

BLUE CUP CAFE



SHANTAL FREITAS

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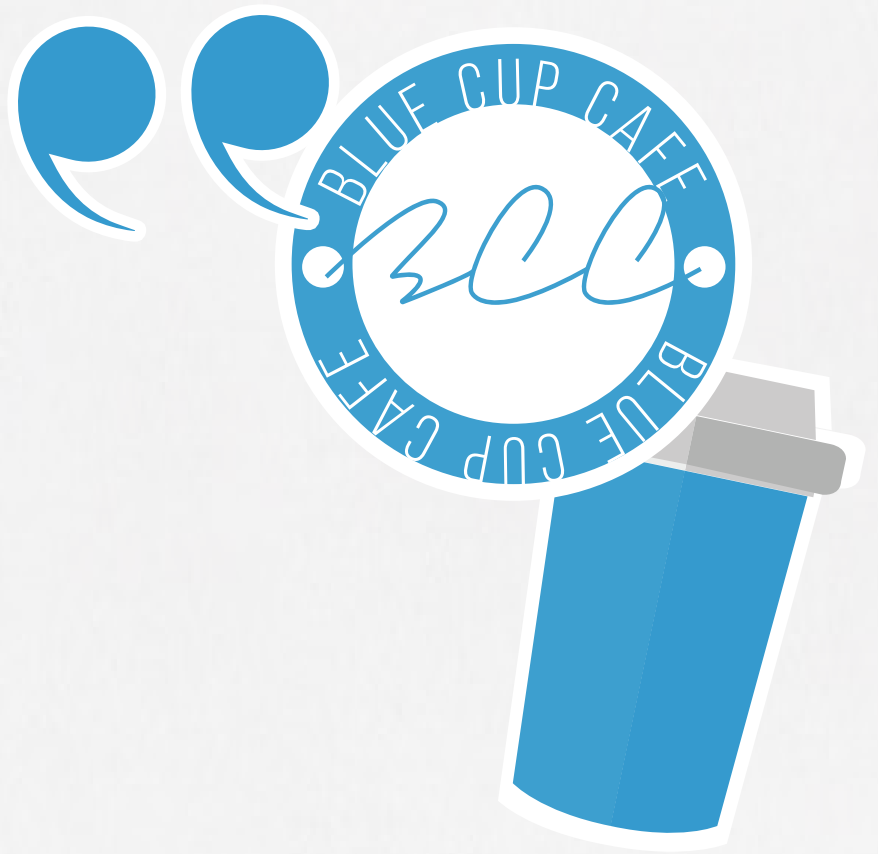
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Fictional series of dramedy based
in the book Blue Cup Cafe.
Ordinary, snarky and sweet
stories that happens in a coffee
shop by the eyes of Aurora, the
waitress.

THE BOOK

330 MIL VIEWS

IN WATTPAD

The BLUE CUP tell stories.

~~The Blue Cup is a mix of stories into the lives of others~~ sweet stories that even with their not so happy endings, they end in happiness. It tells about Jai, Craig, Sam, Grace, David... All people that one day has been in the Blue Cup, and intrigued the creative Aurora's mind, enough for her to create an entire world without **ever** passing through the exit door (otherwise if they left, they wouldn't be Blue Cup tales)

She observed the lives of those who would pass quickly and those who would sit by to appreciate a good cup of hot chocolate and warm their hands in the winter. Aurora has a tone of fascination for people and their peculiarities. Loves, even more, the not knowing fact, the uncertainty, the moment when all the possibilities are possible, but also none of them are, or cease to be.



KINDA LIKE A PILOT
but NOT JUST YET

TAKE A SIP

EPISODE 0

~~EPISODE 1~~

This little tasting of the Blue Cup is a 15 minutes short film that transfers the book's aura of the little and comfy coffee place to the streaming format so it can be appreciated with a cup of ~~decaf~~ coffee with ~~no~~ sugar and extra vanilla. Maybe even a good crunchy croissant well buttery.

