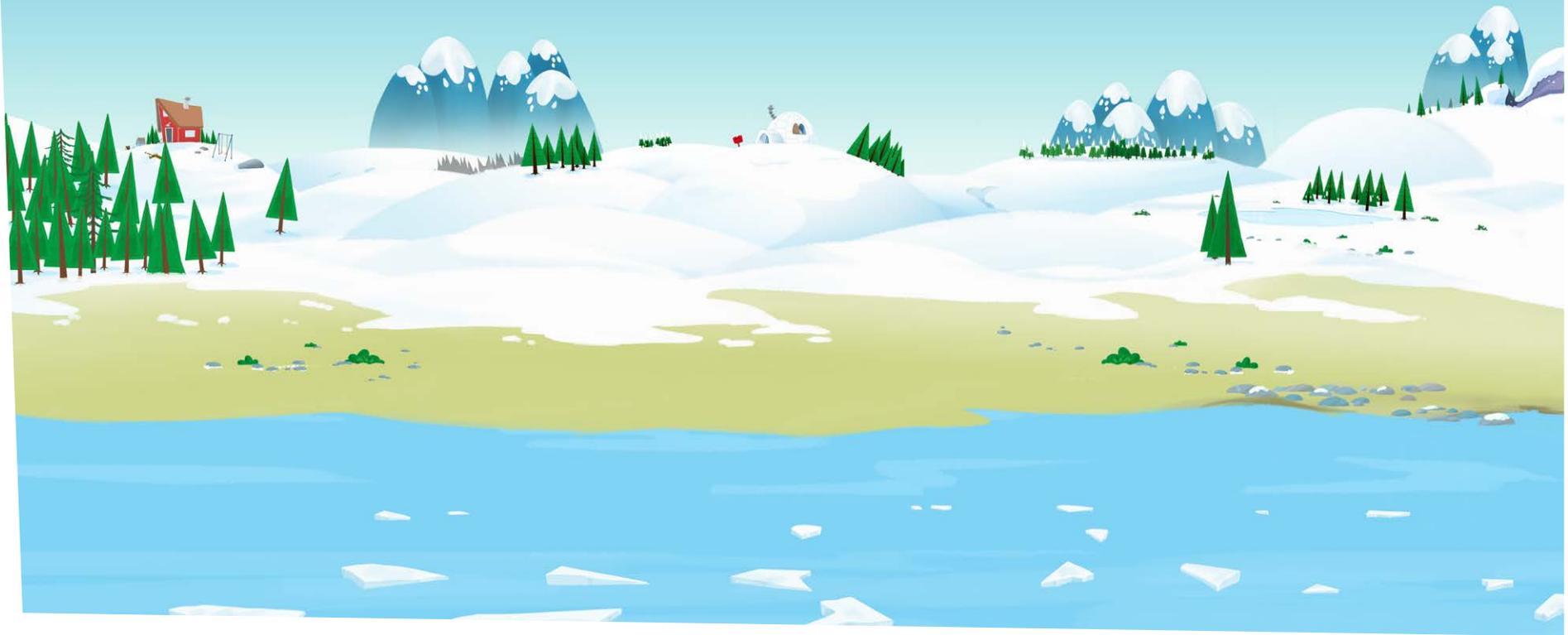


INWI

52 x 7'



Whatever the season,
there's always a reason to have fun!



Concept

Inui is a series about playing in the Arctic Circle with your friends. Inui, a young Inuit girl, made herself an igloo for her and her friends and every day they set out to play the sort of games you could only play in the snow and ice.

Inui grew up in the Arctic Circle and knows how to keep warm and have fun in the coldest temperatures. Her friends are just as adapted to the cold as she is. Crackpot the Caribou, Grouchy the Polar Bear and Lady Penguin are as at home as she is in the snowy wastes of the far North. Lady Penguin, of course, is not a native but has travelled to Inui's igloo from the other side of the globe.

