

Sonya from Toastville

The town where toast never lands butter side down



About the series



A show about the adventures of Sonya and her friends in the magical city of Toastville.

Even if you're still little and far from all-powerful, there is always somebody who will depend on your help and your friendship.

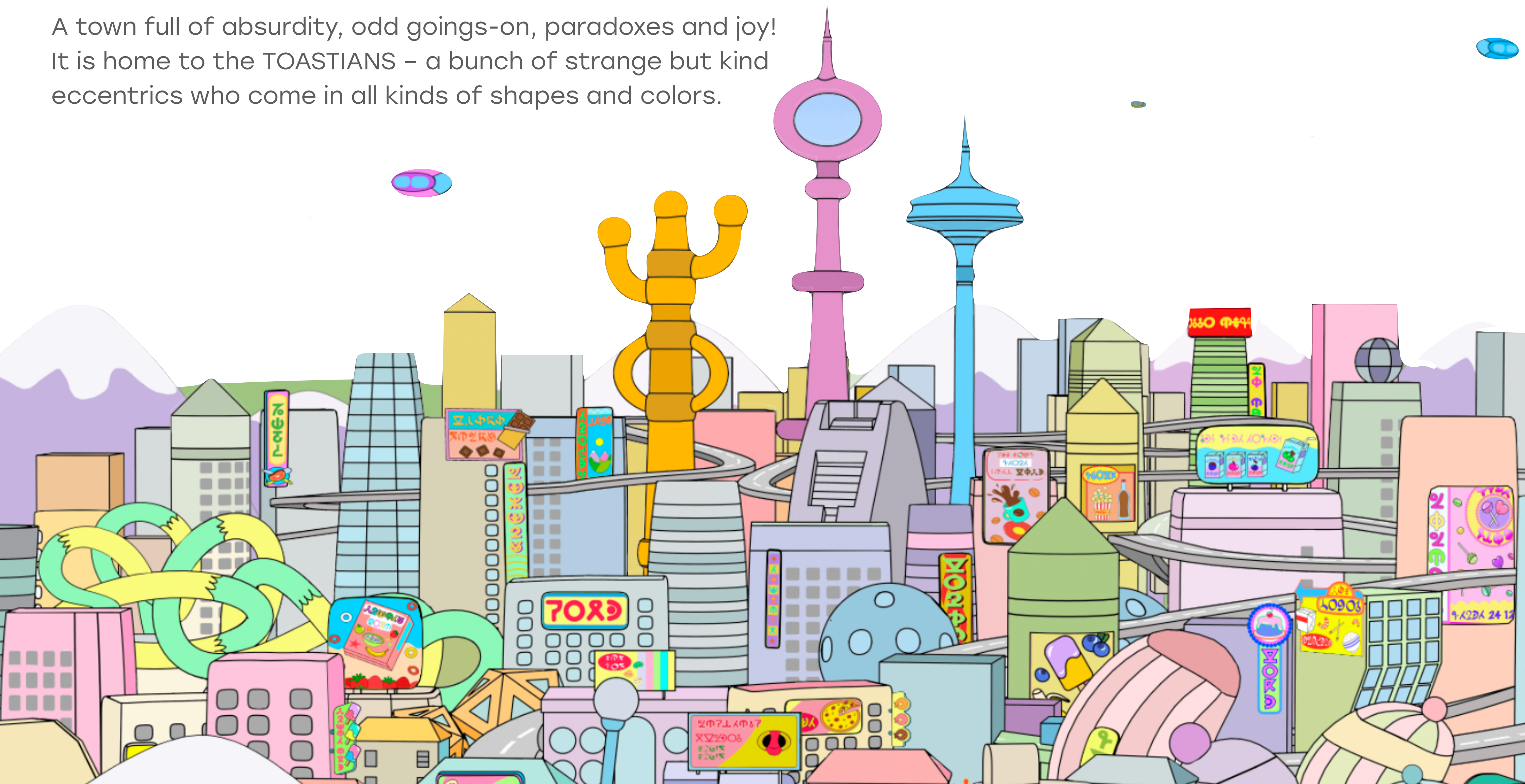
- Animated series for children aged **6+**.
- Episode length – **11 min.**
- Animation technique – **2D**
- Stand-alone episodes



Welcome to Toastville!



A town full of absurdity, odd goings-on, paradoxes and joy!
It is home to the TOASTIANS – a bunch of strange but kind
eccentrics who come in all kinds of shapes and colors.



Concept



One day, a seven-year-old girl named Sonya accidentally discovers that a bread box in her kitchen has magical properties: if you place a toast magnet among the other magnets and turn it, you teleport from the human world to the magical city of Toastville, located on planet Toastland.

The planet is inhabited by charming creatures, the Toastians, but also by unpredictable and treacherous creatures, the Murgles. The Toastians live on the Light Side of the planet, and the Murgles live on the Dark Side. During her adventures, Sonya will find that evil isn't necessarily cloaked in black, and that good sometimes doesn't look all that pretty.

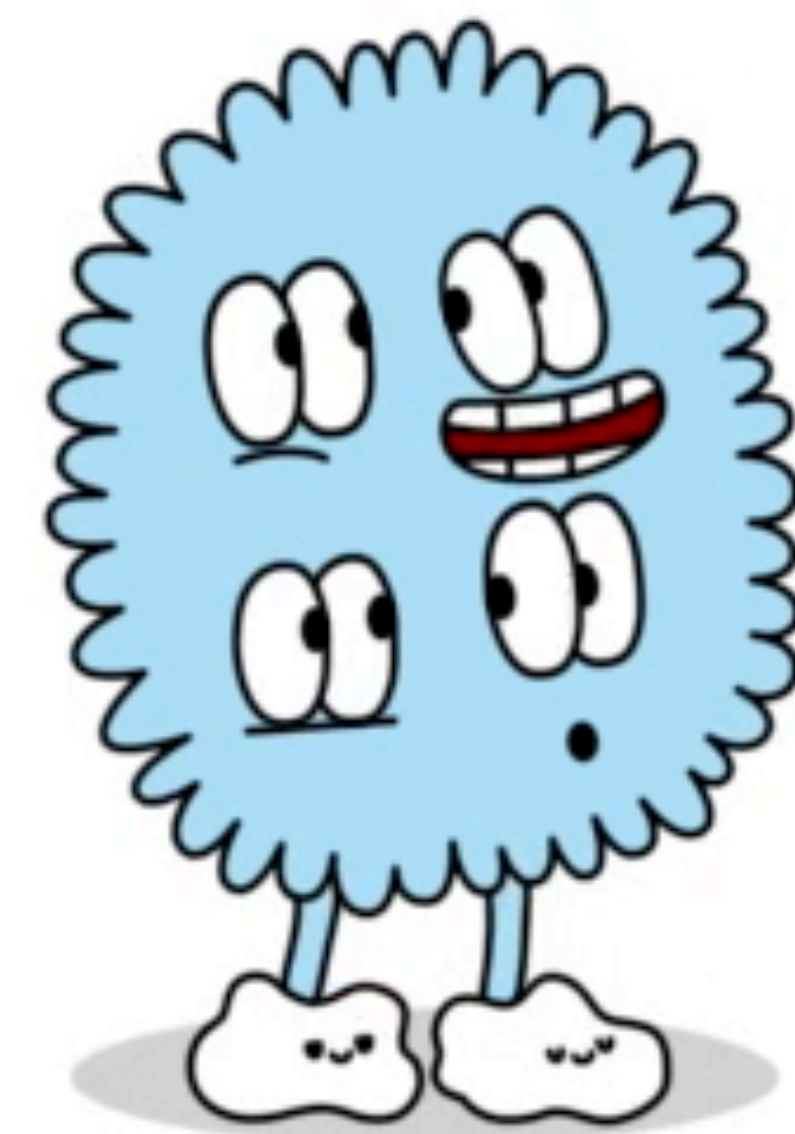




Each time she ends up in Toastville, Sonya gets herself into various messes, since she still doesn't understand all the rules and laws of this fantastical place. Her irrepressible curiosity, her desire to try new things and investigate what she doesn't understand, constantly creates problems both for her and for her new friends, the Toastians.

Back home on Earth, Sonya has to deal with overprotective and overbearing parents. She's long wanted to be responsible for something of her own and to take care of someone else. She wants to be a grown-up. And that's exactly the opportunity the adorable Toastians give her.

Sonya tells her large audience of vlog subscribers all about her travels. Each episode is a new story from Sonya about some dangerous adventure in which she played the roles of initiator, victim, and savior of the World.



Series engine



The main driving force behind the project and each episode is the realization of any child's dream, and specifically the ability to use magic devices to freely escape into fantastical worlds and embark on adventures.

During these adventures, our protagonist Sonya is freed from her role as the beloved little daughter of beautiful parents, and she becomes a super-heroine.

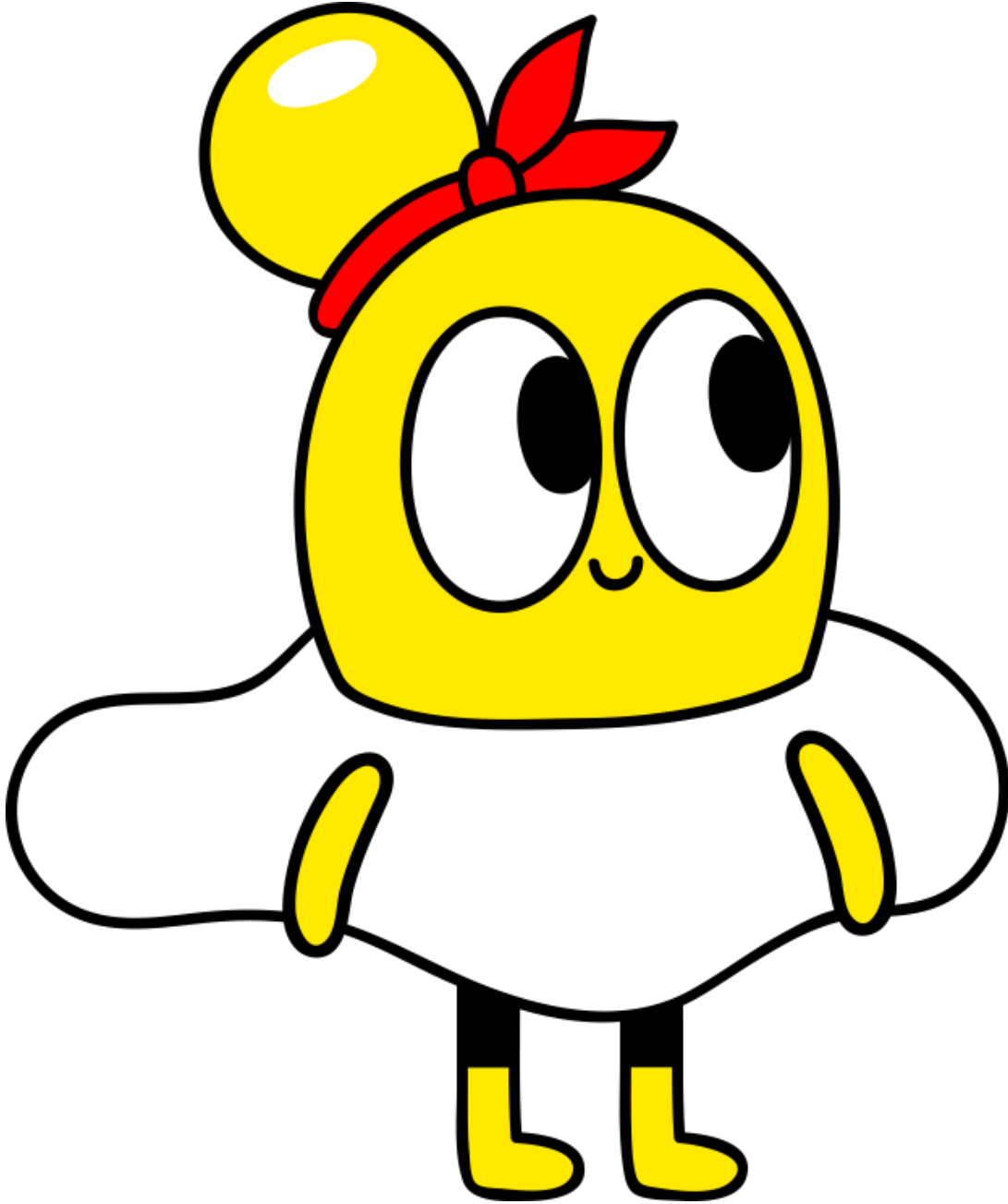
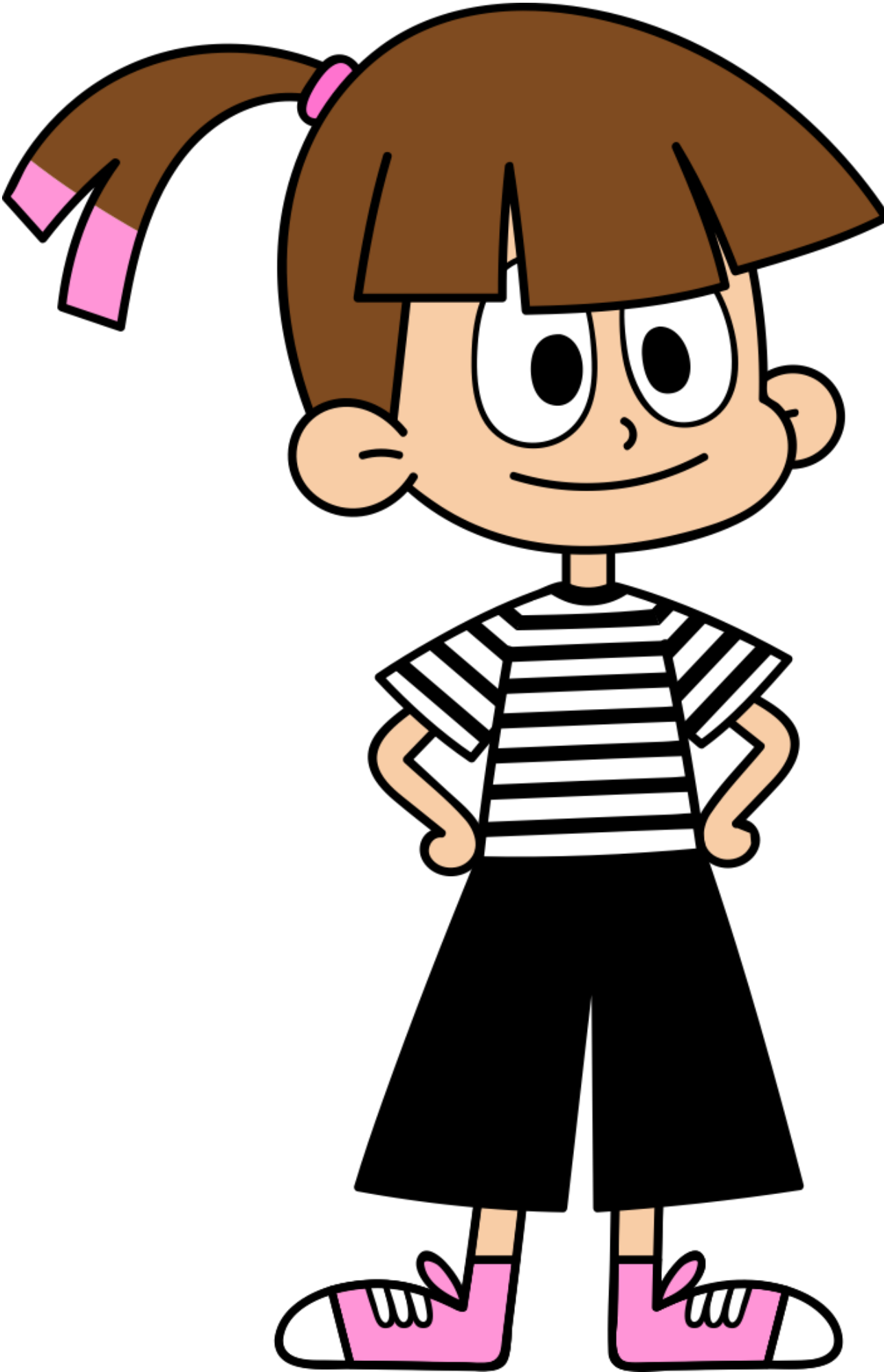
Alongside the audience, Sonya will piece together the mystery of where the Toastians and Murgles came from. Each new episode will provide fresh insight into what Toastville is and how it works. Sonya will need to make her own decisions and bear responsibility for them.