During this experience, we dive into 2 of the 25 chapters of the book, in which we know **The Group**, 5 poets that get together on Sundays to discuss their creations, and from Aurora's point of view, we discover their drama about "Mariana that loved Pau, who loved Veronica, who loved Clara, who loved Ted, who loved no one". We understand the reason why reciprocated loves does not give masterpieces to romantics, and how we nourish ourselves with real loves (and not the platonic ones).

In parallel, we meet **Craig**, the artist that reached his creative peak too early and lives to search for inspiration in the rock bottom of a good cup of coffee. While he destroys the trees drawing in all napkins, he tries to discover what will be his newest and biggest creation.



THE CROWDFUNFING

This episode 0 was made possible through the website benfeitoria.com/bluecupcafe where we hit our fundraising goal and, with the help of all our benefactors, we distributed the gifts and had a LIVE debut where we shared our work with everyone.

Our episode 0 sought to bring the Blue Cup to life by adapting two chapters to the limitation of two days of recording and limited resources, without losing its playful essence.



THE SERIES **FORMAT**

The book has 25 chapters. We propose working with 11 of them, mixing two chapters in the same episode, or dedicating entire episodes to more complex stories. We will have 7 episodes of 20 min creating a hybrid series in which the characters' stories finish at the end of each script, but Aurora's arch is build among them all.

The chapters will propouse to use in the first season are:

HERE AN AURORA OBSERVES AND
MEDDLES INTO PEOPLE'S LIVES

HERE IT ALL STARTS AND WE MEET AURORA

AURORA PT. 2 + BACKPACKS PT.1

THE FLUTIST

THE GRUP + CRAIG

LITTLE JAI

SAM + A COIN PT.1

THE A'S de... + DAVID

AURORA PT. 1

HERE WE GET TO KNOW THE BLUE CUP
AND AURORA

HERE WE SEE AURORA MAKING
CLIENTS INTO FRIENDS

HERE WE -DERSTAND HOW
THE BLUE CUP WORKS AND A LITTLE
ABOUT WHO AURORA IS

HERE WE FIND OUT A LITTLE ABOUT
WHO AURORA IS OUTSIDE OF THE BLUE CUP
AND BEGIN TO UNRAVEL THE MYSTERY THAT SHE IS

FORMAT

A LITTLE MORE

There are no curtains in the Blue Cup. The place is well lit by the big windows on that corner lot (as all coffee places should be placed). But it hides its mysteries, not only the fact no one really knows (aside from Rob) who owns the place, and one can only wonder by the history placed on the walls, but also the mysterious lives of its customers or the past Aurora always avoid in any given conversation.

The Blue Cup could be timeless if it wasn't so well set in the present. On the other hand, it can be placed anywhere in the world, once we ~~NEVER~~ ever, in no circumstance, leave the coffee shop.

As we reach for a majority audience between 13-25 years (as the book data tells us), we understand these generations require entertainment that allows for reflection, embraces representativeness, and dialogues with their reality. Its dilemmas are universal, and every episode is a chance to talk about relevant topics in an understanding and open way.

DATA KILLS THE MAGIC



THE STYLE & TONE

Each episode is a moment that Aurora captured and wrote it down in her notebook (during the chaotic shift she was supposed to be working). We always see Aurora's notebook in some corner of the counter and her discreet gaze over the customer's tables.

As she walks among the tables, we follow her around, but when we find a character that feels intriguing, we let Aurora go and stick to them. Once we start going around more and more, we get glimpses of people's lives, **never getting the whole picture**, or we get left with the need to know more, but just like Aurora, we have to see them go and possibly never come back.

NOT A GOOD WORD CHOICE

Most of the time, Aurora is a **tool** for us to get to know each character. As time goes by, her story gets entangled with theirs, and we start wondering who Aurora truly is, adding a little bit of mystery to be solved every episode.

Her narration during the series is not constant, but it is always there, disturbing or helping, correcting and rewriting, adding new details as the story goes. All of the time there's uncertainty about what is real and what is Aurora's fiction. Her tone is sweet, but also snarky and insightful. Nothing is final as we see that we see that memory is unreliable.