This is a series about a child's world and its stories reflect a child's imagination rather than the real world of contemporary Inuits. The stories begin and end with Inui and her friends. It's a child's imagining of the Arctic Circle and the sort of fun you might have there. This does not mean that there won't be the occasional reference to the rich heritage of Inuit people but this will be very much in the background. **Inui** is an entertainment for young children not a documentary.



Inui's immediate world centres around her igloo and a snowy landscape with a little bay.

They are not above the tree-line and often she and her friends will explore the forest, the neighbouring hills and even the tundra. In the second season the group will travel, in some episodes, even further, to warmer and greener locations.

All seasons visit the land. The temperature will occasionally get above freezing and the sea will not be always frozen over but the seasons rarely impact on Inui's world. She and her friends love all of the Arctic's changing moods. Even fog, heavy snowfall or stormy weather will not stop them from playing out. No silly old blizzard is going to stop them having fun. But this is not a world of permanent darkness and frost-bite but somewhere where most of the time the sun is shining and you can slide, play snowballs, build snowmen and gaze in awe at the Northern Lights. If Inui and her friends go to the beach then the fact that there are icebergs and a friendly whale splashing around will not stop them playing with a ball, donning a wetsuit and going for a swim.

The emphasis is on visual gags. They might pretend to be snowmen during a game of Grandmother's footsteps. One time they make mirrors out of the ice and then are horrified to see their distorted reflections. When one of them makes a snow angel the others think they have found the track of a huge bird.

And then there is slapstick. Not the cartoon hyperbole of a classic Warner Bros cartoon but the slapstick of children in the snow – slipping, sliding, crashing into snowmen, having snowball fights, splashing in the melting puddles and being followed downhill by an oversized snowball.

At the same time our four main characters have very distinct and warm personalities. Inui has a heart that would melt the permafrost and will do anything to help her friends. The

stories are not just a series of gags but engage the emotions. When they use Inui's bed as a sledge and it gets frozen, they all sleep snuggled up to Grouchy. He may not be the best tempered but he's warm! When they find a message in a bottle washed up on the beach they are all worried in case it is from the South Pole, asking Lady Penguin to go home.

They are essentially friends and resolve any personal jealousies, friction and misunderstandings together without the need of some external parental authority. They realise the importance of their friendship and work hard to maintain it.



The Main Characters:

Inui is the sort of girl who sees everything as an opportunity to have some fun. No silly old blizzard is going to stop her from having a good time. When her mirror breaks she encourages everyone to make their own. When she puts on an itchy coat made of caribou hair she twitches so much she starts a dance craze. When she tries to build an extension on top of her igloo but is missing a brick she invents a stargazing observatory.

Excitable and optimistic, her enthusiasm rubs off on her friends who are in turn dozy (Crackpot), grumpy (Grouchy) or reserved (Lady Penguin). Inui is the natural leader of the group, leading their games by example, undeterred by failure, embracing life to the full.

She cares deeply about her friends. If they are in trouble she will help them. If they are unhappy she'll do her best to cheer them up. If they are set on doing something she will support them. Her friends are quick to return any favour. Grouchy will shelter her from a storm. Crackpot will let her hang Christmas lights on his antlers. Lady Penguin is happy to give her a pebble that has come all the way from the South Pole.

Inui is very much at the centre of this world. If stories sometime feature one of her friends it will be told from her perspective.

Crackpot is a caribou with boundless enthusiasm and very little sense. He adores Inui and reacts enthusiastically to any of her suggestions. The problem is, he doesn't know when to stop. He has little control over either his actions or his thoughts but his heart is always one hundred per cent behind Inui and her friends. He is both hyperactive and confused, a combination that spells trouble because he is likely to take things to extremes, break things, get lost in the snow, or misunderstand the simplest suggestion. At the same time, he makes a tremendous playmate because he is ready for everything and flings himself into any activity with crazy abandon. Everyone treats him with paternal affection. He is like an unruly puppy that needs looking after.









