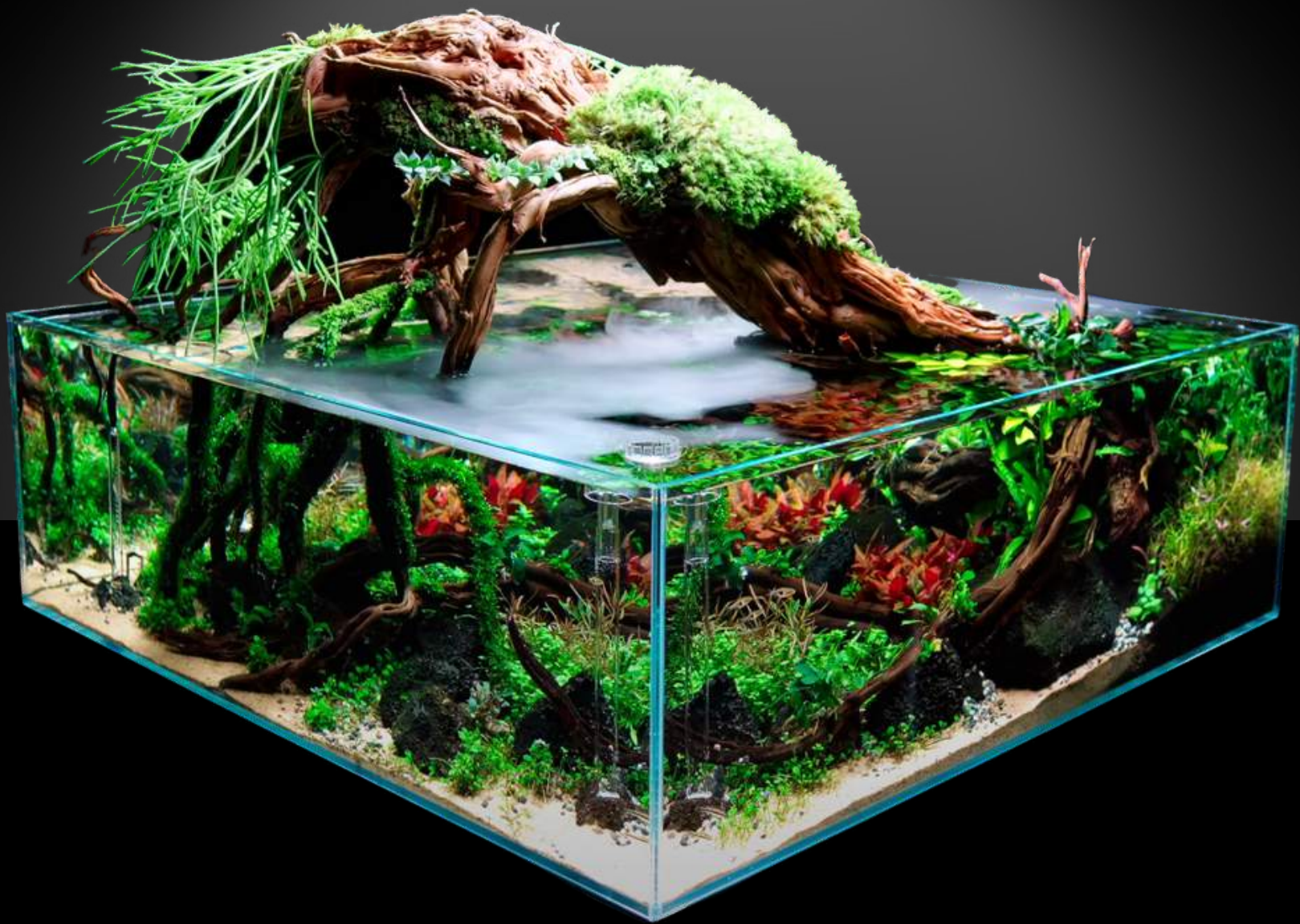


AQUASCAPE



**A Competition show about
underwater gardening**

WHAT IS AQUASCAPING?

THE AQUASCAPE
CONTEST SHOW!

A HOBBY ANYONE CAN TRY

- **Aquascaping** can best be described as underwater gardening but, just beneath the surface, one finds a multi-faceted art form that leans heavily on the natural sciences and the principles of design.
- **We want to show people** at home something they haven't seen before. We want to introduce America to the amazing world of aquascaping for recreation, competition, and most importantly for well-being.

THE COMPETITION



- **Ten teams of two** will be presented with one specific aquascape style they must adhere to (i.e., Dutch, Iwagumi, Brazilian, Diorama, Conceptual, etc.)
- **They will design** their scape, select supplies, and construct their tank for final judging. The losing team is eliminated from the show.
- **There is always** the chance that a contestant will not be familiar with a particular tank style, which will add to the drama of the show.



THE CONTESTANTS

THE AQUASCAPE
CONTEST SHOW!



- **Thanks to a thriving** international community with a robust competition circuit, we are able to cast a wide net in search of both experienced and amateur aquascapers.
- **There are thousands** of social media accounts dedicated to the art, which makes it easy to identify potential contestants with large followings, and sponsored competitions will point us to the big names in the industry.
- **From amateurs** to pros, we want interesting, authentic people that reflect the enthusiastic, joyful spirit of the show.

COMPARABLES



- **Tanked** was an American reality television series that aired on Animal Planet. The series would run from 2011-2018 for 15 seasons.
- **Fish Tank Kings** A group of fish tank experts build elaborate and sometimes expensive saltwater fish tanks for a variety of customers. FTK ran for three seasons on NAT GEO
- **Green Aqua** (Blaz Farkas - Youtuber/522k Subscribers) A former commercial director turned professional aquascaper and business owner.
- **George Farmer** (Youtuber/201K Subscribers) Overcame crippling PTSD after his service in the Royal Air Force. He attributes his success to the therapeutic nature of aquascaping.
- **MD Fish Tanks** (Youtuber/662K Subscribers) Just a dude who loves aquascaping.

