

# NU·TOPIA

**Immersive Dance Spectacle**

**Confidential Development Overview**





## THE THESIS

**NU·TOPIA is a large-scale immersive dance spectacle that focuses the spiritual and cultural force of The Beatles into a unifying experience for old and new generations alike.**

# WHY NOW

**We live in a hyper-connected yet increasingly segmented cultural landscape. Shared artistic touchstones that transcend generational and political divides are rare.**

- **Global demand for live, in-person entertainment has surged in recent years, signaling renewed appetite for collective experience.**
- **Immersive and experiential formats continue to outperform traditional passive entertainment models in engagement and repeat attendance.**

**In this environment, culturally unifying live experiences carry renewed relevance.**





# WHY THE BEATLES

- A globally recognized cultural force.
- Cross-generational and cross-ideological resonance.
- A catalog rooted in enduring philosophical themes.
- One of the few musical legacies capable of anchoring a truly unifying live experience.

# THE FORMAT

NU-TOPIA integrates movement, music, and environment into a cohesive immersive system.

- Recorded spoken-word anchors the philosophical throughline.
- Dance carries the narrative arc.
- Music drives emotional momentum.
- Environmental design expands beyond the proscenium.
- Audience proximity transforms spectatorship into shared experience.



# Why Not a Jukebox Musical

- **Not biography.**
- **Not impersonation.**
- **Not nostalgia.**
- **A present-tense embodiment of enduring ideas.**
- **The story of a philosophy — not the story of a band.**

**This is not a retrospective. It is a present-tense reactivation.**





# AUDIENCE & MARKET POSITIONING

NU·TOPIA sits at the intersection of legacy catalog power and immersive live experience.

- Multi-generational audience appeal
- Anchored in one of the most globally recognized music catalogs
- Designed for repeat attendance through immersive format
- Positioned for strong word-of-mouth amplification

# MARKET VALIDATION

- Music-driven theatrical productions such as MJ The Musical and Jersey Boys demonstrate sustained commercial appetite for legacy artist catalogs.
- Immersive spectacle models including LOVE and other residency properties confirm global demand for large-scale experiential entertainment.



# SCALABLE COMMERCIAL PATHWAY

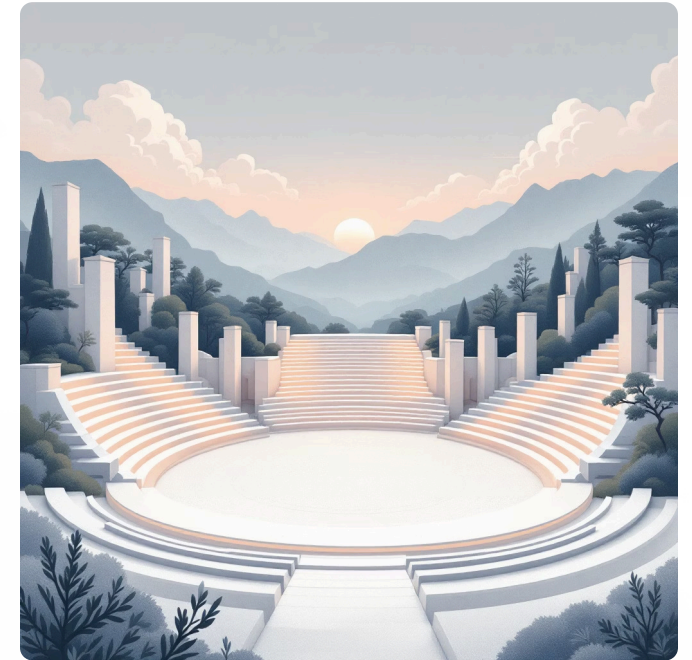
NU·TOPIA is structured as a scalable immersive property designed for phased commercial growth.



▪ Phase I – Limited development workshop (400–600 seat configuration)



▪ Phase II – Strategic touring engagement to establish audience demand and brand expansion



▪ Phase III – Long-term commercial residency or extended run based on market performance

The production architecture is modular and adaptable, allowing integration across varied venue configurations while maintaining immersive integrity.

Measured development is prioritized over speculative launch.

# Development & Capital Framework

NU-TOPIA is structured as a phased commercial property designed for responsible capital deployment and scalable growth.



## Phase I – Controlled Workshop Development

Target budget range: \$750K – \$1.5M  
Rights feasibility, immersive proof-of-concept, investor presentation.



## Phase II – Touring / Modular Immersive Model

Projected capitalization tier: \$20M – \$40M  
Scalable deployment across major markets.



## Phase III – Residency / Long-Term Commercial Run

Projected capitalization tier: \$40M+  
Aligned with venue partnership, rights structure, and immersive scope.

Final capitalization determined in collaboration with producing and legal partners following rights alignment.