Grouchy is a grumpy, long-suffering polar bear. He is one of the last of an endangered species and keeps reminding us of the fact. Though he often complains that polar bears have a hard life he is, in fact, the character who is the most capable of dealing with the extremes of the cold North.

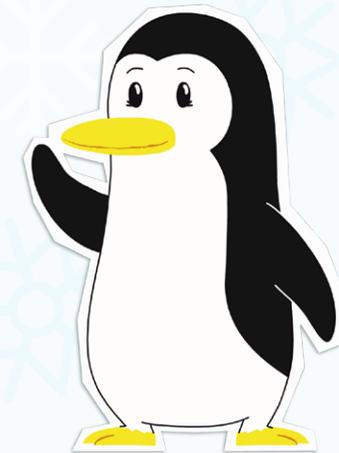
He is large with a warm furry coat. He never feels the cold. On the contrary, he feels hot if the temperature rises above zero. He seems impervious to the worst weather and will provide a wind-break in a blizzard or a warm bedcover on a freezing night.

He may seem to plod along but even if he sometimes seems reluctant he likes to join in with everyone's games. The truth is, he's be lost without his friends and enjoys their company.

He takes pride in his protective role in the group. He provides the strength, the solidity and the running commentary about life as a polar bear without which the group of friends would founder.

Lady Penguin is reserved and has impeccable manners. She has been brought up properly... at the South Pole, a much more civilised place than the North Pole. She tries to bring some of that civilisation to her playmates. She'll smooth over minor squabbles or bring someone up sharply if he's being too cheeky. She'll do her best to make sure that proper rules are applied to a game of snowball and that the snowballs themselves are perfectly spherical. She knows about these things. She comes from the civilised pole, the one at the South of the globe.

She may trumpet the virtues of her home but secretly has no desire to go back there. In the frozen North she has made perfect playmates and enjoys a feeling of distinction. At the South Pole she's just be one of thousands of penguins. Occasionally she communicates with her homeland through messages in a bottle.





Minor Characters:

Whitney is a whale who would love to join in Inui's games but can't come on land and is often ice-locked. When the sea thaws, though, she is there to help Crackpot learn to swim and loves to splash around with her friends or give them a ride. She's very placid and doesn't get upset even when Inui and her friends cut a hole in the ice to go fishing and hook all her favourite ornaments.

