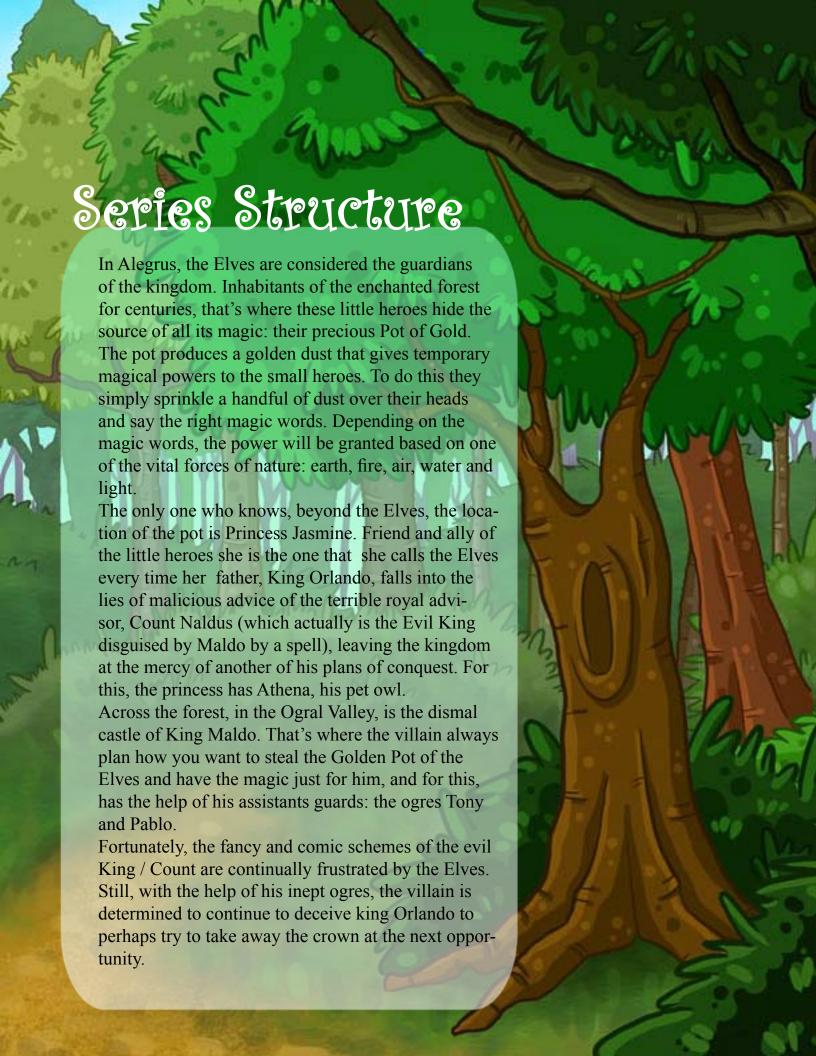


Animated Serie
52 x 11' / Animation 2D digital
Adventure and Comedy
Target: 3 a 7 years old







# Characters





## MAIN CHARACTERS



# Wise

The most intelligent and studious. He knows every corner, every plant and inhabitant of the forest, able about to map the entire kingdom. Master of potions is extremely meticulous and thorough .. His main hobbies include mania of inventing and complex props and gadgets to help everyone in village affairs and try new potions in his laboratory, that may occasionate explosions. He is the guardian of the book of spells, whose pages teach the magic words that should be said to use the enchanted Pot of Gold.

Quality

He is patient, calm and loves to learn new things and teach others.

Fault

He's very methodical, thorough and meticulous to the point of annoyingthe other Elves.

Desire

He loves Jasmine

Need

Do not be so thorough.





# Strong

He is the most brave and fearless. He loves venturing into the forest and face danger, using his bow and arrow, which he is a master. Impetuous, often ends up getting in trouble for acting without thinking or bursting with the other elves as they do not have patience, especially with the exaggerated thoroughness of the Wise, the Joker's unfunny joke or the slowness of Matt. His main hobby is gymnastics, running through the woods and flipping stunts in the branches of trees or catch one of Wise 's maps and try to find in the forest somewhere still unknown.

