

BOOMGEN STUDIOS

a new kind of motion picture company



What does a girl who lived thousands of years ago have to do with a tsunami forming in the Indian Ocean?

What if the stories she told - the stories we thought were legend - were actually true?

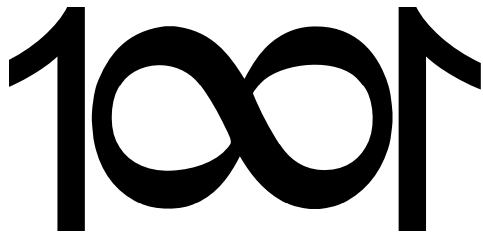
What if she connected all of us in a common destiny?

Her name is Sheherzad.

But she is not who you think she is...



1001



Truth cannot be revealed in a single night...

“There is a desperate need for a new mythology – a world mythology that can connect us all.”

—Joseph Campbell

Based on the cornerstone of Middle Eastern literature and one of the most popular, instantly recognizable stories in the world—the One Thousand and One Nights –1001 is a contemporary adventure of epic proportions set against an exotic and mysterious backdrop.

1001 unfolds in a world of dreams and alternate universes filled with magical creatures and bizarre landscapes. A group of strangers (The Guardians) scattered across the globe must join together to solve the greatest mystery ever told and save the world from eternal darkness. The story is experienced through multiple media platforms – online and mobile comics, social media profiles, secret fan portals, augmented reality and role-playing games, console adventure games, user generated content, webisodes and motion comics – each medium making a unique contribution to the unfolding of the adventure, and all leading up to a dramatic movie or episodic television event.

“Today the region is associated with unforgiving stricture but its literature recalls a past of sensual abandon.”

—Reza Aslan BoomGen Cofounder, on the 1001 Nights,
Playboy Magazine December 2010

1001 is a multi-character 360-degree experience that knows no boundaries and is told in multiple languages. The accessibility and brand recognition of 1001 makes this a truly global project. The ethnically and geographically diverse story lines and multi-national heroes provide an opportunity to reach teens and young adults beyond North America and Europe and to key emerging markets, including China, India, Russia, and Brazil.

// GENRE

Contemporary Adventure/Mythological Thriller

// STATUS

Development

BOOMGEN STUDIOS

Based in New York and Los Angeles, BoomGen Studios is a leading motion picture company and premier expert for mainstream entertainment about the peoples and cultures of the Greater Middle East. BoomGen has established itself with some of Hollywood's biggest and most successful brands. Founded by artist and producer Mahyad Tousi and international best selling author and political commentator Reza Aslan, BoomGen has been associated with feature films, television programming, and Online and Mobile content that has attracted, entertained and informed audiences across the globe. The company's working relationships include such notables as Disney, Warner Brothers, Discovery, Jerry Bruckheimer Films, Scott Free Productions, National Geographic Films, The Weinstein Company, Overbrook Entertainment, and United Talent Agency.

"Providing high-end creative, public relations and marketing solutions to major studios and independents allows us to continually hone the strategies we apply to our own branded content"

– Los Angeles Times, May 2010

Continuously collaborating with emerging and established talent, BGS functions as an incubator for powerful ideas with mainstream commercial potential—projects that align with the company's mandate of creating media that effectively furthers the social discourse between the "Western World" and the "Muslim World" while staying committed to mainstream commercial appeal and profitability.

Local consultant helps Hollywood movies connect: "I don't have a Job, I have a mission...to build bridges between European and North American culture and the Greater Middle East".

– Reza Aslan in LA Business Journal, Sep 2010

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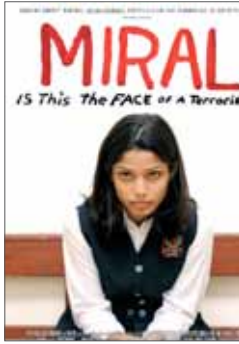
"We've built an entire company based on the fact that we think there's an opportunity," says Tousi, who was recently promoting a Middle East-set espionage thriller at the Toronto International Film Festival. "Seventy-five per cent of the region is under the age of 35, and that's going to define the nature of storytelling. It's also going to define the market value of the region."

– Mahyad Tousi in Hollywood Reporter, Jan 2011

"12 Media Professionals that Rock the Planet."

– Huffington Post, Sept 2009

PAST PROJECTS



A visceral, first-person diary of a young Palestinian girl growing up in East Jerusalem as she confronts the effects of occupation and war in every corner of her life.

CLIENT: The Weinstein Company & Julian Schnabel

BGS SERVICES: Publicity & Grassroots Marketing Consultant



A young fugitive prince and princess must stop a villain who unknowingly threatens to destroy the world with a special dagger that enables the magic sand inside to reverse time.

CLIENT: Walt Disney Studios and Jerry Bruckheimer Films

BGS SERVICES: Script & Cultural Consultant, Publicity & Marketing Consultant



The adventures of Muna, a single mother who leaves the West Bank with Fadi, her teenage son, with dreams of an exciting future in the promised land of small town Illinois.

CLIENT: National Geographic Entertainment

BGS SERVICES: Grassroots Marketing Consultant



A CIA (Jake Gyllenhaal) analyst questions his assignment after witnessing an unorthodox interrogation at a secret detention facility outside the US.

CLIENT: Anonymous Content, New Line

BGS SERVICES: Script Consultant, Cultural & Religious Consultant



Roger Ferris (Leonardo DiCaprio) uncovers a lead on a major terrorist leader suspected to be operating out of Jordan.

CLIENT: Warner Bros, Scottfree Productions

BGS SERVICES: Script Consultant, Cultural & Religious Consultant