Most importantly, Sonya and the audience will gradually discover, from episode to episode, how Toastville is connected with the secret of Sonya's family, with the secret of the bread-box teleporter, and with the secret of Sonya's Grandma, who disappeared many years ago.

Even though the show has a mostly episodic structure, viewers will get the sense and come to understand that all the show's events are connected by a single thread of logic and events.



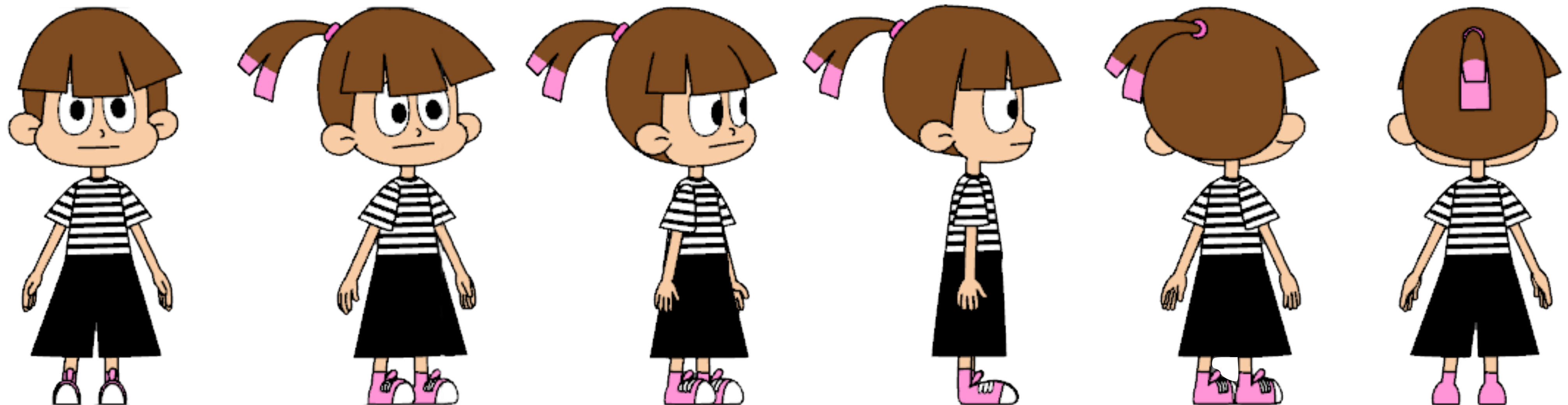
Main characters



Sonya



A well-behaved and active Earth girl, up to her neck in parental supervision and the various responsibilities of childhood. To her parents, she's just a little kid who needs to be protected, taught, defended, kept busy and brought up well. But Sonya is now at a point where she wants to be responsible for something, or save somebody's life, or be indispensable to somebody. That happens to be exactly the kind of Sonya her friends from Toastville need. Sonya must assert herself independently of her parents' all-encompassing love.



Sonya



Strengths.

She's independent, self-sufficient, decisive, selfless, and curious. She has a unique talent for math and a philosophical mindset.

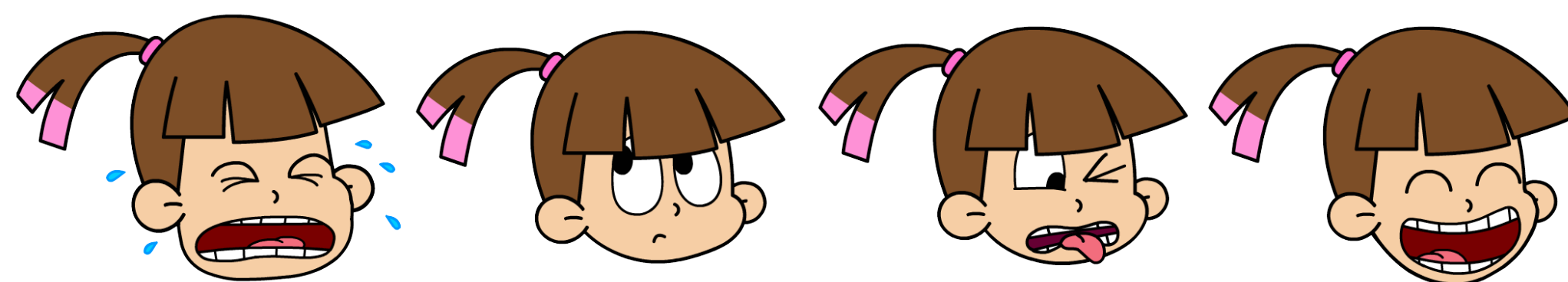
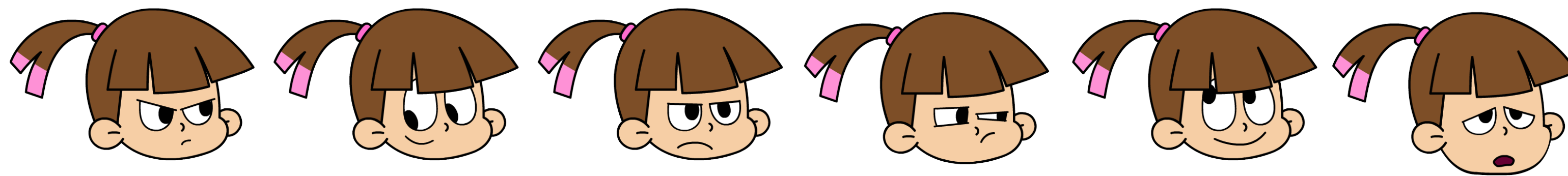
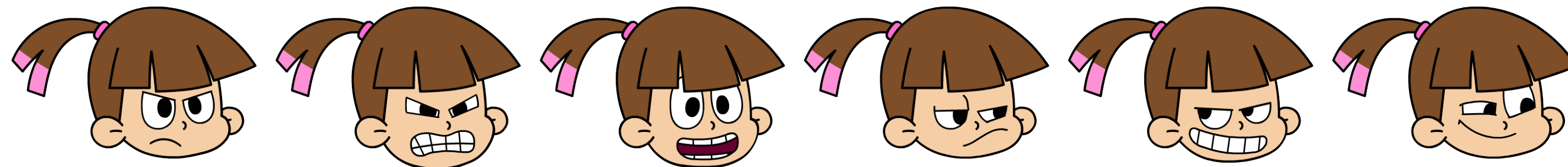
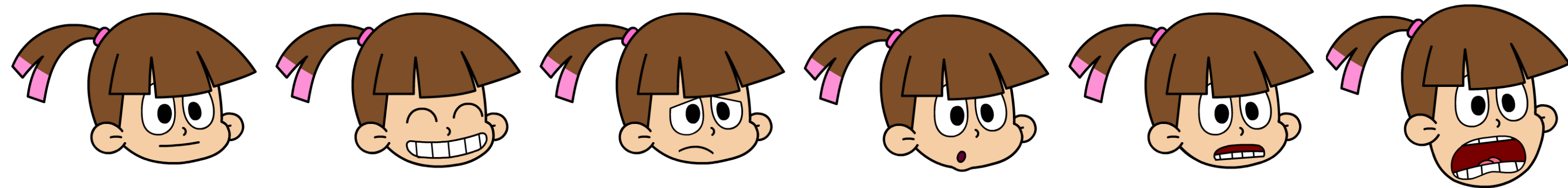
Weaknesses.

She's too self-confident, has an inflated sense of responsibility, is stubborn and lacks real-world experience.

She loves sweets, music, animals, and mysteries. She's not afraid of darkness or heights, but she is afraid of water and thunder.



