

MEDIACREST

HOUSE OF DREAMS

A DREAM REALITY

REALITY SHOW | 10 EPISODES | 50 MINUTES

STORY LINEHOUSE OF DREAMS

The most often-heard complaint by reality tv fans is that contestants are really just actors. This time, no one could ever say such a thing, because...
they'll be acting for real!
(They just don't know it yet).

PREMISE

HOUSE OF DREAMS takes its inspiration from the most tried-and-tested reality shows -in terms of its rules- but goes beyond anything featured in other reality shows -in terms of the contestants-.

Every participant will be asked to play a role, however, each one of them will be led to believe that they are the only selected contestant who is supposed to be acting. However, everything radically changes when, in the final phase, the contestants are told: *"congratulations on making it this far, you can now be yourselves"*... and everything is revealed.

NARRATIVE FEATURES

THE CONTESTANTS

Everyone starts the show playing different roles to make the supposed dreams of their characters' lives (created by us) come true. Ultimately everyone wakes up to this dream-like reality and must snap out of it in order to win.

NETSIE

Our "hostess" is a background voice that acts as a supervisor, coordinating every aspect within the house. She is the contestants' confidant and is privy to their fears, their doubts, their desires and, most importantly, their real identity. It is a rendered, computer-like voice that sounds exactly the same, no matter who's speaking. In other words, it always sounds like the same voice even if there are different team members behind it.

THE CHILLOUT AREA

It's the only spot where they don't have to be 'in character' and can be themselves. A space that's been created to act as a refuge and also an area where we'll witness many of the show's contestant's joy as well as high drama.

THE PRIZE

€ 250,000 for the winner... with only one catch: they must invest it in making the dream of the character they're playing come true. Everyone adheres to this rule until the show's true, hidden purpose is revealed and then the prize is transformed into € 250,000, this time, for whatever one wishes. This is when the contestants reveal their true dream... which may or may not be at odds with the dreams of the character they've been playing.

DREAMS

Each contestant arrives to the HOUSE OF DREAMS to fulfill a dream (that's been thought-up by us). This allows us to establish bonds, or lack thereof, with the contestants from the get-go. There's a stark difference between a contestant whose dream may be travelling around the world, another one who desires to set up an NGO or someone else who may only desire to pay back a huge pending debt to his family.



AN EXPERIENCE THAT TRANSCENDS THE SHOW'S ENVIRONMENT

The location chosen for HOUSE OF DREAMS will take place in a natural environment that inspires the very idea of a "dream setting." While the contestants live inside this enclosure, they will also embark on outdoor activities to connect with nature and the nearby surroundings. But far from being normal activities, they will act as trials in which they will be forced to face their fears and test their very limits.

HOUSE OF DREAMS: BLENDING GENRES

Once the contestants are selected, their roles will be created by an expert group of screenwriters who, together with experienced reality tv writers, will design their lives, what makes them tick, their phobias and their fetiches. Nothing will be left to chance. This will be a blending of genres from start to finish. **The first reality show to have a character bible.**

THE HUMAN CHALLENGE

HOUSE OF DREAMS' protagonists will have to inhabit their characters 24 hours a day, 7 days a week. They will establish relationships and fall for people who aren't real -just as they themselves are also playing someone else. An inner psychological and emotional battle will be unleashed. Can someone pretend to be someone else every second of the day?

This is an unprecedented social experiment. Can affection conquer deception? What if you fall in love with someone, but then you discover that person is really someone else... Will that love endure? Physical attraction is powerful... and can't be faked, passion and emotion are real things. What happens when you find out that those feelings are intense, but that person turns out to be someone you could never have imagined?



THE PACT

All of the selected contestants are aware that no one can discover their game. If someone should discover it, they will be disqualified and immediately ejected. They risk everything. They must remain on the show by acting out their role against all odds -no matter what- until the very end.

SIMPLE RULES

Every 3 days, the contestants select the house's TOP FIVE, meaning, the 5 most popular contestants. Each contestant must rank assigning 3, 2 or 1 points to whomever they choose.

Those 5 chosen contestants then have the responsibility of ejecting 1 contestant each week. But not through a vote. In this case, they must unanimously agree who that person is among themselves, **otherwise one of the top five will be ejected from the show.**

On the 7th day, they'll rest. So, we'll have a situation that looks something like this:

Week 1: 1st and 2nd contestants ejected. 11 contestants remaining.

Week 2: 3rd and 4th contestants ejected. 9 contestants remaining.

Week 3: 5th and 6th contestants ejected. 7 contestants remaining.

Week 4: 7th and 8th contestants ejected. 5 contestants remaining.

After week 4, the 5 remaining contestants will be the final TOP FIVE. On that 5th and final week, they will discover that they have to vote -amongst themselves- and choose the winner. Each one of them will have 1 vote. This is when HOUSE OF DREAMS' big secret will be revealed when they hear *"congratulations on coming this far, you may now be yourselves."* What will happen when that moment comes? How will they react? €250,000 are at stake!

The show's mechanics will ensure it resolves any tie that might occur, or pact made by the chosen TOP FIVE at any time during the reality show, especially when they have to name a single winner. It's worth noting that NETSIE can also vote but will avoid doing so unless it's absolutely necessary.





MEDIACREST

We are an audiovisual production company targeting TV operators and platforms in both national and international markets. We use Big Data and our experience to make a predictive selection of investments in content.

Our team consists of award-winning professionals in audiovisual production with extensive experience in directing and producing film, TV and digital marketing.

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