Quality
It is loyal, brave and always willing to help a friend.
Fault
It's busy and, at times, precipitate.
It lacks the patience to deal with each other or with certain situations.
Desire
He loves Jasmine.
Need

Getting relax a little and learn to be more patient.





# Joker

He loves to tell jokes and anecdotes or tricks to despair of all. His goal is to always try to start a laugh at other elves, but if you get a slight smile he is already satisfied. His main hobbies are grimacing and circus juggling, and playing musical instruments such as flute, trumpet, violin and drums. The worst is when he decides to play his tuba, especially at night when everyone wants to sleep. Joker owns a rare four-leaf clover that gives him luck enabling him or others to escape unscathed from any dangerous situations.

Quality
It is cheerful and is always upbeat.
Fault
Sometimes it can be a little inconvenient.
Desire
He loves Jasmine.
Need
Getting people cheered up.





# Tummy

As his name implies, he loves to eat. Owner of a voracious appetite, he is always hungry. Owner of a sharp taste and smell he can distinguish aromas and flavors as no one. When he gets too long without eating, his stomach growls so that the noise creates a small earthquake. His favorite hobbies are reading books by Wise's Library recipes and eat the cake of blackberries that Jasmine does every week.

Quality
It is sensitive and a great listener, especially while eating some candy.
Fault
By having an appetite out of control, sometimes have difficul to share things, especially the food.
Desire
He loves Jasmine
Need
Learn to control his appetite and eat less sweets.





### Matt

He is the goofy elf. slow-witted, he takes longer than others to understand things. Dispersed, often forget some commitment and gets carried away by something else that arouses more attention to him. Rabbits and butterflies are recurring distractions in the woods. He even has an agenda that Wise gave him not to forget anything, except that, unfortunately, he does not remember where he put it. Owner of a huge and kind heart, can not see an animal or plant being hurt and tries to help them. His favorite hobbies are fishing in the lake or hunting butterflies but, feeling sorry for them, he always ends up returning the fish to the water or releasing the butterflies.

Quality
It has a good heart and loves plants and especially animals.

Fault

is extremely distracted and off. Has difficulty focusing and concentar on an issue or situation.

Desire

He loves Jasmine.

Need

Getting pay more attention to important matters even if a butterfly passes by.





# Twig

He is the youngest and most curious. Walks always behing Wise asking about everything. "Why birds can fly?", "How can fish breathe underwater?" Are some of the frequently asked questions that poor Wise strives to answer. When Wise is not around, he question things for the other elves who invent crazy answers so that he can leave them alone. But by having a superfertile imagination, these absurd answers lead him to imagine situations and jokes that only create confusion and a lot of running around.

Quality
It is very curious and has a great
imagination.
Fault
Your curiosity is such that their many
questions take the other seriously.
Desire
He loves Jasmine.
Need
Want to learn and understand things better.





# Baby

At every one hundred years, a new elf is born from the Rainbow. Baby is the last elf baby born. He can not speak yet and communicates through mime and gestures. He loves to send kisses and just can not be defeated as it has the power to cry tears creating a river.