Sonya



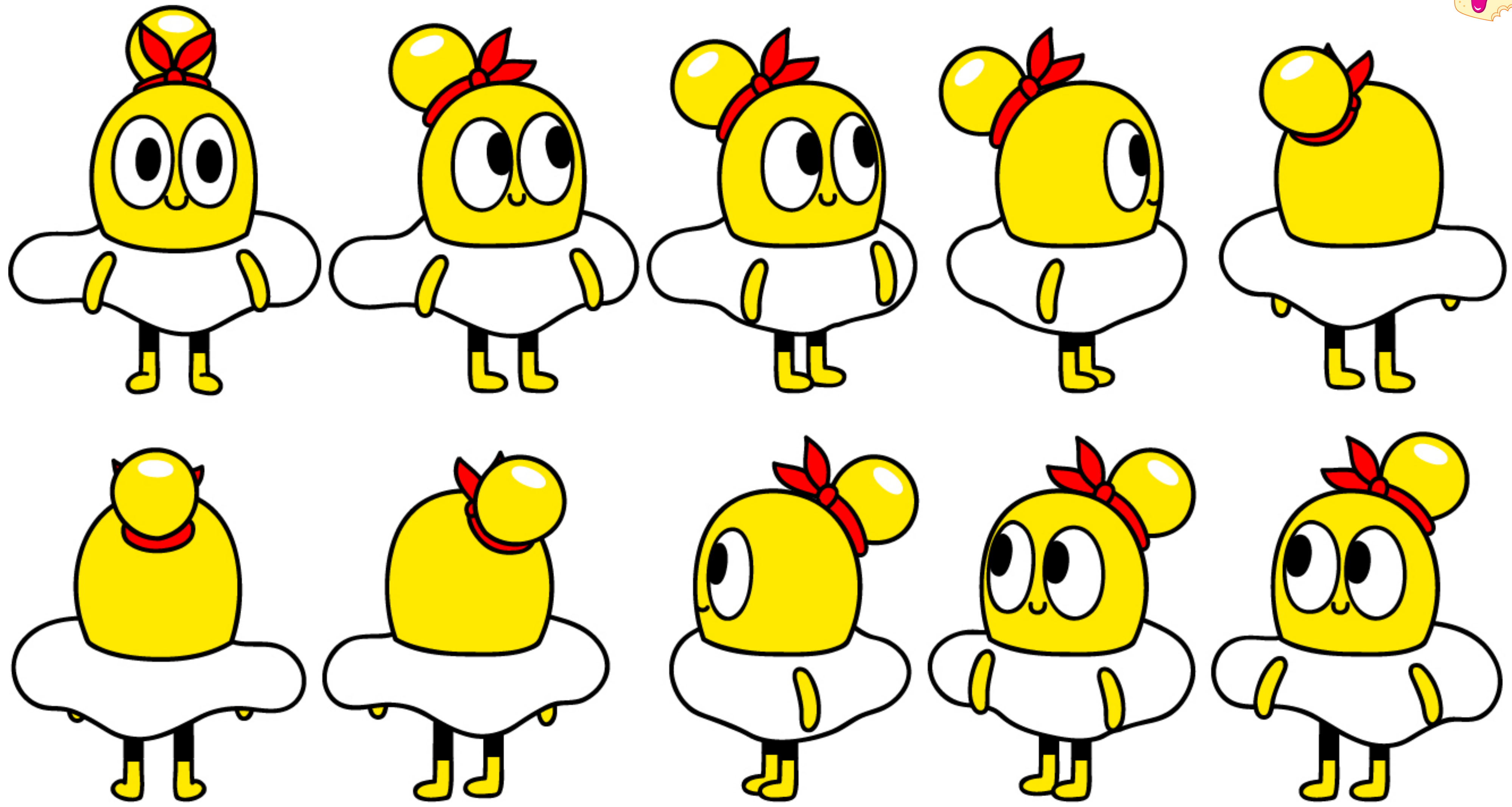
Sonya's best friends

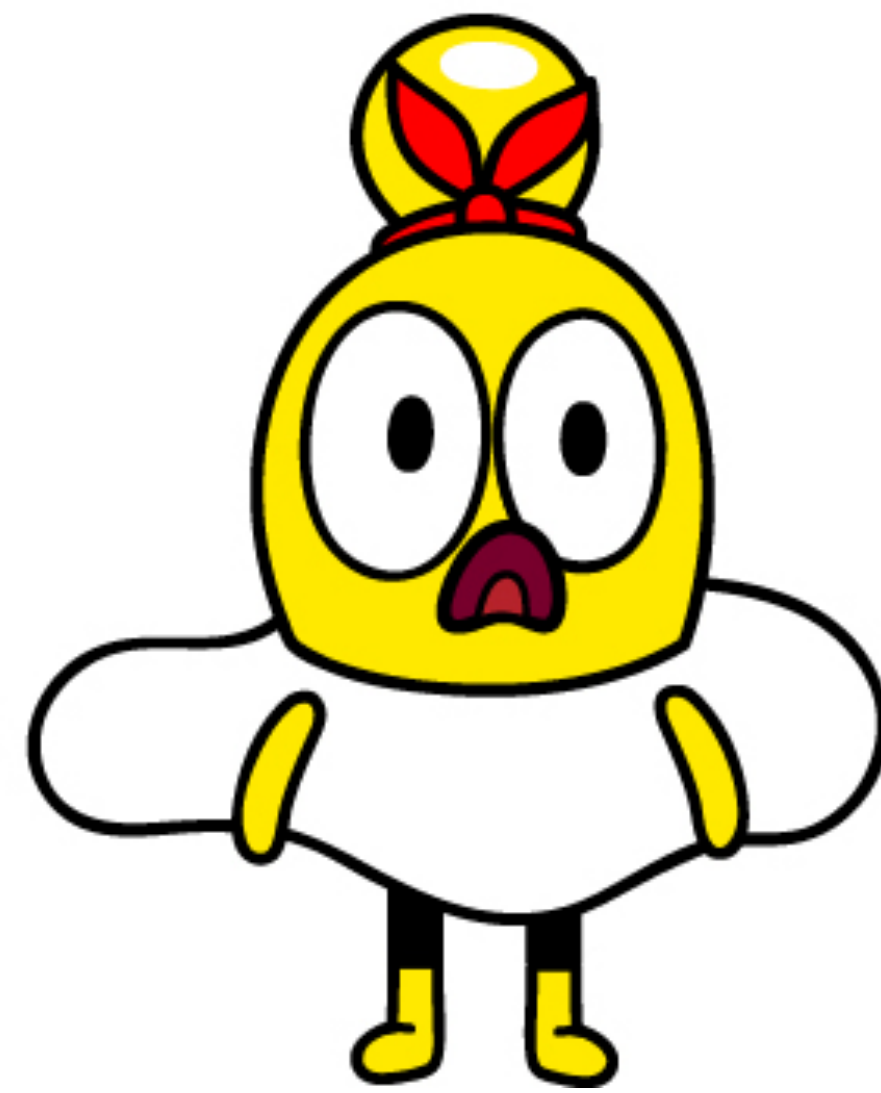
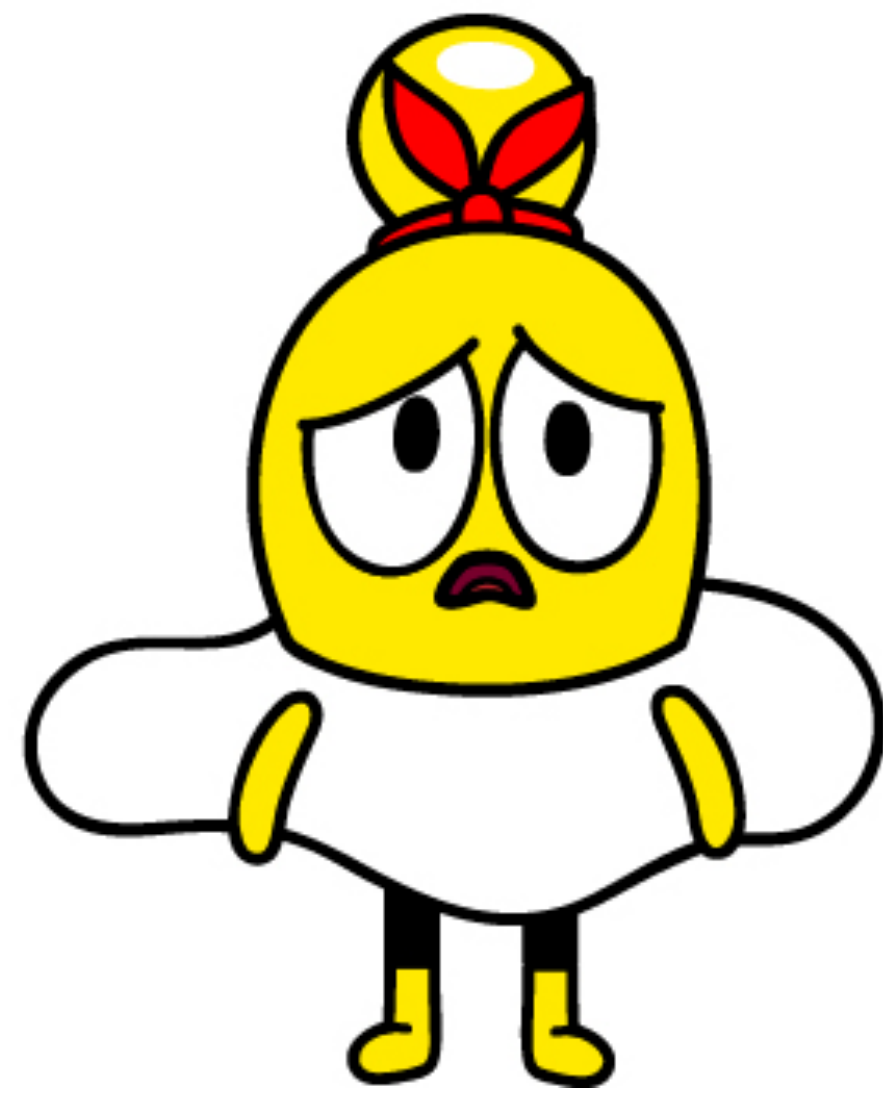
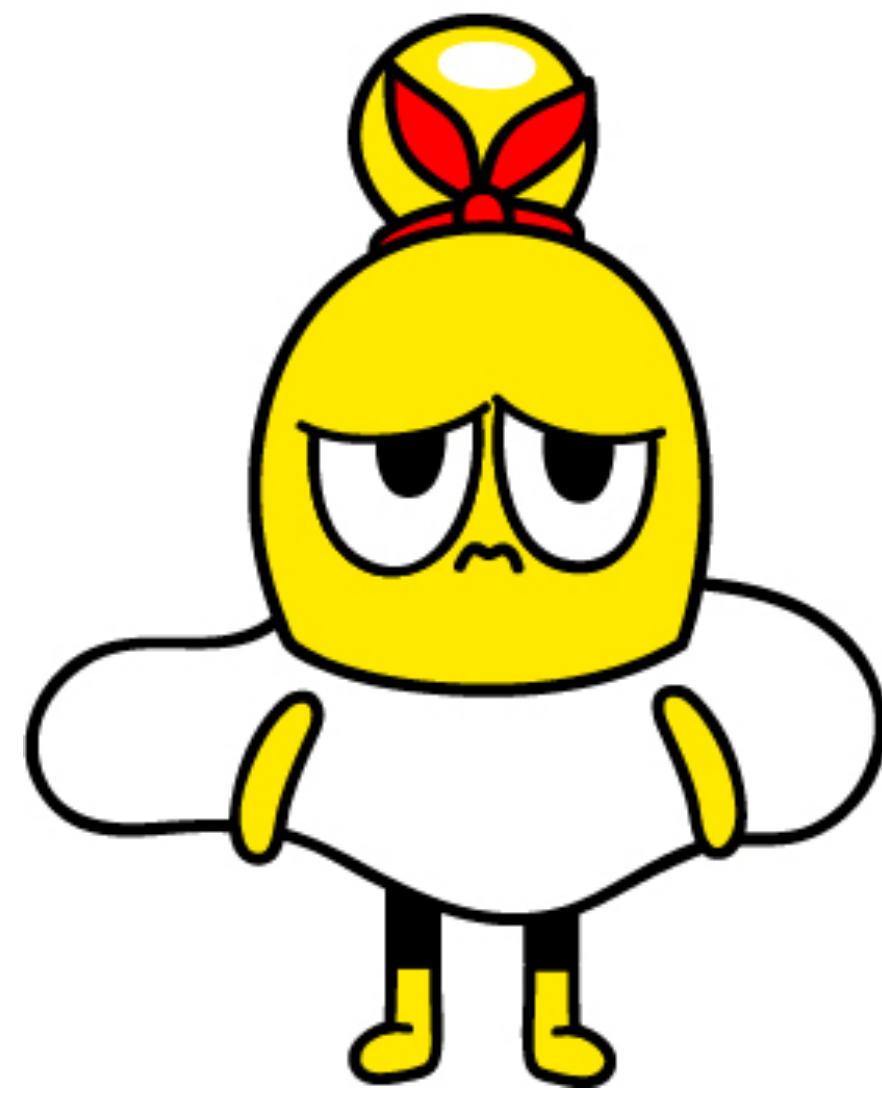
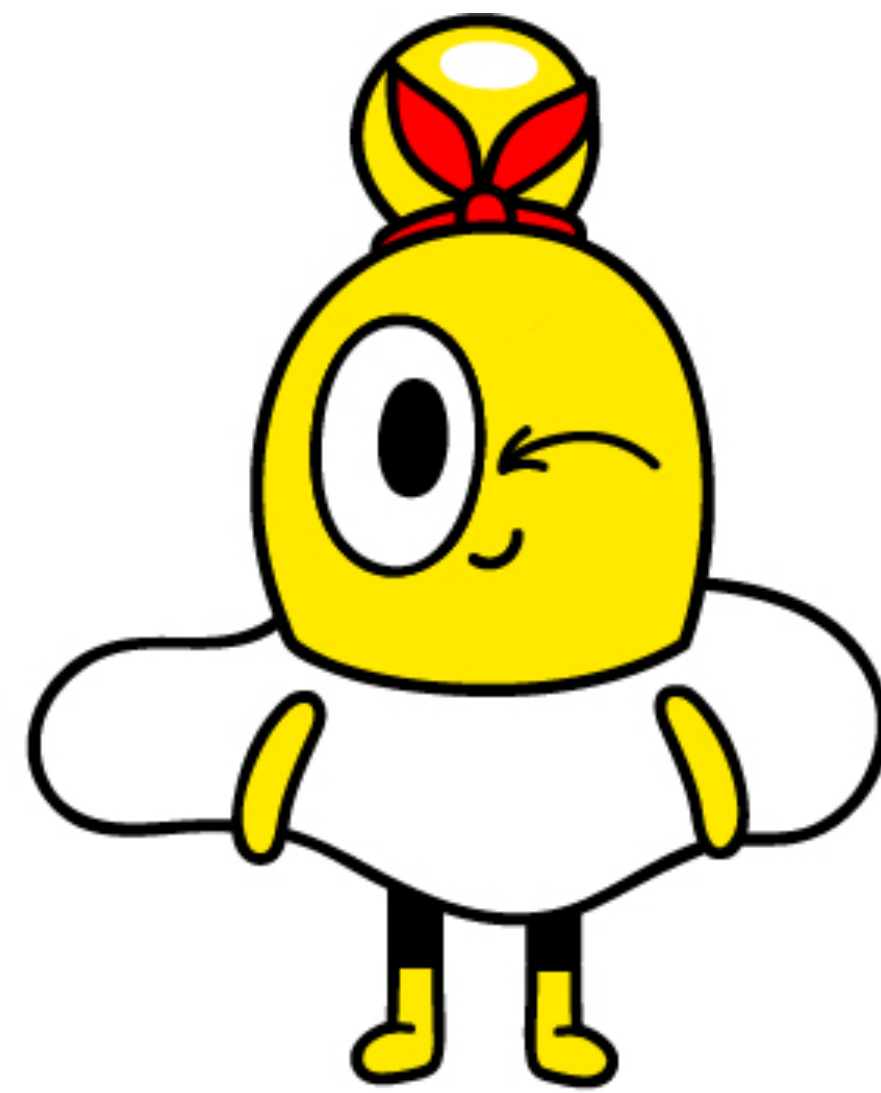
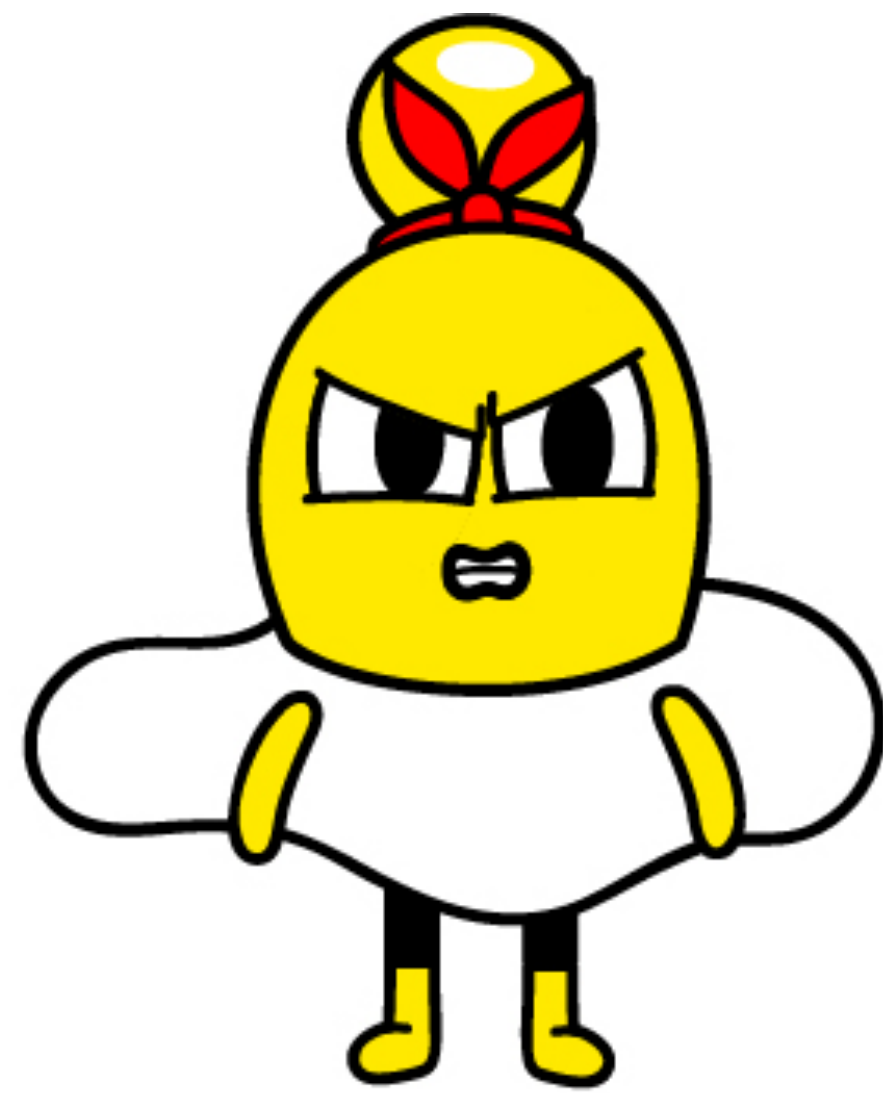