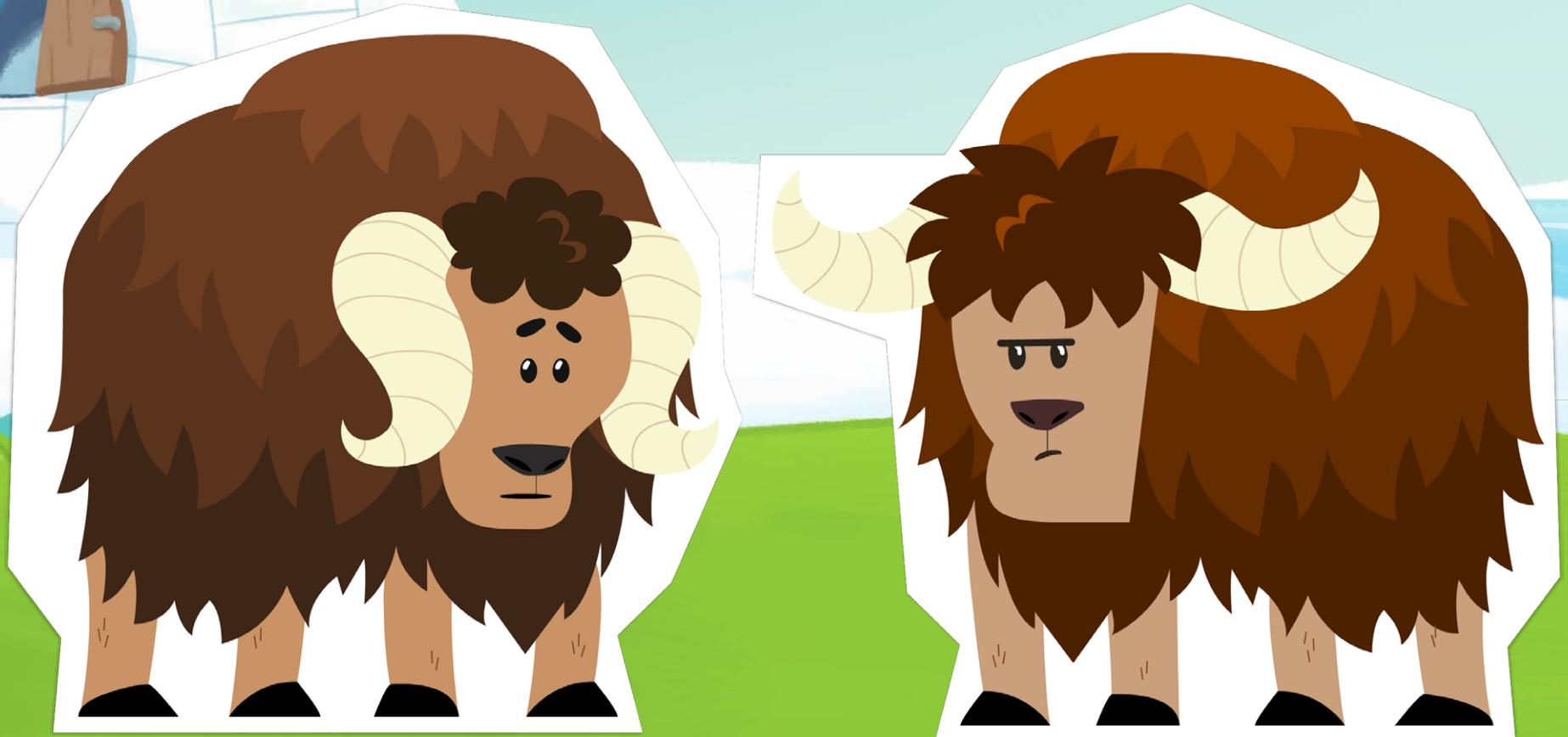
Sacha is a playful seal who is an expert juggler. He has an infectious honking laugh and seems to know a lot of tricks. He's a practical joker.



Albert is an albatross. He's keen to join in any game as long as it involves fishing. He can be very persuasive and the others are often happy to go fishing with him, usually through a hole in the ice. Anything they might catch seems to find its way quickly back into the sea.



Other arctic characters make an appearance – Artic foxes, a family of snow owls, an Arctic hare. In the second season we learn to know the two walruses WALLY and OLLY, the elegant weasel JOHNNY with an upper class attitude, far travelled LEMMINGS, and a Musk OX as big as an iceberg (in the perception of Inui & friends). They even make the acquaintance of a far travelled Amardillo and meet TINY, a blue whale and the biggest creature of the seven seas.