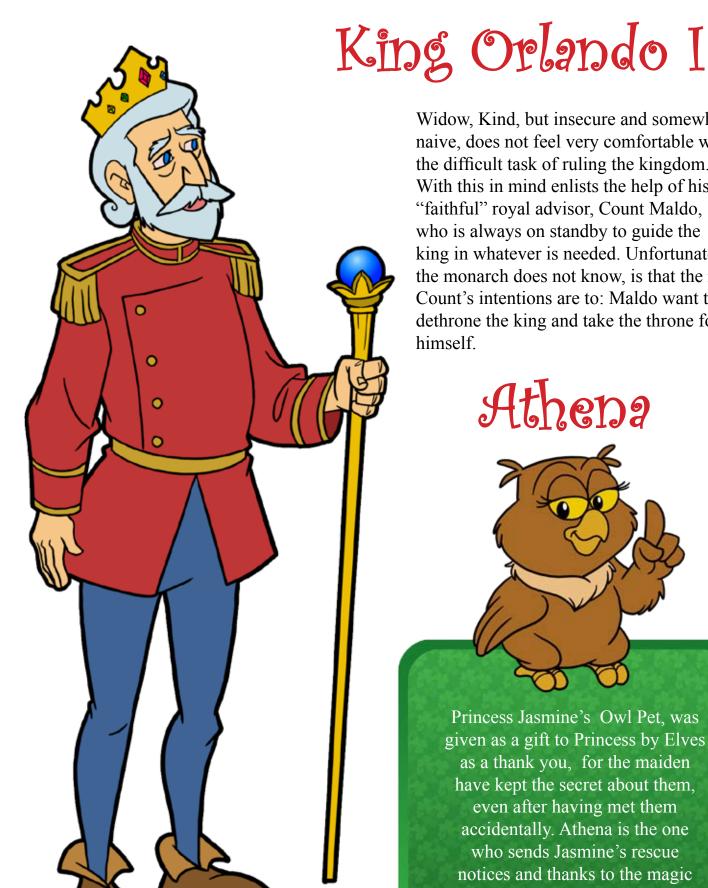


# Princess Jasmine

Jasmine is the princess of Allegrus kingdom and is the only one in the kingdom to know the location of the Village and the Elves's Pot of Gold. This is because, once, following a rainbow she discovered where the Elves hide the Pot of Gold, and by touching the its dust, she temporarily decreased to their size and was able to visit their village. She secretly visit the forest and contributes to her friends preservation of the forest and the kingdom against the villain King Maldo and his ogres. She knows that the Elves are passionate about it. Intelligent and affectionate, Jasmine is loved and respected by all. She knows how to deal well with the quirks and temperament of each. So often takes the role of leader of the group, organizing and managing all the conflicts generated by their different personalities. Her favorite pastimes are taking care of her flower bed and cooking blackberry cakes that Tummy loves to eat.

Quality
She is fearless, affectionate, intelligent and a great leader.
Fault
Sometimes gets irritated with the insecurity of her father.
Desire
Get to unmask the Count Maldo.
Need
Be more respected and listened to by her father, King Orlando I.





Widow, Kind, but insecure and somewhat naive, does not feel very comfortable with the difficult task of ruling the kingdom. With this in mind enlists the help of his "faithful" royal advisor, Count Maldo, who is always on standby to guide the king in whatever is needed. Unfortunately, the monarch does not know, is that the real Count's intentions are to: Maldo want to

Athena

dethrone the king and take the throne for

himself.



Princess Jasmine's Owl Pet, was given as a gift to Princess by Elves as a thank you, for the maiden have kept the secret about them, even after having met them accidentally. Athena is the one who sends Jasmine's rescue notices and thanks to the magic golden dust, she can talk like people.

# King Maldo/Earl Naldus

In front of everyone, he is as the most trusted advisor that a king can have but behind Earl Naldus there is actually the evil King Maldo, who disguised by one of his spells, doesn't stop to create fancy plans to take Alegrus crown for himself and destroy the Enchanted Forest and consequently the Elves. For this, he takes advantage of the insecurity and king Orlando's ingenuity to give him bad advice, which provide conditions to realize his zany schemes. Unfortunately for him, things always go wrong, thanks to the providential intervention of the Elves. His only fear is passing in front of the mirror and to be seen, since the guise of spell does not work infront of the mirror.





This pair of big ogre guys are the remains of an entire race of grotesque creatures that once dominated almost the entire kingdom of Alegrus. The faithful attendants of King Maldo, the two most hinder rather than help, since they are not very smart, but very clumsy. Even so, always try to please the wizard, even when he, now and then transform them into insects, frogs or the like.