Maya

A charming and chatty little fried egg. She loves to laugh and adores everything that is cute or beautiful. She chit-chats and gossips and very much wants everyone to like her. She cares about her appearance and keeps track of fashion. She's an embodiment of girly stereotypes: tasty treats, selfies, and secrets. Maya admires Sonya because she thinks Sonya is extremely beautiful, not to mention very decisive and brave. A girl like Sonya could become a movie star or a president.







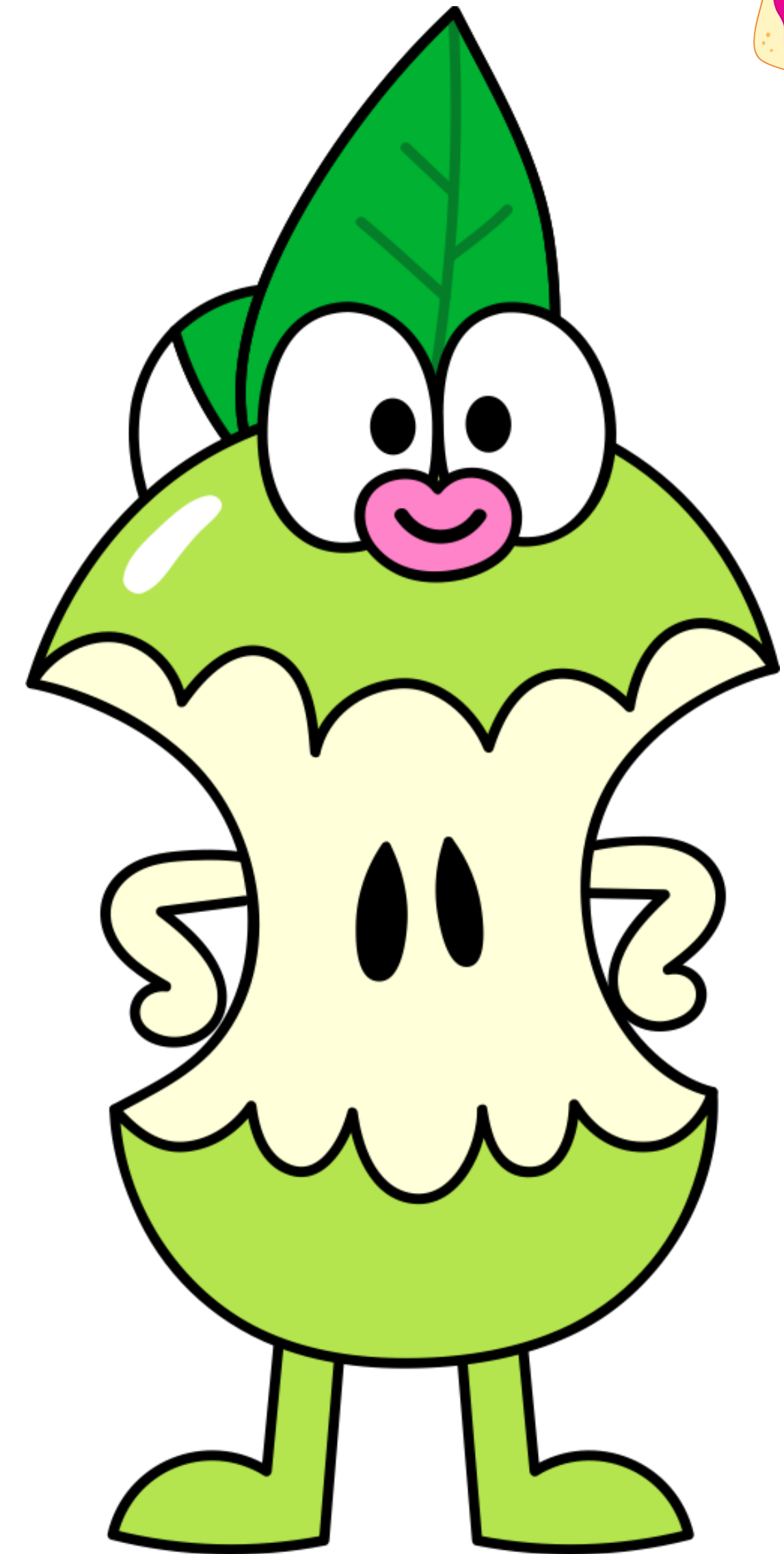
Nick

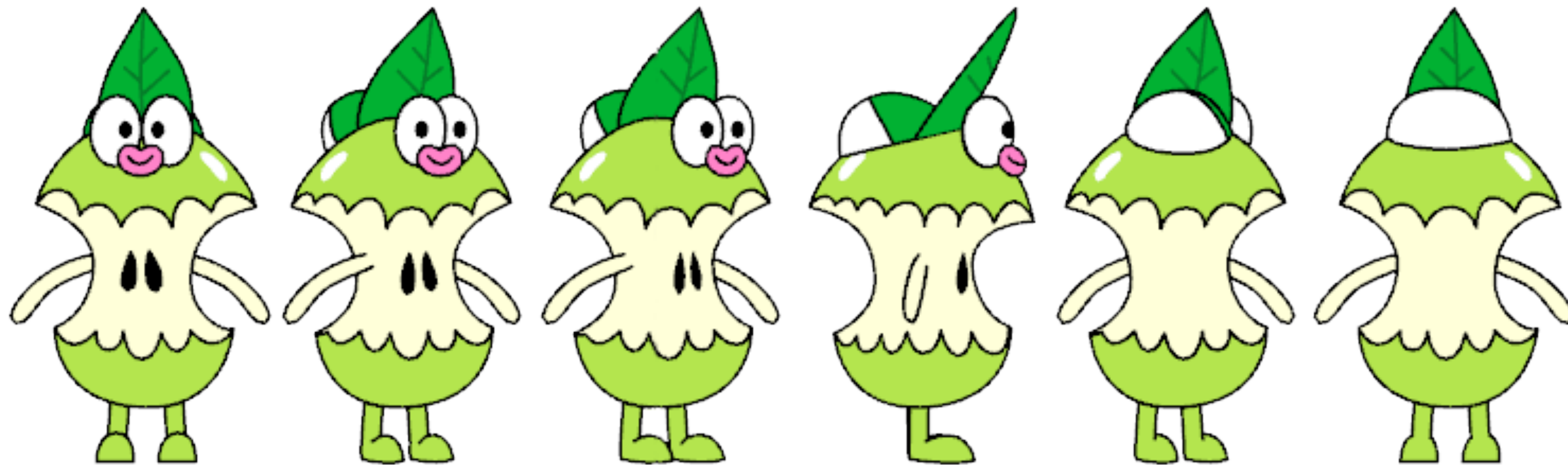
A Toastian boy.

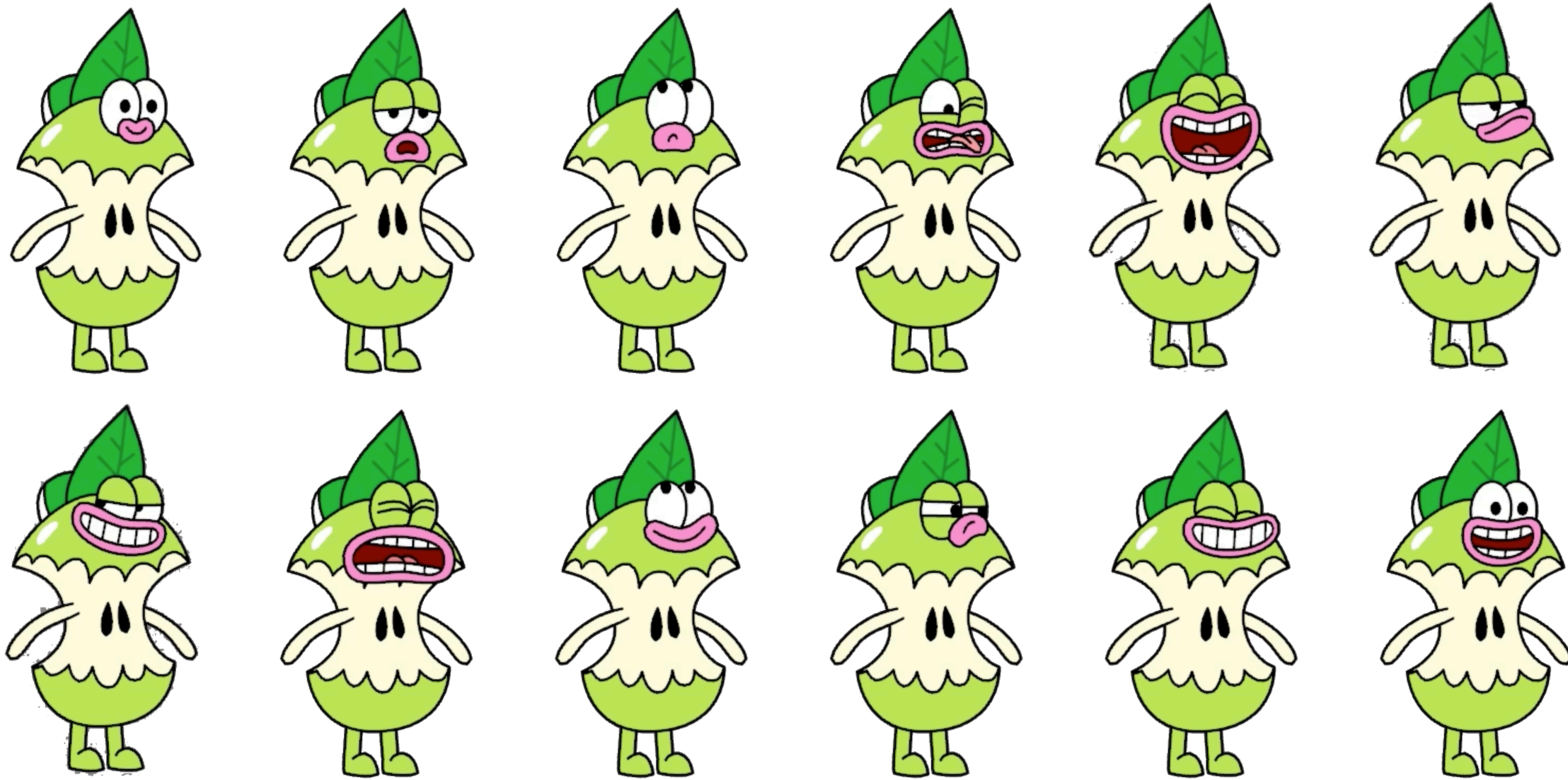
A cheeky, sarcastic little apple core. He doubts everything, mocks everything, and recognizes no authority except, maybe, Sonya. Nick vividly manifests every stereotypical boy trait and desire. His actions are unpredictable, his statements can be a little too direct, and his jokes are less than subtle. But he will never abandon his friends when they're in trouble. And all his sarcastic jokes are just a cover for his gentle soul. He admires Sonya for coming from a different world and not being like the Toastians, and also for always finding ways out of difficult situations. In Nick's opinion, if Sonya were a boy she might have been the best buddy in the universe for him.

Nick is secretly in love with Maya. Maya has a secret crush on Nick. But to keep their secrets safe, they are constantly at odds. They make a show of needing one another.

Sonya is the thread that ties them together.









Muffy

A Toastian boy.

Muffy is a sweet kid, but he's a pessimist and a bit of a bore. He has a talent for making gloomy predictions that come true. He's always ready to cast shade over any happy event. His glass is half empty, with the other half full of vinegar. If there's dog poo in the grass, Muffy is always the one to step in it. Muffy is also hopelessly in love with Maya.



