



CUPPA COFFEE STUDIOS PRESENTS  
A HILARIOUS ANIMATED SERIES FOR 8 TO 12 YEAR OLDS

# *Totally Ty!*

TODAY THE NEIGHBOURHOOD,  
TOMORROW THE WORLD





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# Totally Ty!

TODAY THE NEIGHBOURHOOD, TOMORROW THE WORLD

10-year-old Ty is an inventive kid with an overabundance of creative energy who designs homemade inventions and elaborate plans that inevitably get him in and out of all kinds of trouble. While his intentions are always more or less good, things don't always go as planned, much to the chagrin of his family, friends and neighbours. Fortunately, this miniature McGuyver-meets-Martha-Stewart is out to make the world a better place, even if that sometimes starts with cleaning up his own mess!

Ty's well-meaning efforts inevitably bring him into conflict with his fiendishly cunning pet, a cat named Chairman Meow. As someone who sees the good in everyone, Ty never suspects that the cat is really an evil genius. Meanwhile, Ty's efforts are constantly being sabotaged by Meow in an ongoing struggle to take over the neighbourhood. For Meow, "Today the neighbourhood, tomorrow the world!" takes on an entirely different meaning...

With characters and storylines wildly spun from Ty's real life, each episode features whimsical original musical numbers, penned and recorded for the show by Pennington himself! With an irreverent Saturday morning cartoon humour featuring outrageous plotlines and running gags, Totally Ty celebrates the chaotic ups and downs of a young boy who is just trying to do the right thing, with often disastrous results.

# Ty's Community

# Totally Ty!

## ABBY

Sassy and smart, Abby is "the girl next door" and Ty's best friend (also his secret crush, shhhh). Ty is always attempting crazy stunts to impress her, most of which inadvertently backfire. Still, she must see something in Ty, as she always seems to get caught up in his crazy plans and adventures, and she keeps coming back. In fact, she's not above causing a little trouble of her own every now and then...

## VICTOR

Ty's older brother Vic is into being organized, making lists and sticking to the schedule at all costs. He hates surprises - in fact, he's the complete opposite of Ty, who functions in a perpetual state of chaos! While they generally get along, their polar personalities provide fodder for comedic conflict. As older brother, Victor inevitably gets roped into Ty's adventures, as he's the one that is likely to get blamed if anything goes wrong.

## CHAIRMAN MEOW

Chairman Meow is Ty's pet, a seemingly simple, sleepy black cat - but Meow has a secret life; He's an evil genius hell-bent on taking over the neighbourhood. From his modified kitty litter box, Meow descends into a secret lab full of high-tech gadgetry and surveillance equipment, in stark contrast to Ty's handmade DIY aesthetic. A mix of Family Guy's Stewie and The Brain from Pinky and the Brain, Meow is the Goldfinger to Ty's Bond.

## MRS P

Mom to Ty and Victor, she's also a child psychologist and has an uncanny understanding of the minds of her young unintentional troublemakers. While she's great at anticipating trouble and cutting it off at the pass, it drives Victor a bit crazy when he comes to her complaining about something Ty did and she simply asks: "And how does that make you feel?"

## THE NEIGHBOURHOOD

Ty's neighbourhood is a quirky community populated with characters of all walks of life. Take for example, Mr. Levine, a man so protective of his lawn that he trims the edges with scissors. And Mrs. Weibel, who is too vain to wear her glasses, so you have to not only tell her who you are, but also include trivial details so she can pick you apart from the other kids. "Hi Mrs. Weibel, it's Ty, from next door. Yeah, the one who plays soccer, no, that's my brother, I'm the younger one..."



# Totally Ty!



## Stop-Motion: The Right Tool for the Job

Stop-Motion animation makes perfect sense for a show based on Ty Pennington's own "animated" character and world. Puppets, sets and props are all imagined, designed and then built by hand with real tools in our studio workshop. Stop-Motion not only visually sets this show apart from the mass of kids animation on TV, but the combination of real depth, texture and physical tangibility lends perfectly to Ty's world of inventive design.

## Ty's World, by Design

We are keen to develop a unique look and feel to the world, and would ultimately love to collaborate with Ty to help incorporate his sense of design and creative vision. While the exact time and place are never overtly mentioned, this is the world of Ty's youth, so the location is based on Cobb County Georgia, with a retro feel; the world is filled with childhood treasures and things that inspire him. Colour palettes will heavily favour typical 70's style with natural earth tones juxtaposed against vibrant primary colours. Sets will have a tactile "cartoon realism", with simple detail in contrast to Ty's fanciful inventions.



CONCEPT DRAWING FOR  
A STOP-MOTION MODEL

## M & L

Ty Pennington as a brand has enormous potential for quality branded M&L aimed at kids 8 to 12. We'll rethink traditional avenues and develop toys that are not only active and cool, but also provoke interactive experimentation and creative thought.