## Crow Crow

The Crow Crow is the pet raven King Maldo living doing reconnaissance flights over the forest trying to find the Elves and find out where is the Golden Pot. She also serves as a spy for King Maldo.







#### EPISODE 02 - THE AMBUSH +++++

Naldus Earl (which is actually the evil King Maldo in disguise) convinces the King to give a tour of the kingdom to a real inspection. But what the villain intends is to capture the naive monarch, creating an ambush along the way, with the help of his two ogres. During his morning walk in the forest, Forte has just almost bumped into the two ogres who argued among themselves about how to perform the actual kidnapping ordered by his boss, King Maldo. Aware of the terrible plan, he warns the other elves, with the help of the magical powers granted by the Golden dust they frustrate not only one but several ambush attempts throughout the course of the royal party, without the king even realizing what is happening. After the tour, the furious Earl decides to punish his assistants for their failure and ends up caught in a trap left by the ogres, who confuse him with the King.



# EPISODE 03 WORDS CHANGED

Joker loves to make fun and joke with the others. But to realize that his old repertoire of jokes no longer freak laughter effect at all, he decides to come up with a new joke: he switches the book of spells for a copy that he wrote himself. Before anyone notices the change, the Elves are summoned by Princess Jasmine to stop another cunning plan Earl Naldus. But when every elf uses the magic dust and say the magic words of the false book, which was to be funny become the main confusion: Forte comes out jumping like crazy, instead of being brawny; Wise shoots fireballs instead of creating rain clouds; Twig inflates and starts floating like a balloon instead of flying simply carried by the wind; Matt creates an earthquake, and so on. Wise soon suspects the guilty of it all and calls Joker's attention. Sorry, he attempts to resolve the whole situation showing where he hid the true Spells book. Finally the elves can help the princess. In the end, after another victory, Joker is writing another book? In fact, Wise put him under punishment. He will have to write a thousand times the following sentence: "I will never again play with the Book of Spells."



#### EPISODE 04 THE SPY TOADS

Angered that his ogres, which hinder rather than help, King Maldo turns them into swamp toads. As the two await their master to calm down, so he may undo his spell, the two decide to take a walk around the neighborhood. Clumsy, Pablo, hurt one of his toad leg, while Tony heads back to his master's castle for help, Pablo is found by Matt, who is always concerned about animals, decides to take the "poor little frog" to his home to take care of the injured leg. Pablo realizes the opportunity that he has: he finally discover the secret location of the village of the Elves and the Pot of Gold. Pampered to the extreme by Matt, Pablo has his leg treated and in the process, discovers many secrets about the elves. Cured, he flees the village and "jumps" quickly toward Ogral Valley, taking a small handful of the enchanted dust from the Pot of Gold as evidence. When he arrives to the castle of Maldo he tells the villain he discovered the location of the village of elves and Pot of Gold. Maldo does not believe him. Pablo then sets out to prove, pouring a handful of dust that had brought upon himself. But what he did not know was that without the magic words of the book of spells the powder is unpredictable. He starts sneezing and his body is thrown into the air causing it to hit his head on the ceiling and forgets everything he had seen.

#### EPISODE 05 - A INCIDENTAL CAKE RECIPE



If there is one thing Tummy can not resist is the blackberries cake that Jasmine makes every month to her Elves friends . The problem is that during the preparation of the recipe a handful of golden dust fell within the mass and when the Princess will offer a slice of cake for each elf, Tummy does not hold back and end up eating all himself. In this, Athena, the owl, comes warning that the Earl Naldus is up with another of his plans: using magic beans, launched the castle Alegrus on mid air, in another attempt to take over the kingdom. The Princess and the Elves race to save Alegrus but soon realize that there is something wrong with the poor Tummy. It seems that the mixture of blackberries with magic dust generated a kind of side effect. Tummy starts having sporadic hiccups. In each one, he acquires a different wacky magical kind of power that ends up helping inadvertently the small heroes to save the kingdom. The next day, Jasmine is preparing another blackberry cake as a thank you, and all will serve Tummy a smaller portion, but him, that locked in the bathroom, suffers the last side effect: one hell of a stomach ache.