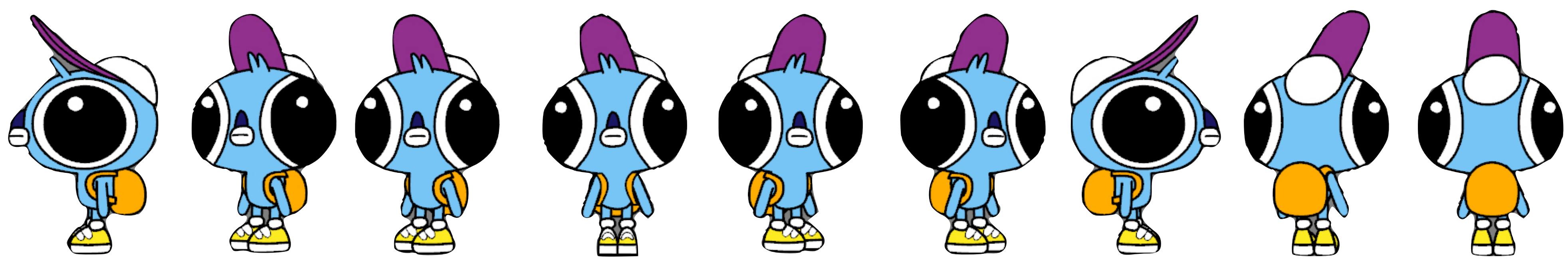
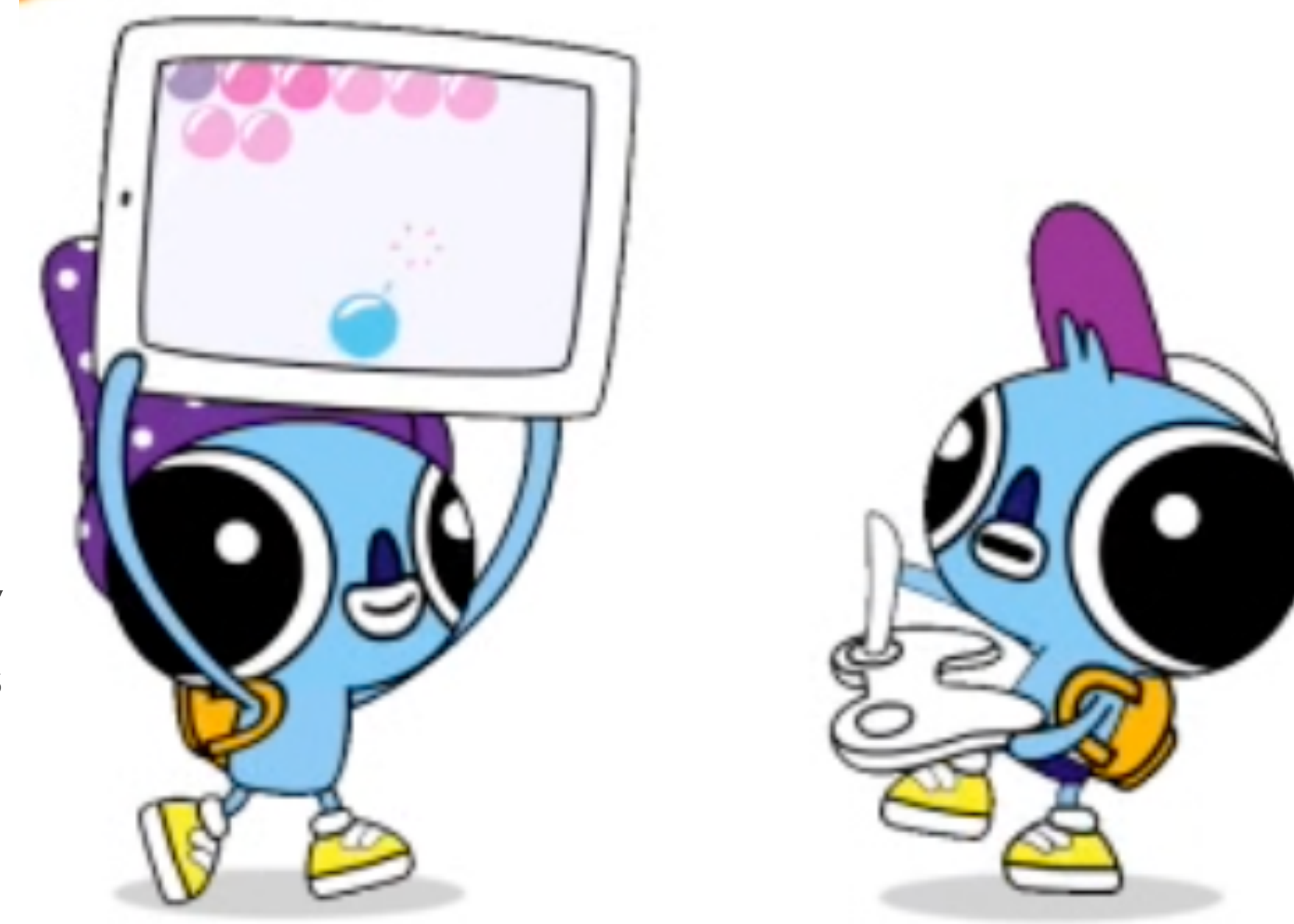


Bee and Bo



Toastian boys.

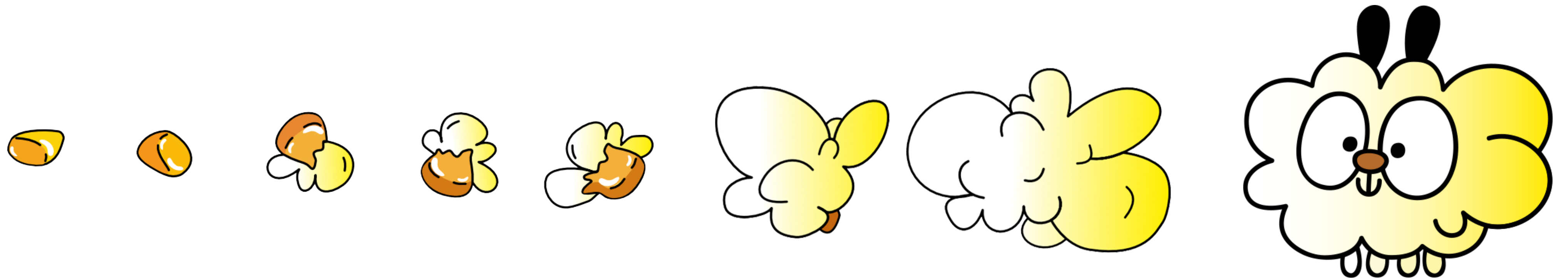
They're twin gamers. In fact, they are two halves of the same person. Like most twins, they're inseparable. They are contemplators, observers, explorers. Smart, and operating somewhat on their own wavelength, they are the kind of boys you'd find in an advanced physics class. They know all about science and technological gadgets and they're crazy about computer games. They find Sonya intriguing as a natural phenomenon, a scientific fact, and a paradoxical anomaly. They study her, and every time they're amazed at her awesomeness.





Popcorn

Sonya's favorite dog, who emerged from a kernel of popcorn in Toastville.



Minor characters



Sonya's parents are Mom and Dad. They're hipsters and always on-the-go – educated, motivated people. They own a family business: a trendy café. They adore their daughter. Sonya is their first and (so far) only child, so all their parental dreams and plans are concentrated on her.

They consider it their sacred duty to protect Sonya from life's hardships, to take care of her 24/7, to get her into rock climbing, learning foreign languages, and playing classical guitar.

Sonya also loves her parents very much, and the three of them are great friends. but she wouldn't mind an occasional taste of independence.

Sonya's parents know about Toastville, but they think that it's an imaginary world that Sonya has conjured up.

Mom is thirty years old and an interior designer.

Dad is thirty-one. He's a barista and a specialist in molecular gastronomy.



Other Toastians



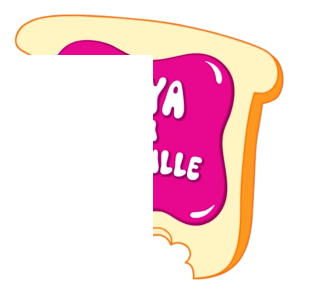
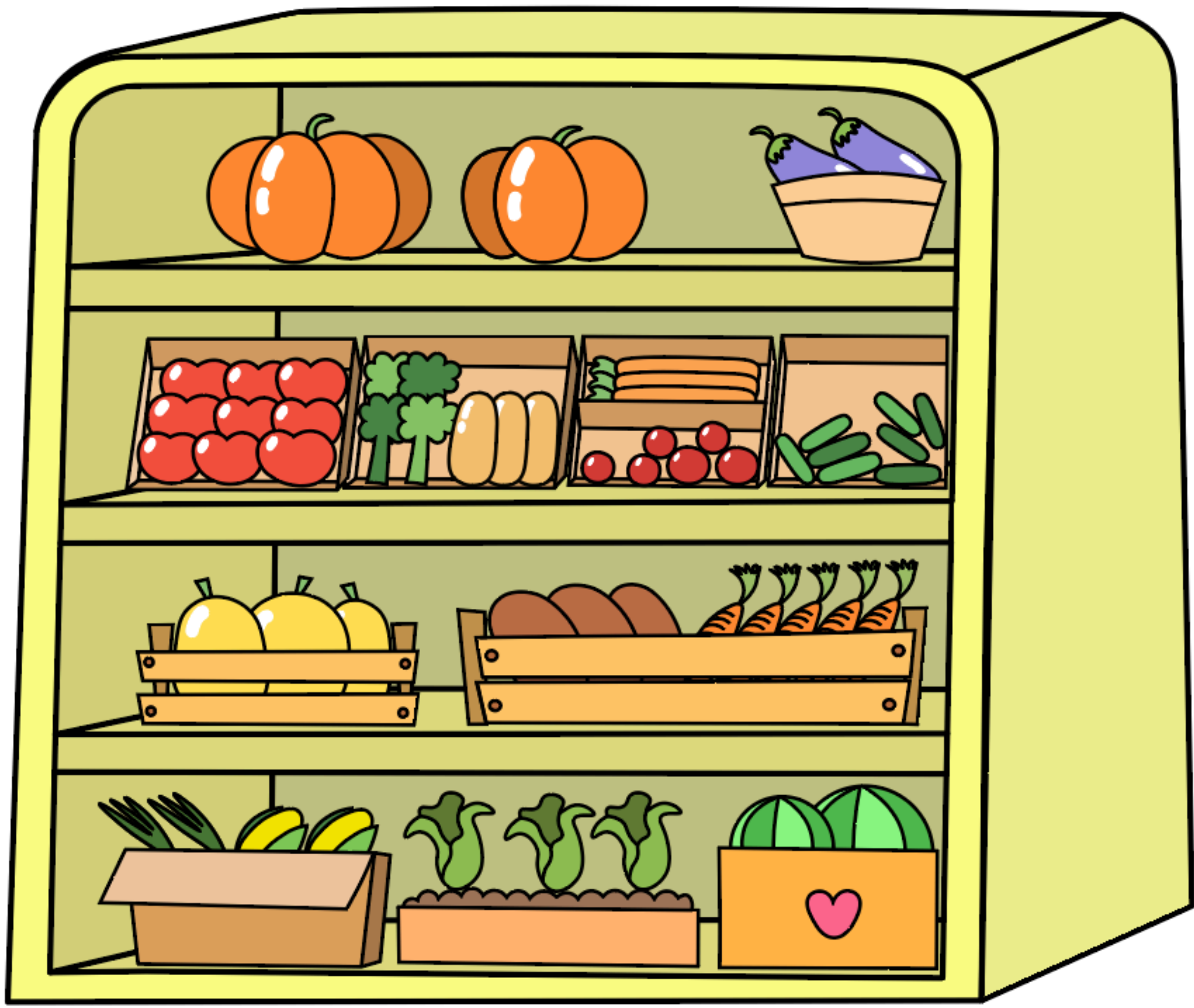
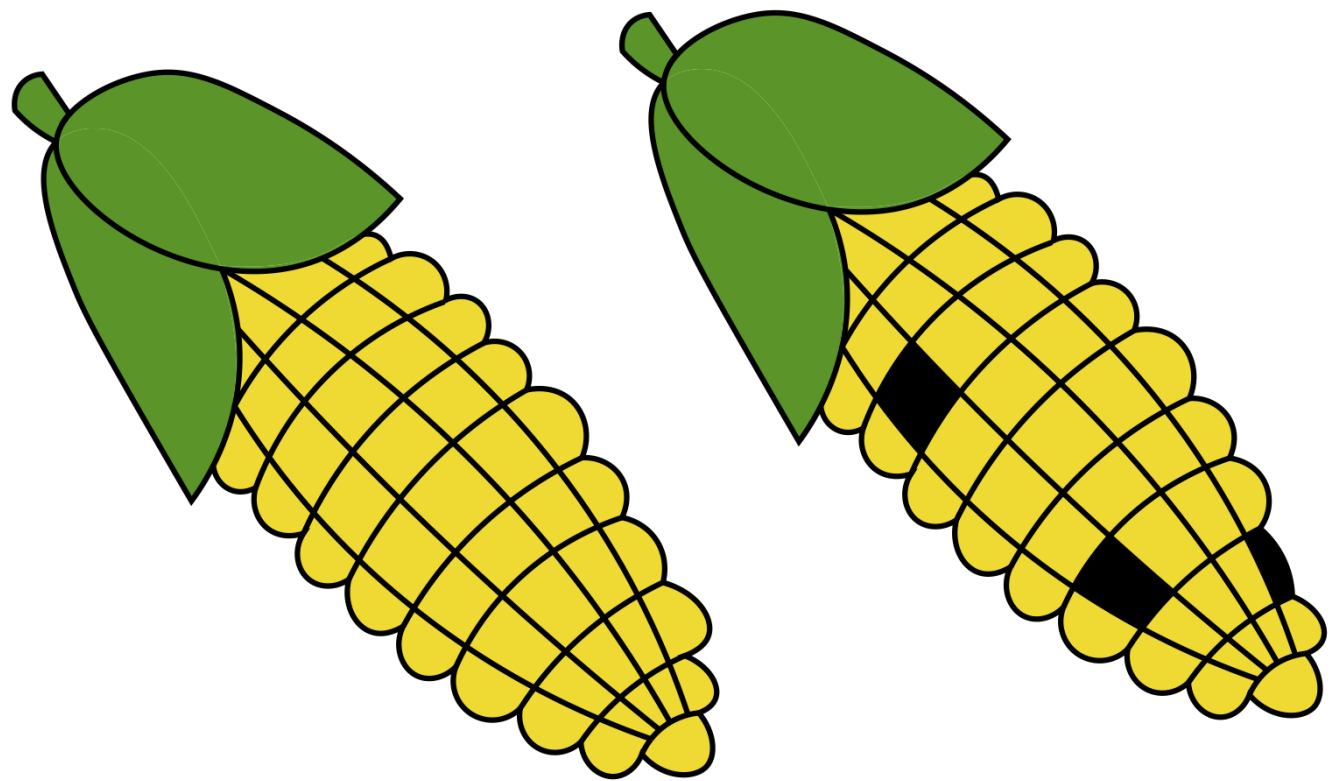
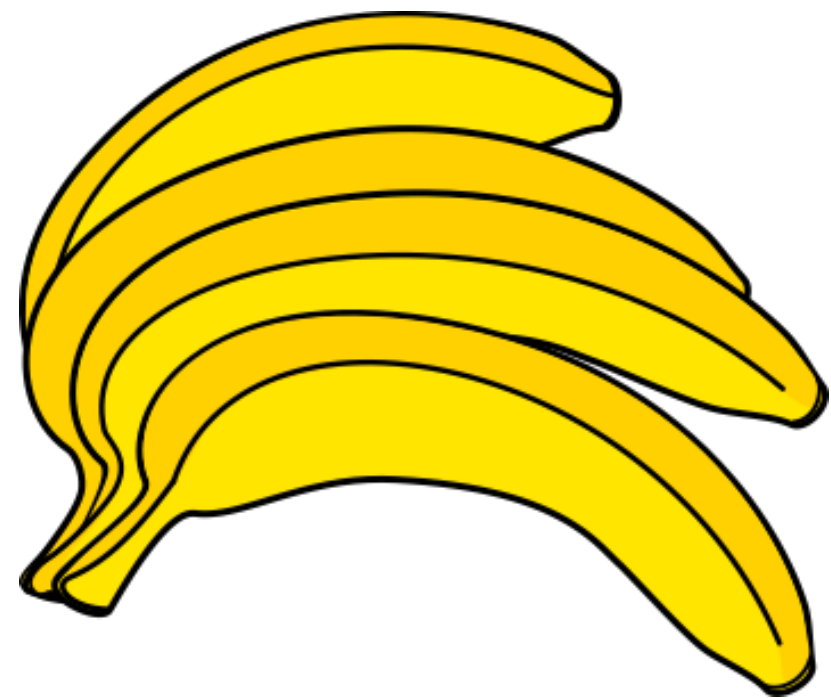
SURF 'CLOCK