The Stories

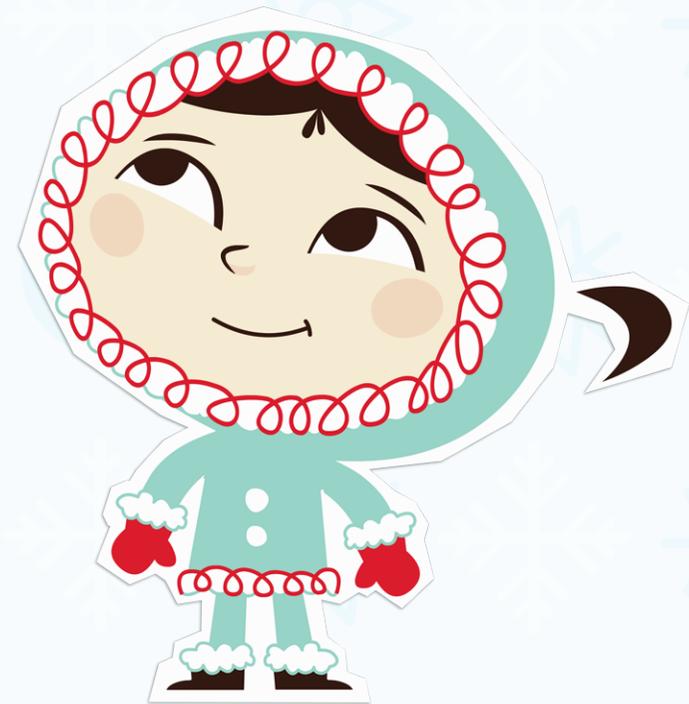
There is nothing formulaic about Inui's stories but they do have some common elements. They might start with a change in the weather, a blizzard or a thaw, an unusual hot and sunny day, or with the discovery of some object washed up on the shoreline. A story might begin with something that happens to one of the characters. Perhaps one of them has a cold or breaks a mirror.

The reaction of our characters to these events provides the meat of the stories. Each starting point will start a chain of events that has its share of slapstick, visual gags and character. This is a comedy with a warm emotional undertow.

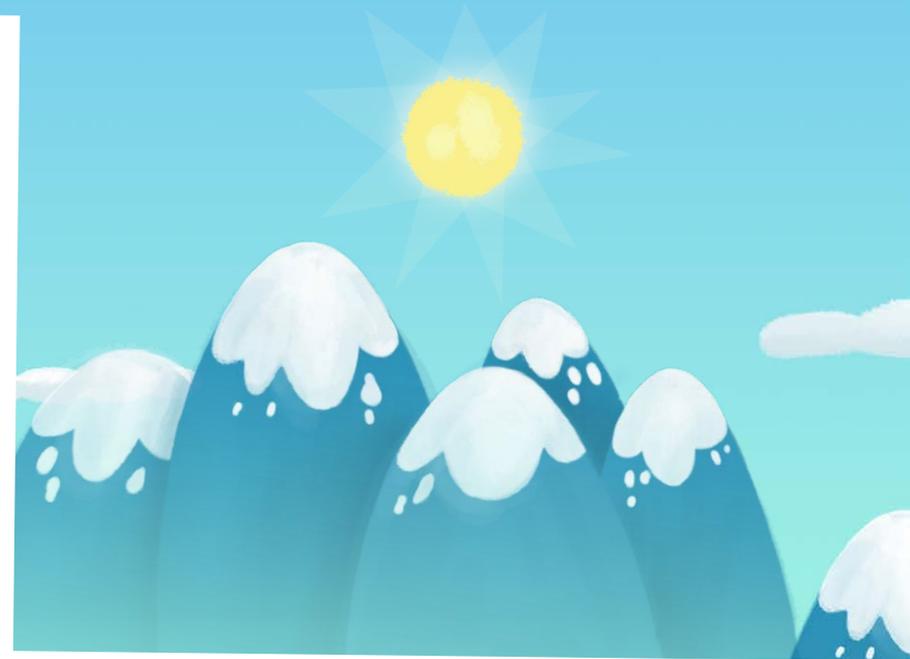
The title sequence will set up the relationship between the real world of the Inuits with its prefabricated houses and the world of Inui and her friends. Inui sets out from the village to her snowy playground which centres around her igloo.