# EPISODE 06 WHERE THE MAGIC POWDER?

One day, a disaster without proportions happens in the village of the Elves: the Golden Pot was almost empty. There was only a single handful of dust in it. The Elves desperate ran to the Wise to know what happened. Wise soon explains that lately they've been spending too much dust and it will take time for the Golden Pot to reset everything. To make matters worse, Athena, the owl, arrives with the news that the King Maldo is up at it again: the villain created a potion that multiplied his two assistants ogres in an army to invade the castle, where Maldo, disguised as Earl would open the gates "unintentionally". It is up to the Elves to stop the ogres using only their personal skills and learn to ration wisely the last handful of dust left. Meanwhile, Princess Jasmine tries to curl the count so that he can not open the gates of the castle. The effort is worth it, the plan is frustrated. King Maldo is left to have to put up with not just two, but an ogre battalion hampered in his castle until the passing of the multiplier effect of the potion.

#### EPISODE 07 SAVE THE ENCHANTED FOREST

Angered by every time the Elves disrupted their plans of conquest, King Maldo decides to take revenge of the little heroes. Disguised as Earl Naldus, the villain convinces the King to deforest the enchanted forest with the excuse that the village kingdom has no more room to expand, but what the villain really wants is to destroy the secret Elf village and, who knows, finally find the dreamed Pot of Gold. Upon hearing the news, Princess Jasmine warns her Elves friends to prepare a defense plan. While Forte, Joke, Mane, Tummy and Twig try to delay the loggers using their magical powers, Jasmine and Wise try to show to the King, the importance of the forest to the kingdom. When the King asks hir daughter about how she could arrange more space to dwell villagers, Wise comes up with a solution: Alegrus is the first kingdom of fairy tales to have a set of apartments at a giant beanstalk.



#### 

In one of his tours through the forest, Forte sees King Maldo and his sneaking ogres in the woods looking for something. He follows them to a cave which, according to the Wise's map is prohibited. He discovers that Maldo is after the nest of a dragon to catch an egg and hatch it. So he wants to create the puppy to be able to control it and use it to help the villain to rule the kingdom. Forte decides to disrupt the wizard's plan and can reach the nest first. He takess the egg to the village of the Elves and tells how he frustrated the plans of King Maldo. But the egg hatches and little dragon is born a who thinks Forte his mother. Because it is still very small, the puppy can not control his flames right and ends up putting the town at risk, but not before scorching someone. Wise complains out at Forte and sends him to take the puppy back to the cave before something worse happens. With the help of the Elves, Forte tries to take the little dragon back, but not without having to dodge Maldo and his ogres and face a furious mother dragon at the disappearance of her baby.

#### EPISODE 09 A MYSTICAL STONE

The King Maldo creates a new plan to conquer Alegrus. He replaces one of the real crown jewels by a mystical stone. Once the King puts the crown on his head he becomes under the control of the villain, now disguised as Earl Naldus. Jasmine notes that the father is acting strangely and asks for help of the Elves. But not before being placed captive in the highest tower of the castle by order of his father, controlled by Earl Naldus. Once the Elves arrive at the castle, Wise soon identifies the mystical jewel in the crown. He divides the Elves into two groups: one to release the princess from the tower and another to take the stone from the crown. Using their magical powers, the little heroes manage to free the princess and the king.

But the King remembers that it was Naldus who advised him to put his daughter into punishment. Even arguing that he was only following the orders of the monarch, the Earl is sentenced to be arrested a whole week in the same tower of the castle.