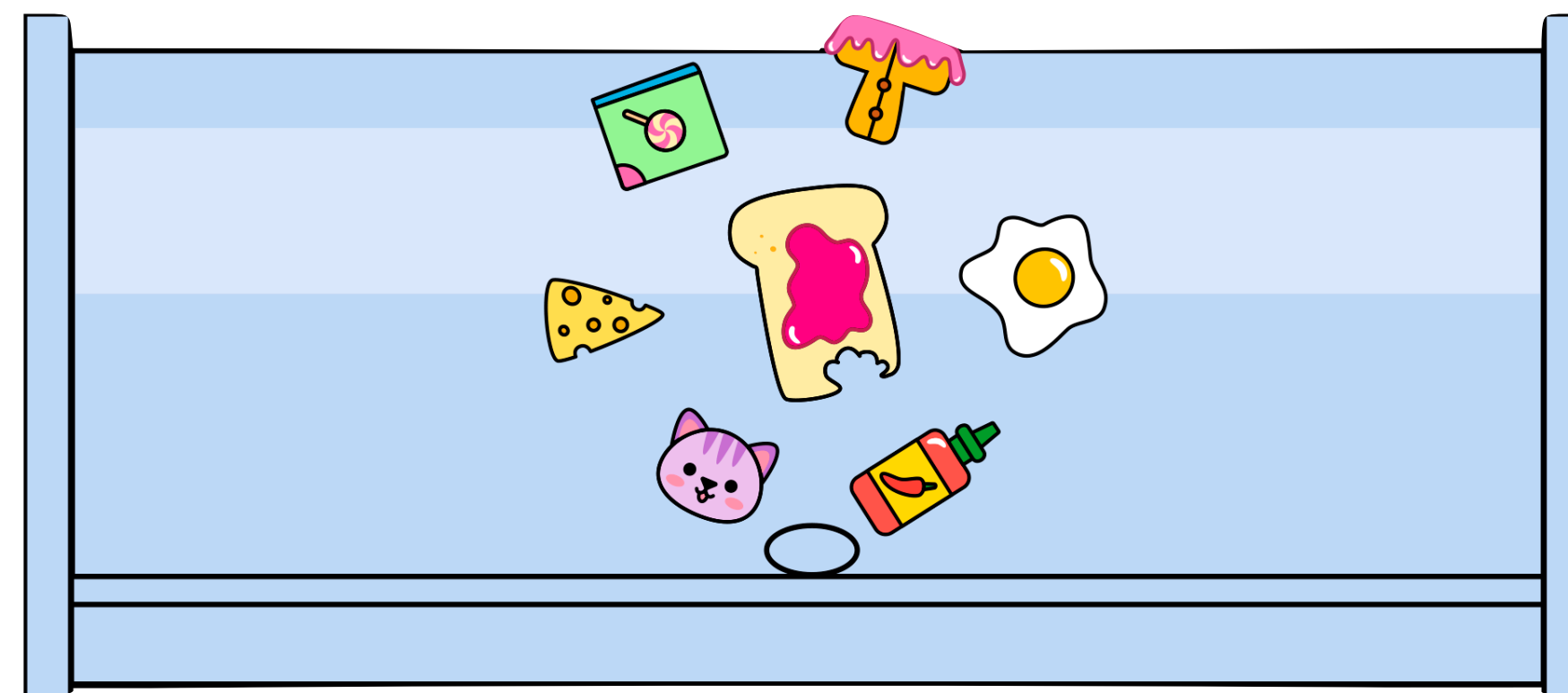
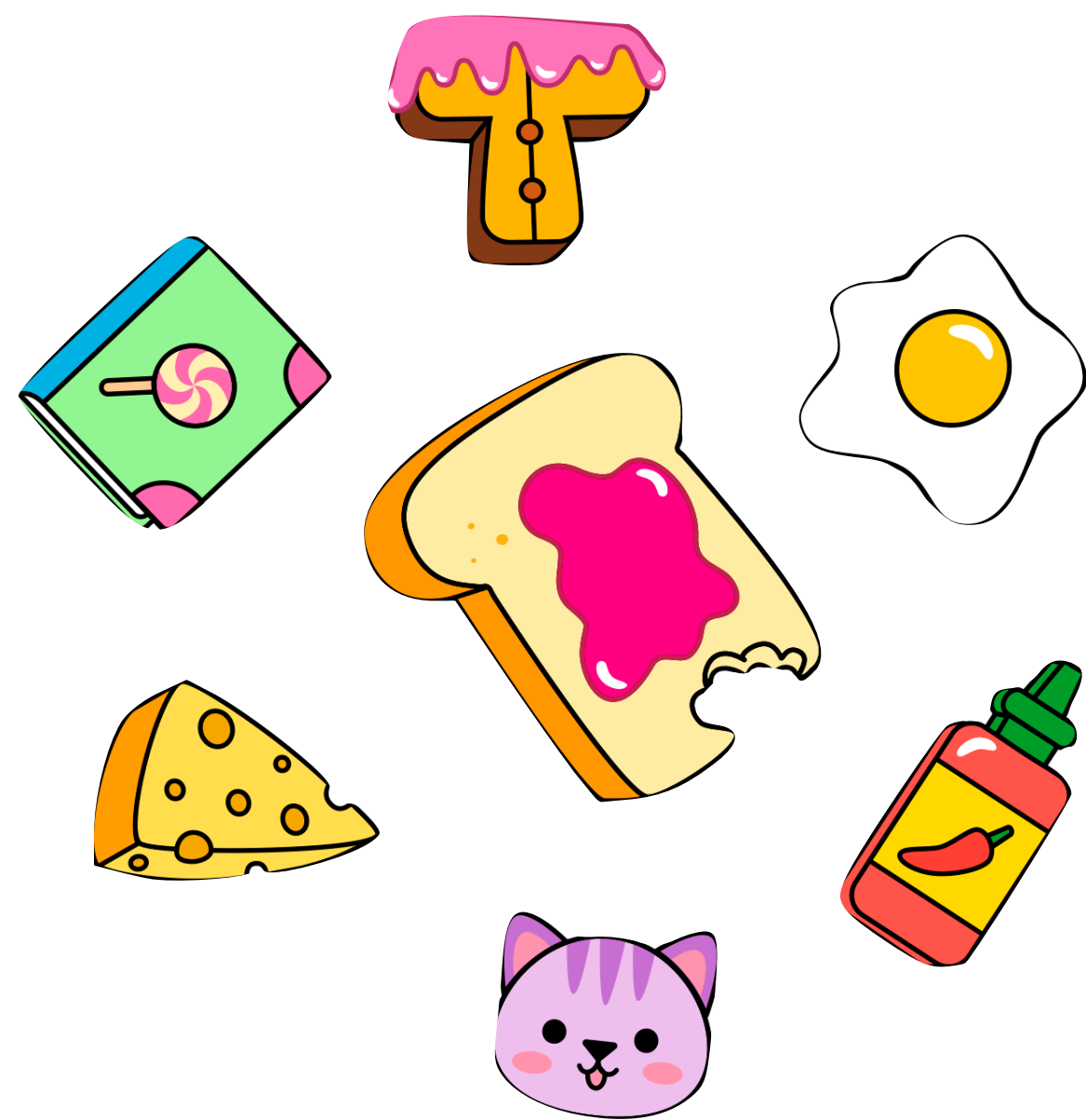
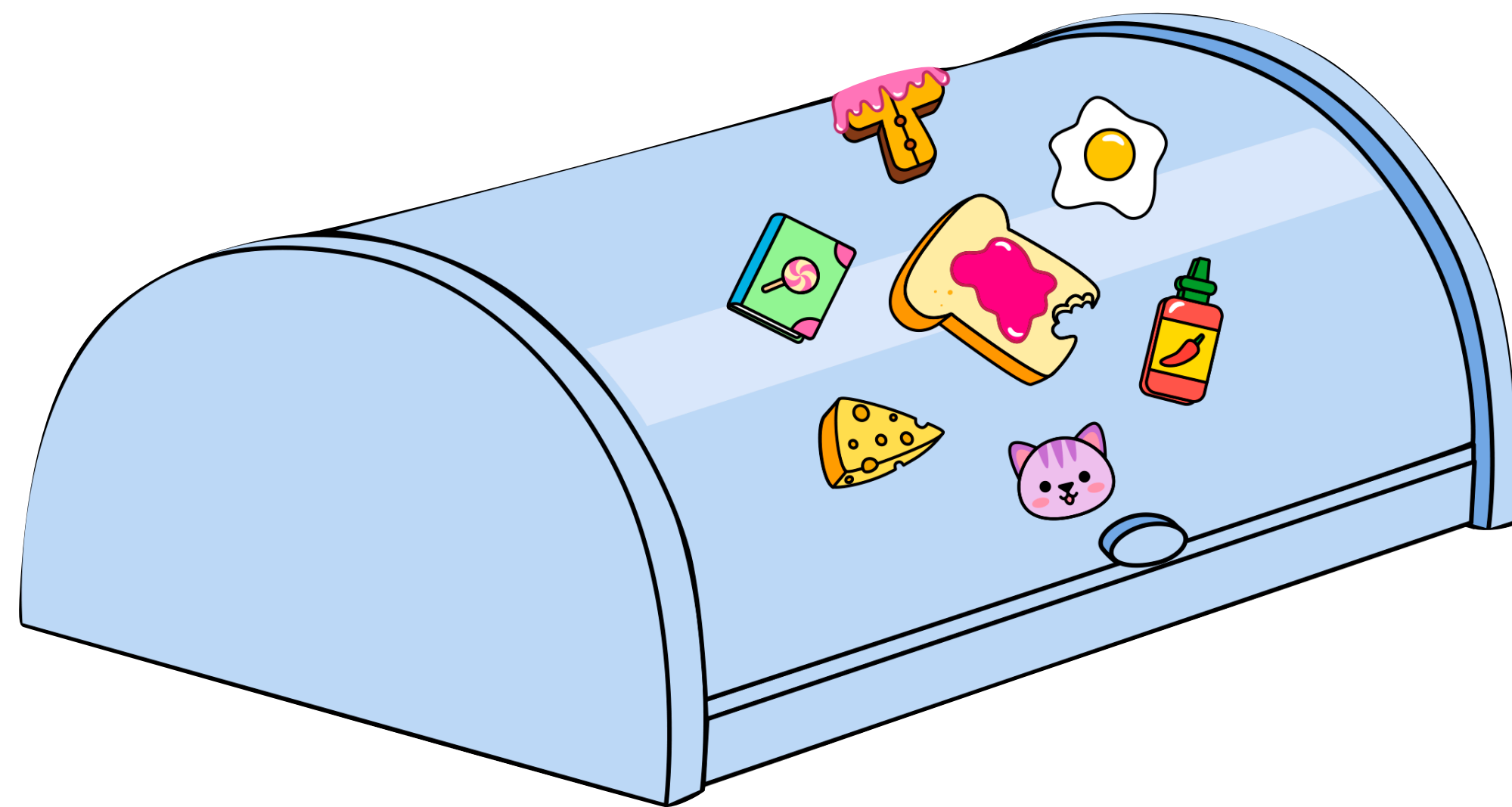
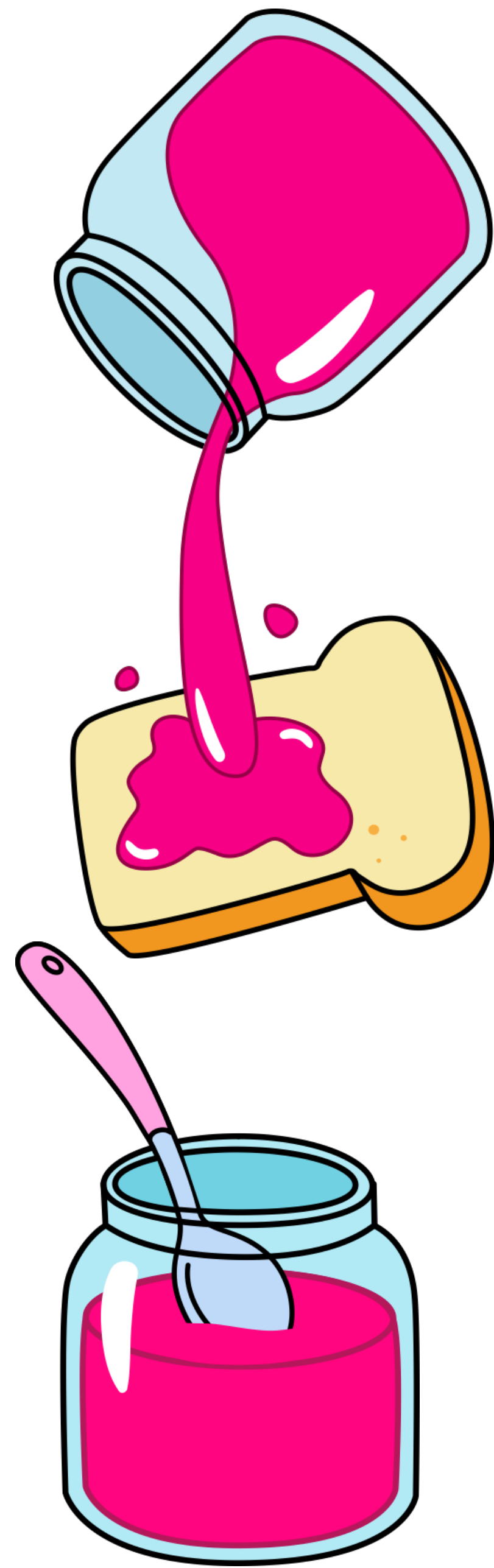
PAPAYA SURFING