# DEVELOPMENT STRATEGY

**The production is structured to pursue formal grand rights licensing for Beatles compositions in alignment with appropriate rights holders.**

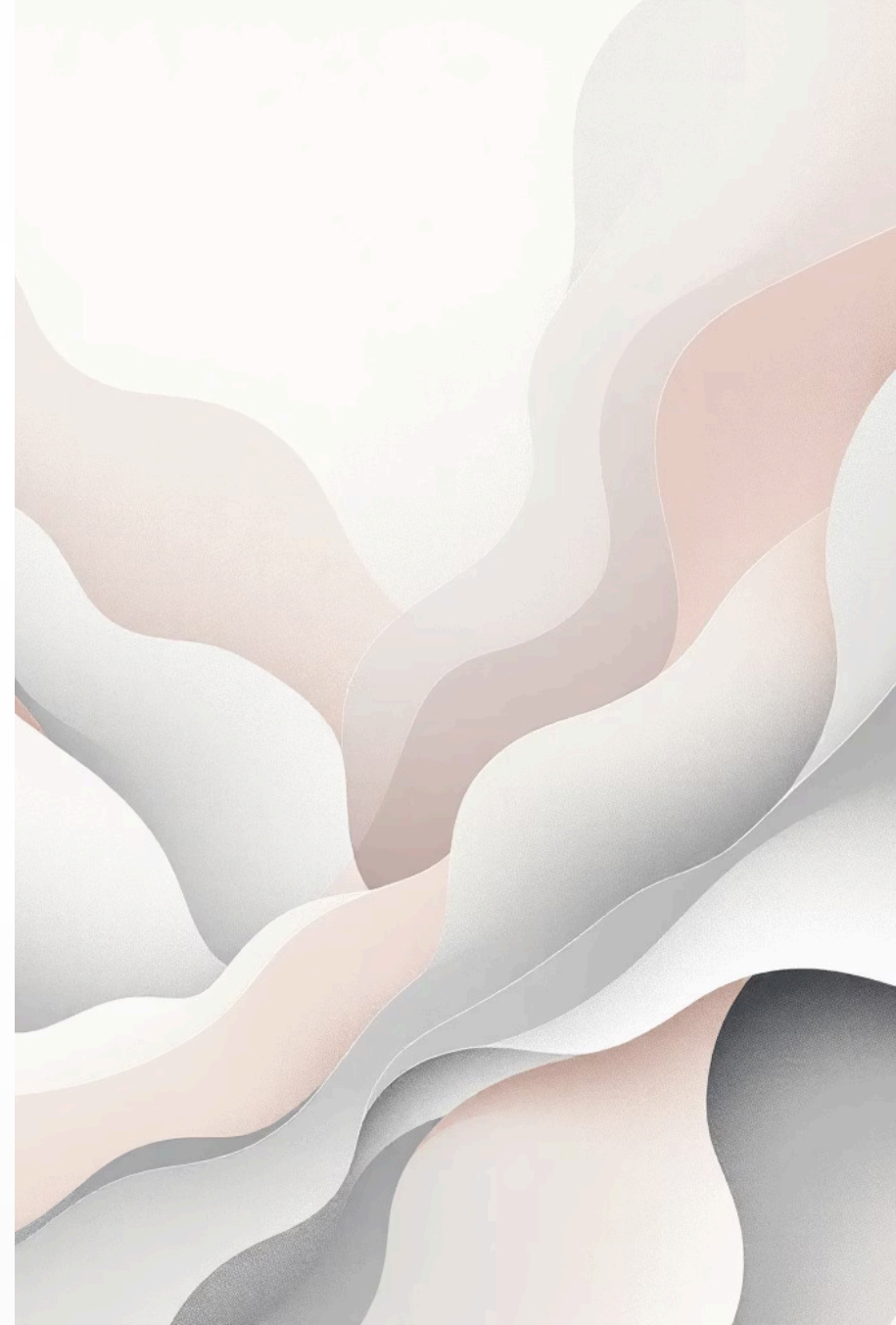
**No public or industry-facing presentation will occur without proper licensing agreements in place.**

**Development sequencing will proceed in partnership with experienced producing and legal representation to ensure rights integrity and commercial viability.**

# CREATIVE LEADERSHIP

**NU·TOPIA is conceived and architected by Loren Wilder, a theatrical designer and director specializing in immersive environmental storytelling.**

- **Integrated scenic and lighting design across large-scale productions**
- **Originator of the immersive structural framework**
- **Systems-driven approach to space, movement, and audience integration**
- **Seeking experienced producing partnership for commercial development**





# THE ASK

**Seeking an experienced producing and legal partnership to evaluate rights feasibility, structure phased development, and position NUTOPIA for measured commercial realization.**

# MORE THAN NOSTALGIA

What happens when a globally recognized musical force is experienced not as nostalgia — but as present-tense immersion?

NU·TOPIA is designed to explore whether the message at its core may belong as much to this moment as to the one in which it was first created.