#### EPISODE 10 WHO IS THE FAVORITE ELF?

If you have someone that all Elves are totally in love, without exception, is Princess Jasmine. Each time she visits the village or help save the kingdom, the Elves fight among themselves for the attention of the beautiful Princess. Each one feels like the princess loves him more than the other. And that feeling has led to an intense rivalry between all of them, as to create a lot of fighting and confusion. Willing to resolve it, they decide to promote a contest for the day of the princess's birthday so Jasmine could finally choose heryour favorite Elf. For this, each one will have to give a gift that would impress her in order to facilitate her decision. Matt decides to hunt a rare butterfly to give as a gift, Forte decides to paint a picture for her even if not being very talented or having patience for it, Wise wants to invent a new perfurme with rare fragrance even if it explodes his lab and Joker decides to write a beautiful poem without knowing how to rhyme the right words. The problem is that Twig decides to go to the dangerous Crystal Mountain to harvest a rare Ice Flower. When they discover this, the other elves rush to save him, but they need to put aside their rivalries. In the Princess's birthday, Jasmine is surprised by so many gifts and decides which one she likes best to win. Who will be the winner?

# EPISODE II THE RAINBOW MACHINE

Everyone knows, including the King Maldo, that the only clue that there is to find the legendary Elves's Pot of Gold is that it is always found at the rainbow's end. The problem is that every time someone and, in particular, the villain, tries to follow a rainbow to the end, this disappears quickly not giving time to find the exact location of where the pot is. Therefore, King Maldo decides to create a machine that generates a rainbow that will last the time needed for this. When the Elves see that a new rainbow does not disappear soon, they realize that this secret is threatening and decide to discover where this strange phenomenon comes from. The question is: who will first get to one of the rainbow's ends? King Maldo and his ogres, thus discovering where the Pot of Gold is, or the Elves, finding the villain's machine and destroying it in time to protect their precious pot? After crossing eachother along the way and part of them delaying the villain and his helpers, Wise, changes the machine and redirects the Rainbow for a place that will take the villain far, far away.

#### EPISODE 12 - WHICH KING AM I?++++

After many unsuccessful attempts to conquer the kingdom of Alegrus, the evil King Maldo the makes up his craziest plan. Since he can not rule Alegrus as King Maldo, why not govern it as King Orlando I? Using an old enchantment, the villain changes his mind with the kindly monarch who suddenly finds himself lost in the woods in the body of the villain. While Maldo, now in the body of the King Orlando, rules freely in the Alegrus kingdom, Orlando is found by Elves who attack him thinking he was the villain. After the monarch can convince them of his real identity, the little heroes decide to help him retake the throne and unchange their minds. But to try, they are resisted even by Jasmine that at first did not realize the mind change. Using his magical powers, the Elves take the king to the castle of King Maldo where after they fool the ogres, discover what was the spell used by the villain and break the spell. Frustrated, the villain is left to discharge his anger in the poor ogres transforming them into two lizards.

#### EPISODE 13 - THE BABY ELF

The King Maldo strikes again. This time makes a dam on the river that supplies the kingdom of Alegrus and the Enchanted Forest leaving everyone without water. Disguised as Earl he tries to convince the king to hand over the kingdom to his other identity, in exchange for water. Meanwhile, something strange happens to the Pot of Gold in the Elf village. It begins to shine more and more and the Elves run to the Wise to ask what is happening. He then discovers in his old



books that in every hundred years, the magic of Pot calls forth a new elf. When the little one is born what appeared to be the happiness of all, soon becomes a nightmare. Baby, as the baby is called, gives more work than any elf can imagine. Each time the little elf cry a river of tears flooding the village houses. Desperate the Elves decide to ask for the help of Princess Jasmine. But when they meet her and find out what the evil King Maldo did, they have an idea: just put the Baby elf crying to fill the river again. The problem is that the little one loved Jasmine and just wanted to laugh all day.

#### Serie's Rules





It is forbidden to use technological and contemporary elements. The machines or gadgets should have a medieval aspect, being built with wood, iron, or cloth.



Although King Maldo lives, in fact, in his gloomy castle in the Ogre Valley where he architects his fancy plans of conquest, he is able to go up and stay at the Alegrus Castle thanks to his cover of spell.