FRANCHISE POTENTIAL

The book is ludic, with daily and light matters, never too far from reality, allowing the insertion of relevant subjects. With only 11 of the 25 chapters being adapted, it's possible not only to make more episodes with the book resources but to create whole new characters and situations in upcoming seasons getting deeper into Aurora's growth.

And since Aurora's back story and post Blue Cup stories are also books: Aurora's Journal and Cup of Tea, it allows the making of spin-offs.

Furthermore, The Blue Cup has the potential as a brand, which already has t-shirts, stickers, and bookmarks, with a wide range of possibilities, such as stationery products. And the series, itself is a great branded content, allowing easy product placement.

There's also the fact that Aurora is a character that overflows the pages of the book, so it's possible to have a lot of engagement in a multi-screen project since she's ready to interact in social media.



THE CHARACTERS

~~THE WAITRESS~~ AURORA

ORGANIZED IN HER
PECULIAR CHAOS

IMPULSIVE

CAREFUL AND CONCERNED

Aurora has always lived in a world of privilege, but as she grew up and saw herself turning into a horrible person, she ran away and found a new home at the Blue Cup Cafe.

After 2 years working as a waitress, she understood the world doesn't revolve around her and became fascinated about how intriguing people can be if you stare at them long enough. → IN A NON CREEPY WAY

She oscillates between this dreamy optimistic personality and a very down-to-earth as if she is her own devil and angel. But mostly, she is sweet and nosy, not realizing that she cannot solve everyone's problem (which does not prevent her from trying).

Her battle is against herself and how easy is to fall into the old habits. With the obvious help of her customers-character-friends, and much more real friends, she learns to navigate and become a very adequate human being (since being an actual good person seems a little unrealistic and pretentious).

Although Aurora is the voice who gives unity to all the stories, she is not the protagonist. Her clients are the stars and even when an episode deals with her, in that instant, she becomes a character like all of them. The narrator Aurora and the character Aurora are distinct people with distinct personalities.



AMANDA DE GODOI

THE FLUTIST

Her flute is her precious and your life is precise, orderly, and perfectly aligned, which is why Aurora usually organizes her plate before handing it over. Her regularity is such that when she breaks up Aurora creates a sea of possibilities.

THE GROUP

They were all poets and admired suffering for art. In a group that is not very cohesive, we see 5 characters who share poetry on Sunday, but during all other days are passionate people in search of great love.

CRAIG

3 years ago, he was ~~acclaimed~~^{APPLAUDED} by the artistic community as the “artist of the century”, now he spends too many hours in the Blue Cup drowned in coffee looking for inspiration at the bottom of the cup. He scribbles on napkins and sheets of paper trying to figure out how to overcome himself in his next great work.

THE A'S...

The As are a compilation of characters and their little romantic moments (or romantic disasters) that took place inside the Blue Cup. Short stories, that can warm the coldest heart.

THE CLIENTS



THE CLIENTS

LITTLE JAI

Jai is 9 years old and lives with parents who fight constantly. The Blue Cup is his refuge, where he spends his time talking to Aurora and Rob, the manager. One day he has a brilliant idea to end his problems at home: he would move in with her cousins. The only problem: he fails to mention it to everyone.

SAM

Sam is a fuckboy who every day brings a new girl to have breakfast at the Blue Cup. After many coffees, he creates a friendship with Aurora who needs to help him when his mother wants to play cupid.

A COIN

Kate is one of Sam's "achievements", who had no idea that that day was her birthday (and also Aurora's). Aurora tells the girl a tale of her own uncelebrated birthdays and the strange coin she won.

DAVID

David is an old acquaintance of Aurora who goes to the cafe and does not recognize her. He is the one who makes her have the epiphany that if she goes after him to say who she is, this would no longer be a Blue Cup story.

We want to bring a bit of sweetness to the world without making it too sugary. As you watch what happens at the Blue Cup Cafe by Aurora's eyes, you get the cozy feeling of eating fresh-baked cookies while listening to her give voice to characters that most of the time get lost in the crowd. The series talks about social matters and reflects on universal questions without getting bitter. To sum it up, the importance of this story is its sense of empathy that it is all covered by, something the world is lacking nowadays.

THANK YOU

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