# Totally Ty!

## Totally True Stories!

### Pipe Dream...

When Ty soundproofs his treehouse to keep the neighbours from complaining about his bagpipe practicing, Chairman Meow sees his opportunity to rid the world of his nemesis forever! But when Meow accidentally traps Victor in the treehouse instead of Ty, and airlifts him to a desert island, Ty must rescue him by building a cycle-copter out of spare bicycle and lawn mower parts.

### A Race Against Time...

Ty organizes a charity go-kart race to help the community fix a pothole, but when his go-kart collides into Chairman Meow's inter-dimensional time/space continuum disruptor, all are catapulted into an alternate reality future where Meow has successfully achieved world domination. Ty must find the only one who he can trust to help him make it back in time to win the race - his future adult self! Starring Ty as himself, and his other self.

### Win Lose or Ty...

When Ty's neighbour, retired astronaut Commander Gus, laments that he never got to live his dream of walking on the moon, Ty rounds up his crew to help make the dream come true - But when Meow sabotages their homemade rocket and they fail to achieve liftoff, they turn to Plan B, then Plan C and finally Plan D - an elaborately faked rocket launch, lunar landing and zero gravity moonwalk.

### Beware the Bully-Bot...

Ty invents an Iron Man-like robot exoskeleton suit to take care of a 12-year-old bully from down the block and is the instant hero of the neighbourhood kids. But when Meow hijacks the suit and uses it to terrorize the whole town with merciless robot wedgies, the citizens are afraid to leave their houses. Ty decides that it takes a bully to help beat a bully and calls an uneasy truce with his former nemesis from down the street...



# Totally Ty!

## About the Creators



Creators Adam Shaheen and Brendan Russell have a list of award-winning credits including worldwide hits Bruno & the Banana Bunch, A Very Barry Christmas, Celebrity Deathmatch, Life's a Zoo and Glenn Martin DDS. The pair are currently developing animated series for both Gordon Ramsay and The Osbournes.

The series was conceived while watching an episode of Extreme Home Makeover when it occurred to them that there aren't enough truly funny characters in kids TV that are also positive role models - Ty's charismatic blend of youthful energy, emotional sincerity and playful sense of humour makes him a natural choice for an animated kid-friendly character series.

### About Cuppa Coffee Studios

[www.cuppacoffee.com](http://www.cuppacoffee.com)

Under the helm of President and Executive Producer Adam Shaheen, Cuppa Coffee Studios has been committed to providing original and innovative animation and design for over nineteen years. In that time, Cuppa Coffee has risen to become the largest stop-motion facility in the world, housing 42 stop-motion studios, 50 compositing stations, 7 online editing suites with HD capability, a live-action green-screen studio and an unparalleled character, sets and props fabrication department. A true full-service production house, the Studio also has a full sound mix, foley and voice record facility.

Cuppa Coffee has garnered over 150 international awards and offers a wide range of animation styles, from CG to Stop-Motion to 2D and everything in between.

With an average of seven series produced per year, the studio is currently shooting a second season of Glenn Martin DDS, a stop-motion comedy series for Nickelodeon, financed by Michael Eisner. The studio is also busy on a second season of the hit Comedy Central show, Ugly Americans. Other notable Cuppa Coffee shows include Rick & Steve for MTV and A Miser Brothers Christmas for Warner Bros. and ABC Family. Cuppa Coffee is also behind the ever-popular Celebrity Deathmatch for MTV, and Starveillance for E! Networks. Other highlights include Disney's Jojo's Circus, Little People for Mattel/Fisher Price and The Wrong Coast for amongst others, TELETOON.

# Totally Ty!



## About Cuppa Coffee Studios continued

Recent clients also include amongst others, SKY Television, Nickelodeon, Channel 4, E4, CBC, CTV, ABC, CBS, ABC FAMILY, HBO FAMILY, Super RTL, Warner Bros. and SBS, Discovery Networks and Noggin.

On the proprietary front, recently debuting internationally is Life's a Zoo, a reality television send-up featuring a cast of animals competing for their fifteen minutes of fame. Meanwhile, Cuppa Coffee's self-financed Christmas special, A Very Barry Christmas, continues to delight audiences around the world. Also taking the world by storm is Bruno & the Banana Bunch, a Flash-based preschool series based on Bruno, the wildly successful interstitial series currently airing worldwide.

Building upon these successes, Shaheen has now set his sights on the feature film market and was recently unanimously elected as a Member of the International Academy of Television Arts and Sciences.



## Creative References

Cloudy with a Chance of Meatballs - strong emotional beats set against an exaggerated reality

Disney Channel's Phineas and Ferb - for kid-relatable setups that spin wildly out of control

Wes Anderson's Fantastic Mr. Fox - for the stop motion sensibility and quirkiness of supporting characters



# Totally Ty! Inspiration