There are similar shows in this genre but no show like The Aquascape Contest Show.

001

EPISODE

"THE NANO CUBE"

PRE-GAME CHALLENGE

THE AQUASCAPE
CONTEST SHOW!

WHAT CAN YOU DO WITH A GALLON OF WATER?

- The trick to winning the Nano Cube challenge will be how well each aquascaper can create a sense of depth within these small tanks while maintaining a balanced composition. The small size of the tank should fuel rather than stifle creativity. When done well, the viewer is left with the impression that the aquarium is larger than it is. Judges highly award nano scapes that exhibit dynamic use of space.



002

EPISODE

"DUTCH STYLE"

THE AQUASCAPE
CONTEST SHOW!



LET'S GO DUTCH!

- The Dutch aquarium employs a lush arrangement in which multiple types of plants with diverse leaf colors, sizes, and textures are displayed much as terrestrial plants shown in a flower garden.
- It is incredibly important for the aquascapers to understand how to plant, combine, and organize the plant life so the final arrangement is aesthetically pleasing and balanced.

003

EPISODE

"IWAGUMI STYLE"

THE AQUASCAPE
CONTEST SHOW!



READY TO ROCK!

The Iwagumi style is a specific subtype of the nature style. The Iwagumi term itself comes from the Japanese "rock formation" and refers to a layout where stones play a leading role. Each stone in the layout has a specific name and role to play in the overall aquascape.

004

EPISODE

"NATURE STYLE"

THE AQUASCAPE
CONTEST SHOW!

NATURE PERFECT

The Nature-style scape seeks to represent nature in its most idealized form. This style is characterized by attention to the hardscape layout which brings structure to nature's chaos. Stones and driftwood are organized carefully alongside asymmetrical groups of plants to create a natural ambiance and flow. There are three acceptable shapes in which to build a nature aquarium and the judges will be watching!



005

EPISODE

"ISLAND STYLE"

THE AQUASCAPE
CONTEST SHOW!



LIFE IS BETTER AT THE BEACH

The island theme is comprised of a somewhat equal distribution of rocks and driftwood. The hardscape is mixed together with plants in such a way that it creates a rounded or triangular layout in the middle of the tank.

006

EPISODE

"BRAZILIAN STYLE"

THE AQUASCAPE
CONTEST SHOW!

FOLLOW THE PATH

Brazilian-style (not to be confused with a Brazilian wax!) is known for using colorful, dense-stem plant bushes to line long rock ridges. This gives these aquascapes vibrant colors and the look of a mature landscape. The rock ridges are often composed to draw one's eye into the distance to give a sense of depth.



007

EPISODE

"WATERFALL"

THE AQUASCAPE
CONTEST SHOW!



DON'T GO CHASING WATERFALLS

The Waterfall effect in aquascaping is one of the hardest illusions to pull off. If done right, it's a remarkable effect. This will be a wild card for our contestants.

008

EPISODE

"DIORAMA STYLE"

THE AQUASCAPE
CONTEST SHOW!



BEAUTY IN NATURE

In Diorama style, the contestants will try to replicate a specific scene or famous landmark in nature. Think Mount Everest, The Nile River, or The Rocky Mountains, to name a few. This is an opportunity to get inspiration from the outdoors. The contestants will take photos or do pictographic research and sketch out their ideas from what they see in nature.

009

EPISODE

"FLEA MARKET SWEEP"

THE AQUASCAPE
CONTEST SHOW!

OUTSIDE THE BOX

In "Flea Market Sweep" contestants will be given \$100 to spend at a local flea market to turn ordinary items into awesome aquariums.

This will be a freestyle challenge in terms of the aquascape. The judges will be looking for originality and cohesiveness in the design.

- Three teams of two will have 24 hours to design and gather materials for their tank.
- 48 hours to execute their concept.
- Judges will score based on the established point system.
- The team with the lowest score will be eliminated.

010

EPISODE

"LARGER THAN LIFE"

THE AQUASCAPE
CONTEST SHOW!

GO BIG OR GO HOME

With two teams remaining, this is the final challenge. The contestants will step into the aquascape, literally. The production design team will build out shipping container-sized aquariums. Our contestants will have to design from inside the tank and create an incredible aquascape.

This will be the most physically demanding challenge of the show as well as the most rewarding one to our viewers. The winning team's tank will be displayed at the Georgia Aquarium for millions of visitors to see.

- Two teams of two will have 24 hours to design and gather materials for their tank.
- 48 hours to execute their concept.
- Judges will score based on the established point system.
- The team with the highest score will be the winner.





SHOW SUMMARY

- We are going to show people a competition like they've never seen before!
- Aquascaping is a global pastime, and "The Aquascape Show" will undoubtedly have international appeal.
- This unique art form has a major online presence with an active community across platforms like Instagram, YouTube, and Reddit. Yet, for all the online enthusiasm, this is still a market not yet seen on TV.
- Aquascaping has recently made its way into big box pet stores across America, where they now sell aquatic plants, specialized tanks, CO2 rigs, lighting, and more which is one of the contributing factors to the aquatic industry's projected \$5.3 Billion growth over the next 5 years alone!
- As technology makes it easier, even encourages us, to be more physically isolated from one another and from nature itself, the benefits of underwater gardening in the home cannot be understated. This is an opportunity to introduce America (and beyond) to a therapeutic art form that anyone can do. With that in mind, we plan to approach the competitive nature of the show with ambition, creativity, humor, and camaraderie.

THANK YOU!



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