Props











General visuals





SONYA
FROM
TOASTVILLE

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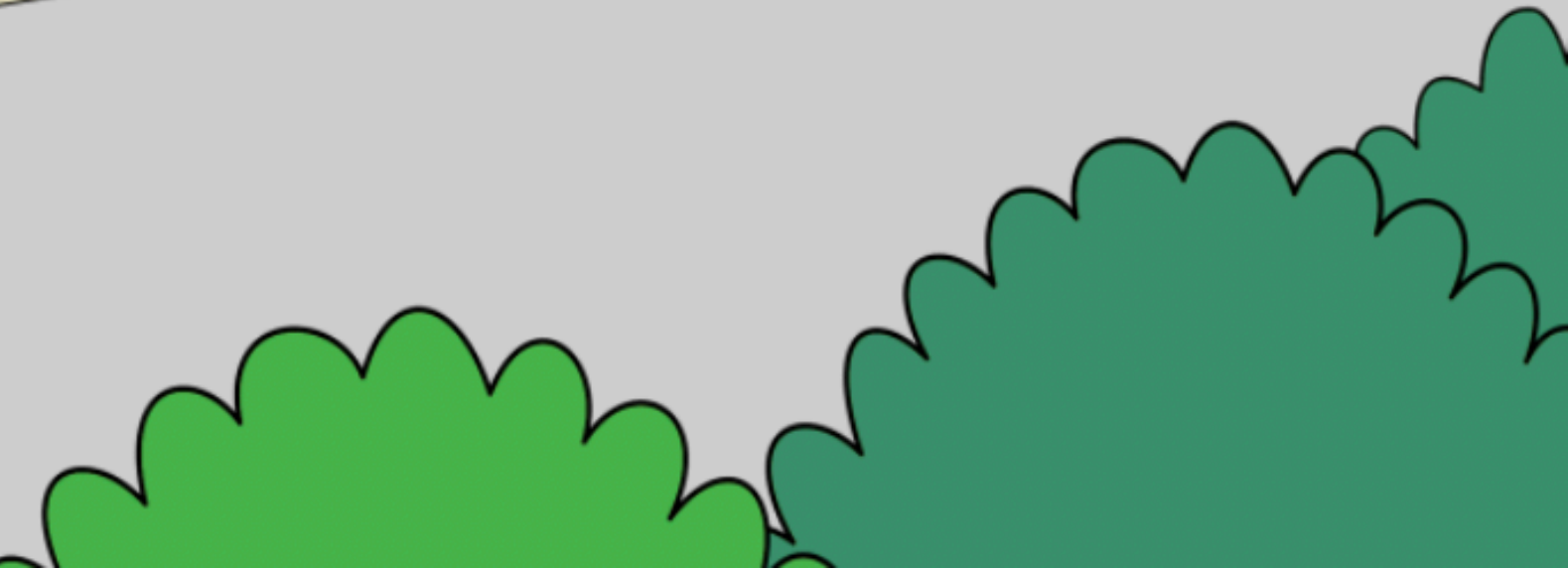
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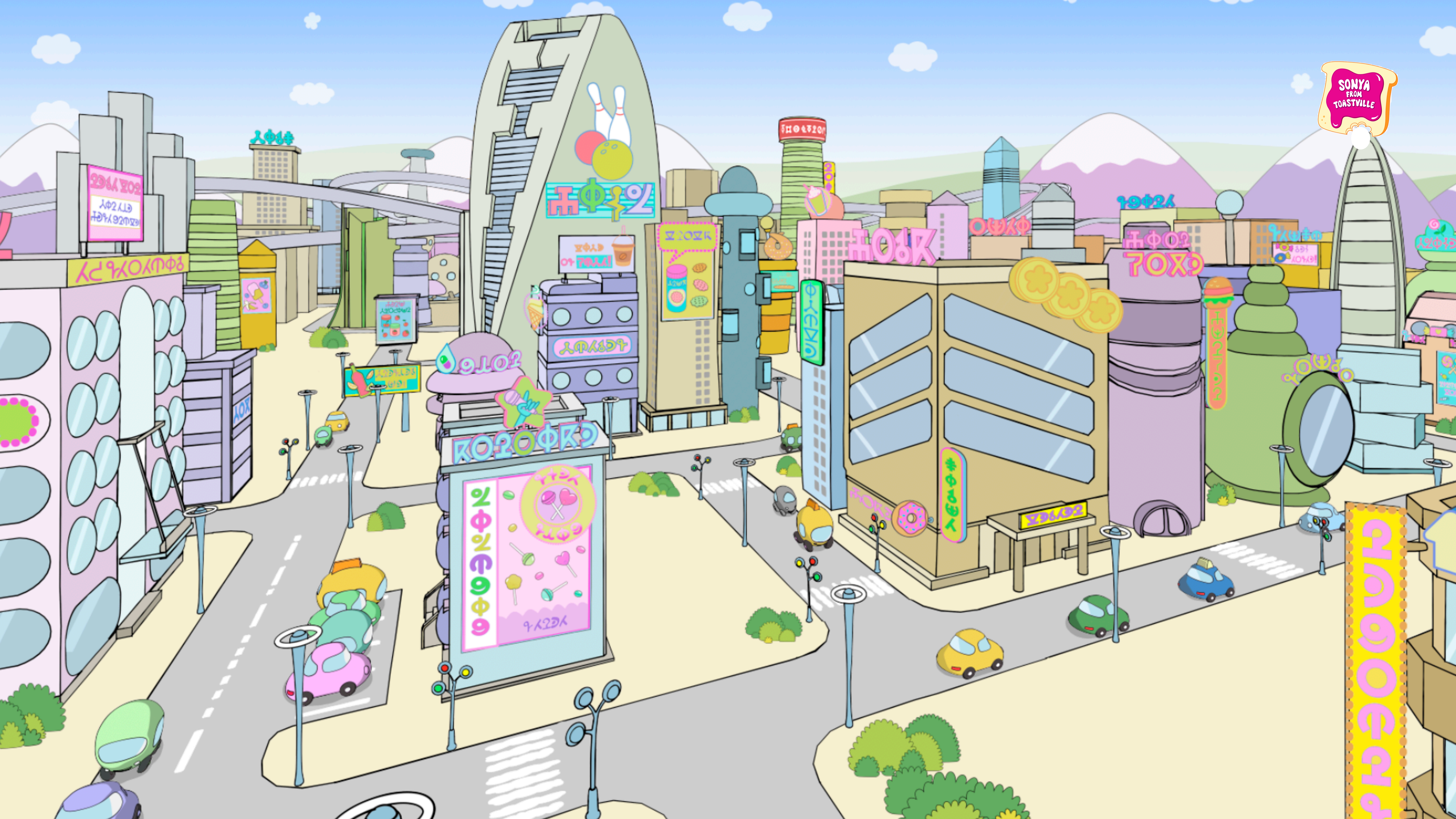
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SONYA
FROM
TOASTVILLE

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SONYA
FROM
TOASTVILLE



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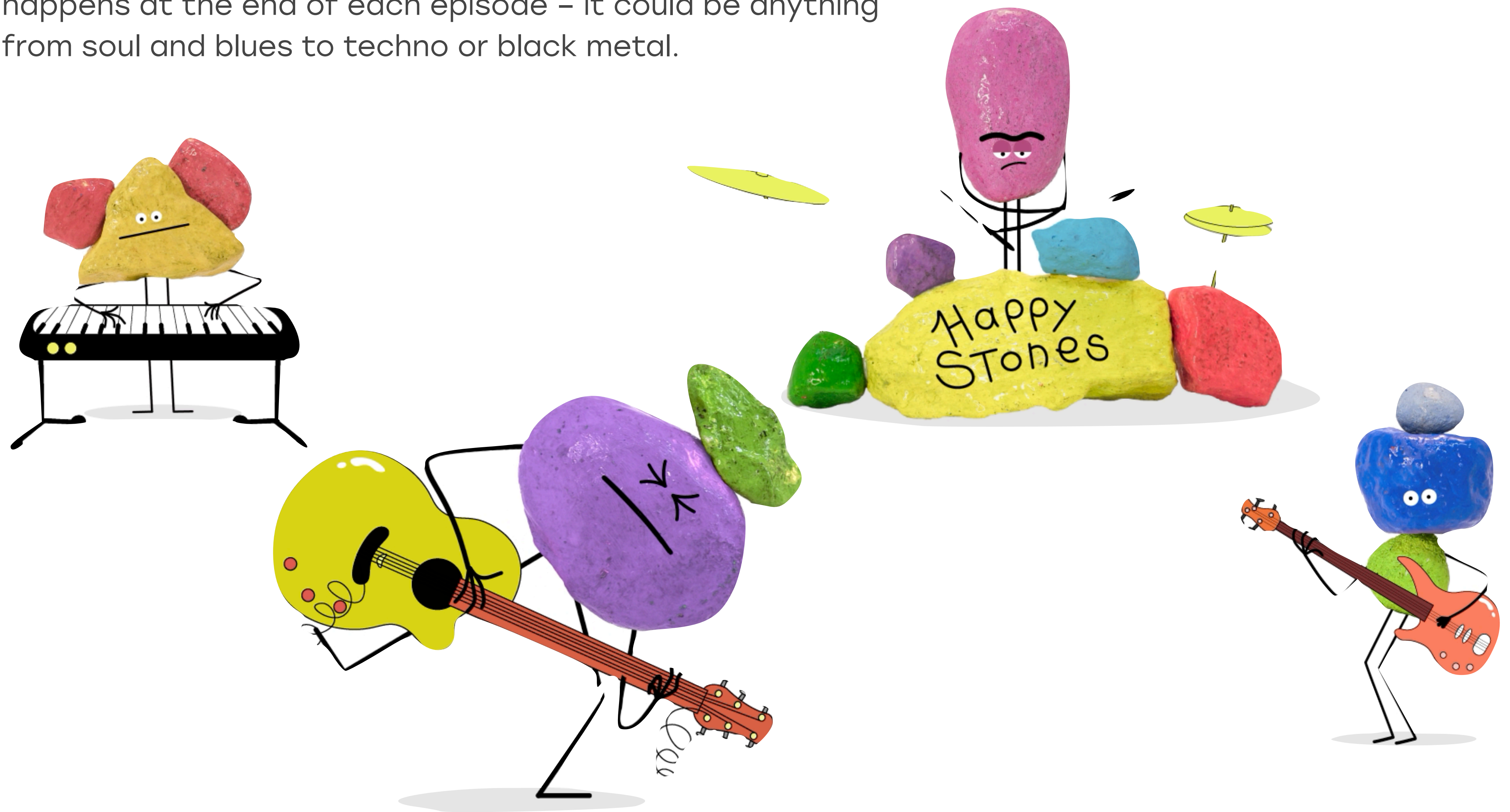




SONYA
FROM
TOASTVILLE



Every episode will feature a new song by the Happy Stones – Sonya’s favorite «rock» band. All of the songs will be performed in broken English, in a variety of genres, depending on what happens at the end of each episode – it could be anything from soul and blues to techno or black metal.



Premises for Season One



Where Do Toastians Come From?

Sonya already knows where babies come from, and she wants to know how this happens in Toastville. It turns out that the process differs depending on the Toastian. Some have a mom and dad, some come from kernels and seeds, some from a common ancestress named Bata (something like a spirit or deity; there are a lot of these in Toastville), some are already old when they're born and some are reborn every morning, etc. But there is one common condition that must be in place for a Toastian to be born:

That condition is love. How do we get our hands on that? This is the episode where we learn for the first time that Sonya's Grandma and her disappearance.

The Wildlife Refuge

There are some Toastians who occupy the position of animals. Toastville's animals include some rather strange and even dangerous creatures. There are even animal Murgles from the Dark Side. Sonya wants to get into a closed wildlife refuge to see the colorful Kibar. But the refuge is protected by cyber security. What would happen if we shut off the security for just a few hours?...