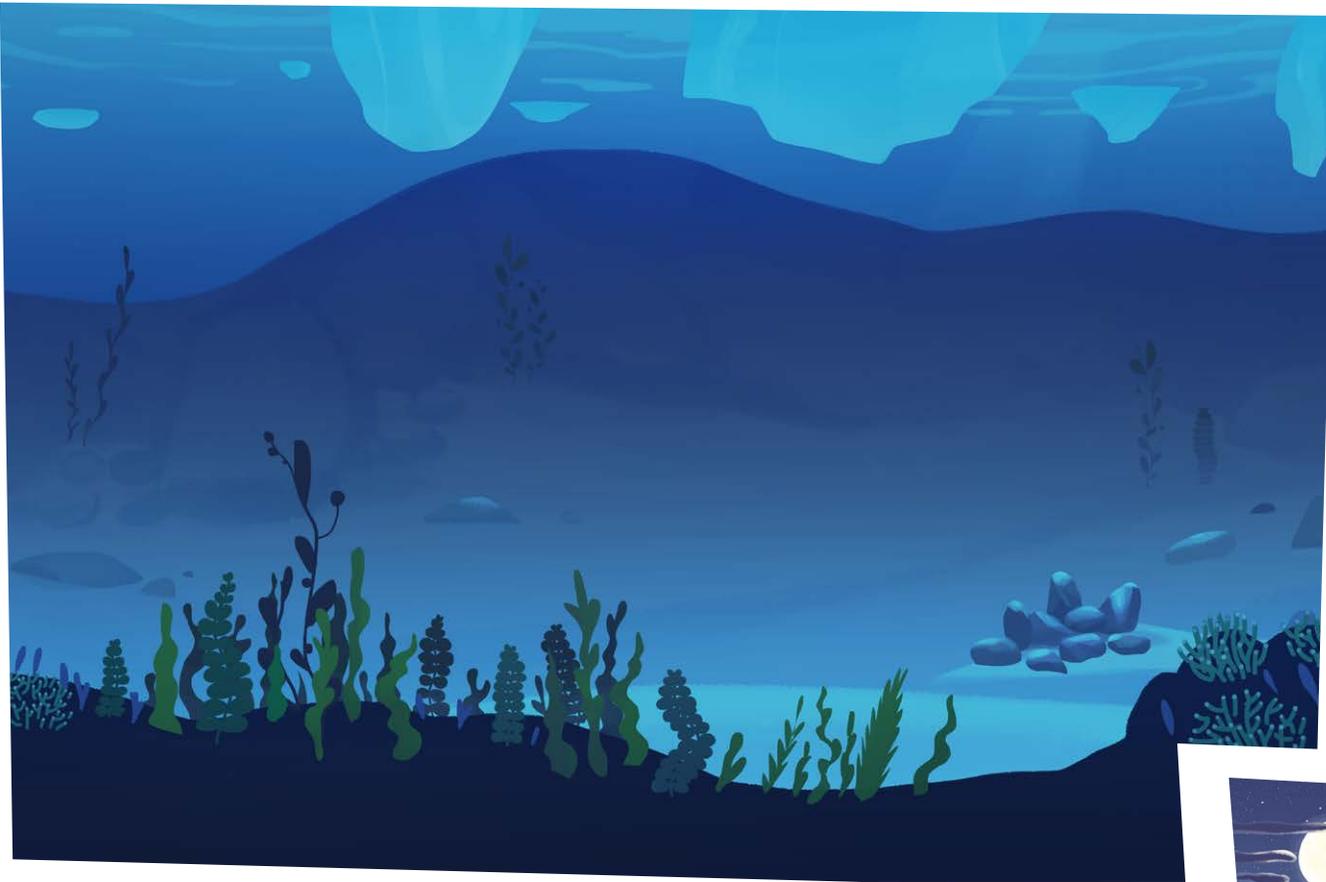
Along with its visual humour each episode will feature a moment where we enter Inui's imagination. In a different visual style, Inui's flight of fancy provides a moment of revelation which creates a turning point in

the story. Sometimes this sequence might give us the solution to a pressing problem. Sometimes it reveals Inui's deeper concerns – in one story she imagines that Lady Penguin might return to the South Pole. In one such sequence she imagines that snow angels made by Grouchy are made by some huge bird.













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