

Summary:

Liquid Cool is a book series that tells the story of Cruz, a young man who finds his calling as a detective. The world of *Liquid Cool* is one of the distant future. It is sleek and high-tech; cars fly through the sky and buildings reach far beyond the clouds. In the hyper-city that New York becomes, a skyscraper is a short building. If it doesn't touch the stratosphere, it's barely worth mentioning. But it is a world that is imminently grounded. From the rainfall that drenches the city without ceasing to the street urchins who drink on their stoops, the world of *Liquid Cool* is devastatingly familiar.

This story tells of a city that has long outgrown the constraints of horizontal growth. Every available inch of the Northeast is dotted with skyscrapers and paved to hell and back. So, the citizens grew upwards. Housing is restricted to legacies; a spot in a skyscraper is handed down like a family heirloom. This is a world that stared face to face with the ravages of climate change and humanity blinked. Clouds hang constantly, the temperature swings wildly, and the rain never seems to stop falling. A devastating storm or a crushing flood are never far behind.

The world of *Liquid Cool* is so bleak that a flood might not even be unwelcome. At least, it would wash the garbage out of the streets. *Liquid Cool* is familiar because it is not impossible; in fact, it seems like the most common possibility. We will continue to grow and expand until our cities stretch far into the sky and we forget what nature even looked like. This is a future that is not bleak or hopeful; it's not a dark and uncaring world like *Dark City* or the world of tomorrow like *The Jetsons*. This is *Blade Runner* meets *Batman*; a detective tries to navigate a future run by corporations, money, and a nearly unbreakable caste system. There are no replicants or costumed superheroes; there are just human beings trying to scrape by.

Cruz is one of those human beings. He's trying to make something of himself and develop a better world. If not a better world,

than just a better place for himself and his girlfriend in that world.

Format:

Liquid Cool is best-suited as an hour-long series. The overarching story is one of Cruz finding himself and developing his business. It would not be a purely episodic show nor one that is devoted completely to its overarching narrative. Each episode would focus its A block on the current case. The B block would focus on Cruz's life and how it is progressing through his trials as a detective; this is the block that would feature his life with his girlfriend and her life at the salon where she works. Here, the day to day life of someone living in the hyper-city would be brought into stark relief. This is where the human element comes most into play. The B block will focus on character building and world building.

Finally, the C block will feature the overarching narrative that drives the plot. In the language of television and science-fiction tropes, the C block would continue the march towards "the big bad" or the final "boss fight."

Focusing on a new mystery each episode, the A block will move like a crime procedural. For the most part, the A block stories will be standalone stories that tie together some side characters from past episodes. As Cruz grows more skilled in his detective work and the audience learns the different abilities of each character, the mysteries will grow more and more complex. For the most part, each mystery will be solved by the end of the episode. The A block mysteries will serve to engage the audience but they will also help inform the C block. The mysteries Cruz solves and the relationships he builds will eventually help him fight the ultimate villain.

Network:

Liquid Cool is an ambitious project that features futuristic cityscapes, wide shots, and prodigious use of CGI. It should tip

just over the line of believable into the uncanny valley. *Sin City* and *Sky Captain and the World of Tomorrow* have similar aesthetics to *Liquid Cool*. The ambitious nature of it paired with the slow build of the C blocks towards an ultimate villain makes it most appropriate for binge-watching. Obviously, no platform is better for binge-watching than the internet streaming services. The target networks will not be television networks that are dependent on ratings from week to week; *Liquid Cool* tells a longer story for a longer format. It is not a series of ten or twenty episodes but instead, one 10-hour movie. As such, it is best suited for Netflix, Amazon Prime, or Hulu Plus.

Target Audience:

Liquid Cool is uniquely suited to capture the vital 18-35 market. It has a resourceful and engaging anti-hero sort of main character in the same vein as Daredevil, the Punisher, and *Blade Runner*. It captures the imagine of men and women in that age group. China Doll, Cruz's girlfriend, is a strong female character with her own thoughts and actions. She and the other women in the salon carry on their own plots, concerns, and conversations. The show will easily pass the Bechdel test with every episode. The women in the salon talk amongst themselves to deal with problems and address different issues. They don't talk only or even mostly about men. They are strong, independent women. That's perfectly suited for the sensibilities of 21st century viewers in the 18-35 age range.