The King always relies entirely on the Count not suspicious of his intentions and therefore never listen and believe in the warnings of his daughter about the villain.



Although the princess knows that the Count is not reliable, she doesn't not know he is actually the evil King Maldo and can never find his identity or gather evidence of his guilt to present to her father, King Orlando.



Although the Pot of gold's location is at the Rainbow's end, no one ever managed to find the place without the rainbow disappearing first. The only exception was Princess Jasmine.



## Magic Powers

The power that the gold dust gives each Elf will depend on the magic words spoken by them.

The powers will be based on the vital forces of nature: earth, fire, air, water and light.

In day-to-day life, the Elves make use of their magical powers for everyday tasks such as, for example, create a rain cloud to water the plants and vegetables, generate a fireball to light a campfire or fireplace, or even levitate rocks and extremely heavy boulders.

The elf who knows most spells is the Wise, but even he has not yet learned all the magic words written in the ancient Book of Spells.

Sometimes, an elf can say a wrong word and get an unexpected power.

The pronunciation of the magic words have a hint of Latin, as in the Harry Potter series. For example: "Petra, levitatis in above" (Stone climb up)

# Geography of the Kingdom

OGRE VALLEY - Located north of the kingdom, was already home to a race of ogres that threatened Alegrus in the past. Composed of swamps and marshes, today is only inhabited by the evil King Maldo and his two assistants ogres, except when the wizard uses his disguise of spell and strolls through Alegrus castle freely as the malicious royal advisor, Count Naldus.

ALEGRUS CASTLE - Located on the highest hill in the center of the kingdom is the royal residence of King Orlando I and his daughter, Princess Jasmine. Of its towers and walls one can see the village and the enchanted forest.

# CRYSTAL MOUNTAINS It is the highest point of the whole kingdom. There are many legends about the secrets that these ice mountains keep in their caves.

LAGO DOS ENCANTOS Localizado ao sul do reino, muitos dizem que há uma sereia que habita suas águas.

ZIG ZAG RIVER - Passes through the whole kingdom supplying it with water, and as its name indicates, zig-zags through valleys, hills and the enchanted forest. Its source is in the pristine mountains.

ALEGRUS VILLAGE At the base of the king's castle hill, consists of homes and huts of the inhabitants and subjects of the kingdom.

ENCHANTED FOREST - Home of the Elves. The vegetation protects the location of the Pot of Gold.





# The Studio



HGN Productions is an animation studio specialized in 2D and 3D animation that has been 25 years in the market. Our studio has several productions under its curriculum with films made for the domestic and international markets including TV commercials, Specials, Institutional , TV Series and Feature Films . HGN recently worked in partnership with Walt Disney Animation Studios in the

new Goofy short "How to hook up your home theater" and the Animated Feature" The Princess and the Frog " and is developing and producing projects for TV series and Feature Films of its own content.

# The Director

Haroldo Guimarães Neto ,designer, animator and animation producer , is a graduate of California Institute of the Arts, animation school where most of current animation talent come from. He joined the Disney Studios in 1987 where he participated in the feature films "Oliver and company "and "The Little Mermaid ". Returning to Brazil in 1989, he founded HGN Productions and began producing 8 episodes of Disney TV series in Brazil including Gummi Bears, Bonkers , Goof Troop and Aladdin . One of the episodes of the Aladdin and two episodes of Goof Troop produced in Brazil were released on video and DVD in the U.S. by Walt Disney Home Video .

In 2007 HGN produced part of the Goofy short "How to Hook Up Your Home Theater " and in 2009 HGN participated in the production of the new Disney Feature Film " The Princess and the Frog." Besides the productions for Disney , Haroldo animated and produced several films for the domestic market including TV commercials , Specials, TV series and Institutional videos including the Xuxinha Special, the video clip Tieta with Caetano Veloso and Gal Costa and the Sesinho TV series .



# Information & Contact