Murgle At Large

Toastville's police report that a dangerous criminal, a Murgle named Toolie, has escaped from prison. Everyone is terrified. Sonya decides to help the heroic police officers. But it turns out that the Murgle Toolie is just a sweet and harmless creature that the deputy chief of police (an evil Murgle disguised as a Toastian) was using for his own purposes. Sonya exposes the villain and restores Toolie's good name.



Black Jam

Every time Sonya teleports to Toastville, she brings an empty jar to the confectioner Mr. Leetu and gets it filled with a special pink jam. But one day Mr. Leetu is nowhere to be found. Sonya tries to find jam on her own. She finds a similar one, but its properties begin to change in unpredictable ways. The jam turns black. A mysterious figure is trying to prevent Sonya from using the wrong jam, but Sonya doesn't listen, and the black jam transports her to the Dark Side. Sonya's friends miraculously manage to help Sonya escape.

Unnatural Selection

With the help of Bee and Bo, Sonya is conducting a biological experiment. An apple will no longer remain an apple all its life: It'll evolve. For three days it'll be an apple, then three days as a pear, then an egg, then an onion, and finally a stone. You could buy an onion, wait a few days until it evolves into cheese, and you'd end up with an expensive cheese for the price of an opinion. Sonya, Bee, and Bo keep coming up with new evolution chains. But one day Sonya herself starts to evolve...

The Price You Pay (or Needful Things)

Sonya accidentally stumbles onto a wandering merchant in Toastville who sells miracle boxes. And this merchant doesn't take money for payment: he only asks you to perform some dirty little trick in return. Sonya tells all our friends about this. Everyone's willing to play dirty tricks to get miracle boxes. The larger the box, the larger the trick you need. The friends find themselves needing to put together a big gift for Muffy on his birthday. Everyone pitching in on a big dirty trick? That's the price they'll pay for a big box. But nobody knows what kind of miracle is hidden inside...



Genes in Pill Form

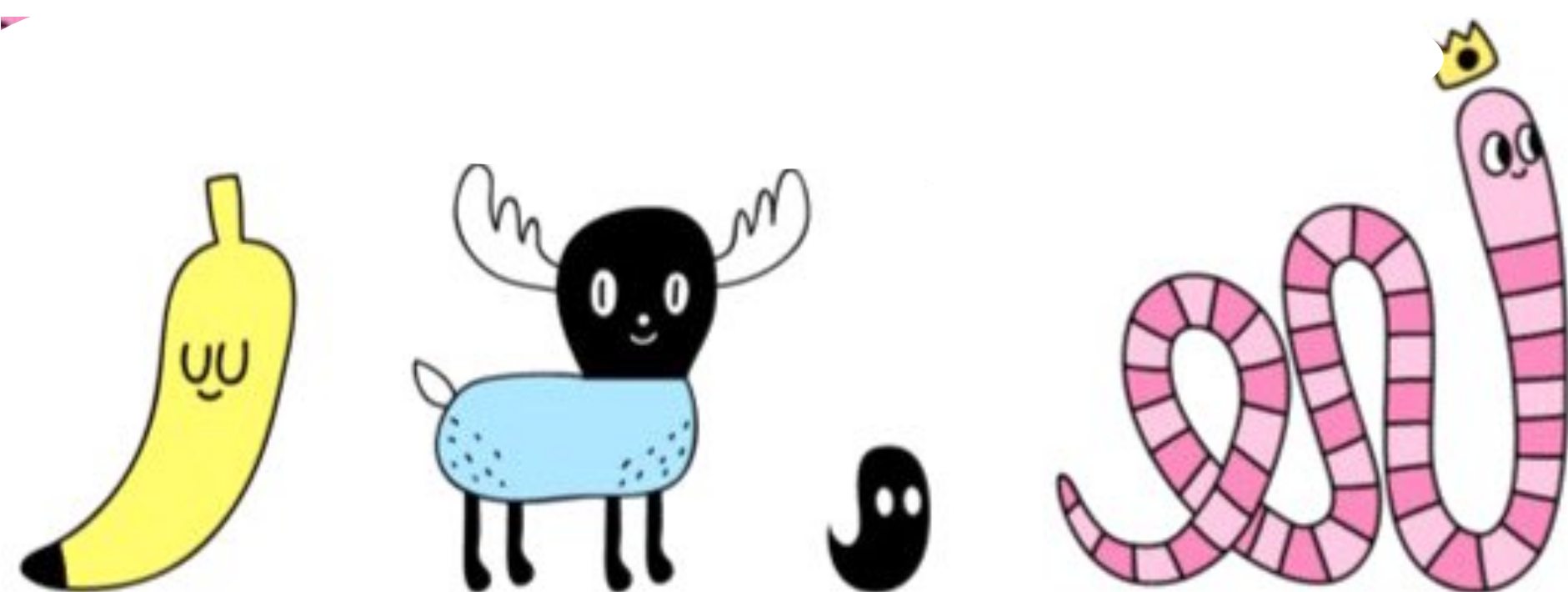
Sonya goes to Bee and Bo's favorite lab to help them with genetic engineering experiments. Together they create "genes in pill form." By taking a pill with a specific gene, you can dramatically improve yourself. Or make yourself worse...? Where will this lead them?

Dark Matter

One day, while in Toastville, Sonya snags her favorite T-shirt on something and tears off a piece. She wants to make a patch but can't find a similar fabric in the fabric store. There is, however, a strange "dark matter" that can adopt any form and any color. What a find! Sonya begins to use this "dark matter" to create anything that she and her friends need. They even create a second Sonya so that one can go to a concert with Maya while the other goes to the stadium with Nick. But they soon learn that this "dark matter" can change in unpredictable ways.

The Cleansing Flood

This is about one of Toastville's natural phenomena. Once a year, a deity named Gomorrah gathers all the storm clouds in Toastville and empties them across the Light Side of Toastland. The purpose of the flood is to wash away all the trash, both material and spiritual. First of all, the flood turns Toastville into a sea teeming with filth and trash, and second, the Murgles on the Dark Side aren't especially happy with what the flood brings them, either. Sonya and her friends find themselves both at the center of the flood and at the center of the conflict.



Like Romeo and Juliet

It turns out that a certain Toastville youth has a girlfriend from a Murgle family from the Dark Side. The two youths managed to socialize only once in their lives, when the boy's father, a Toastville police officer, arrested the girl's father, a Murgle spy. The friends and parents of both youth are horrified by their choice. But the Toastian boy and the Murgle girl dream of being together. Sonya and her friends decide to help out the young lovers. Sonya pulls off some incredible diplomatic miracles through cunning, resourcefulness, and perseverance. The parents and friends are willing to reconcile. They arrange for the two youths to meet, but they end up getting into a fight and shooting at each other with spitting leeches.

The Living Smartphone

Sonya takes her favorite smartphone with her to Toastville, but it doesn't work there. It just becomes a living Toastian smartphone, and with a really ugly attitude and very scary plans for the future. It has to be stopped.

The Toastville Travel Agency

Sonya gets her hands on a guidebook and gives Max a tour of Toastville so he can get familiar with the sights and learn its rules and laws. But the head of a travel agency gets in her way, claiming Sonya is interfering with his livelihood. This official drags Max to him on a tourist relocater, and Sonya realizes this was never an excursion but an attempt to recruit Max by dark forces. Sonya begins to fight for the mind of her friend. But nothing is so straightforward.

Dan the Hero

Dan is Max's true friend and something of his squire, and he's also secretly in love with Sonya. Dan remarks that Max has become unbearably arrogant and cruel. Both he and Sonya have had enough. Dan intervenes on Sonya's behalf. In the middle of their conflict, all three are teleported to Toastville, to a valley of giant worms. The situation gets so bad that Dan has to choose whom to save, Sonya or his best friend Max. In the end, Sonya saves everyone.



Earthbound Toastians

Sonya has long been nurturing the idea of showing Maya, Nick, Muffy, Bee and Bo how she lives on Earth. But to do that, she'd need them to teleport with her. Only now she finds that any Toastian who crosses through the portal ends up on Earth in the form of an ordinary souvenir magnet. And magnets can be lost, broken, etc. Sonya barely manages to get her friends back to Toastville unscathed.

The Grand Architect and the Mystery of the Three Towers (The Da Vinci Code)

Sonya ends up in the Three Towers, a symbol of Toastville, and sees secret signs all around her. Solving puzzle after puzzle, she discovers a secret that the simple Toastians are not supposed to know. She's now in danger from the powers-that-be. Her friends, along with a mysterious stranger, manage to save her. This episode explains why Toastland is shaped like bitten toast... It's not only a symbol of joie de vivre, when you've had a taste of life but leave it for the sake of business, but also a paraphrase of the bitten fruit that leads to the Fall. We also uncover the mystery of the three towers built by the Grand Architect in the center of Toastville: why they're shaped that way, and what they're used for. We also learn that everyone in Toastville is afraid of this mysterious stranger they call... the Coughing Ninja.



The Coughing Ninja

To help Muffy clear up his teenage acne, Sonya goes to the border between the Dark and Light worlds. She tries to steal a Refining Acorn, but she's kidnapped by the wild Murgles who guard the grove. Sonya is now in real danger. The Murgles drag her into the Chewing Gum at the underside of the world and are about to turn her into a walking stormcloud, but a mysterious figure comes to her aid. It turns out to be Sonya's Grandma who disappeared many years ago. She's the coolest super-agent ever, and she's here in Toastville on a secret mission. We learn why Grandma is unable to return home, and why she didn't want to be recognized. Sonya's life is now changed.

They Flee

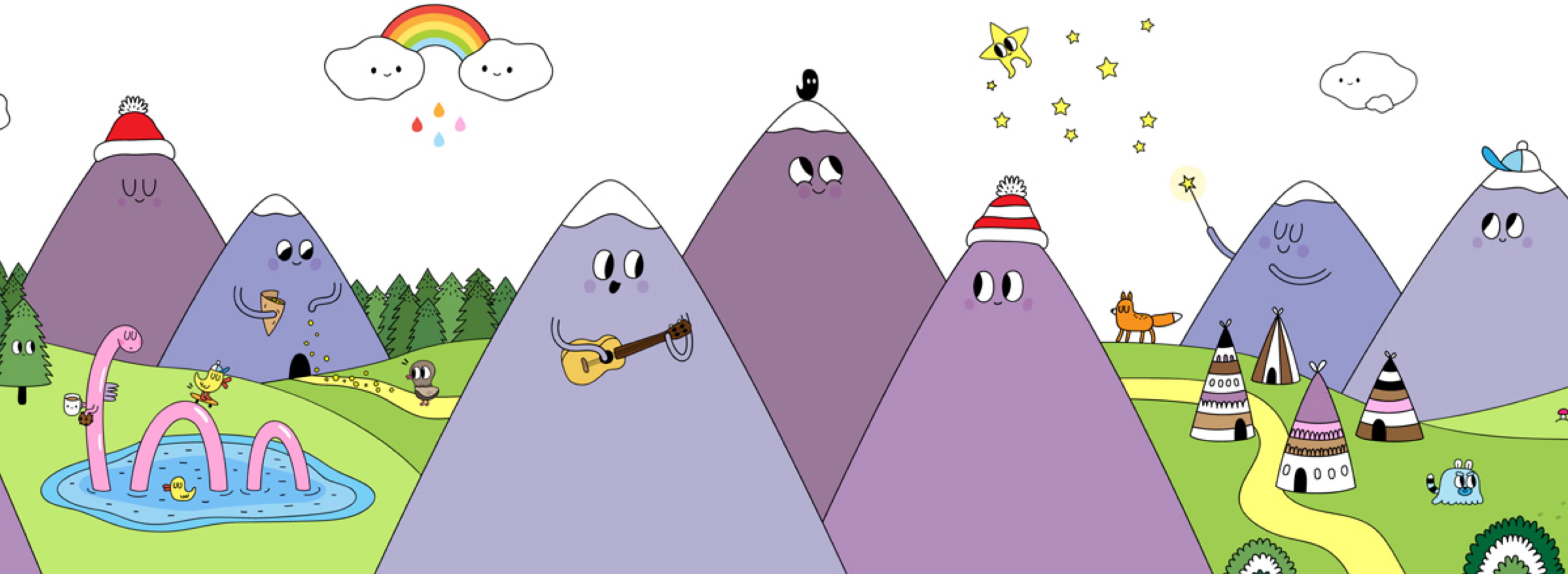
Max learns that Murgles can teleport to Earth without becoming magnets like Toastians do. He offers Earthbound teleportation services to a Murgle smuggler. Sonya and Grandma try to stop him, and they follow after the border violators. But since Grandma's "return magnet" was once broken by Sonya as a child, Grandma can only return to earth as a cat. Nevertheless, Sonya and Grandma punish Max and bring the Murgle back to Toastland. But now the dark forces know how to get to Earth.

Spare Ideas

- **At Home Among Strangers** (the light-dwellers are no angels, the dark-dwellers no demons)
- **To Each Their Own Antipodes** (every Toastian, and Sonya too, has black-and-white antipodes)
- **Prom Night in Toastville** (who's going with whom, and what does it mean to be jealous?)
- **Anger Management, Kindness Management** (a regulating tool)
- **Sonya, Psychoanalyst** (she gives advice to everyone, but she herself is a mess)
- **Sonya Slows Time** (she finds a clock that can slow down and even stop time)
- **Lord of the Weather** (nature has no bad weather, but Sonya will)
- **Invitation to Another's Dream** (about intimacy and openness)
- **A Peephole to Anywhere** (how not to cross moral lines, and when you can get away with it)
- **Sonya's Toastville Business** (dad and mom do everything wrong, but Sonya knows everything)
- **The Flying Campground** (on the difficulties of communal living)
- **Sonya's Getting Older** (on the attitude towards old age and the transience of life)
- **A Kind Word Makes a Happy Murgle** (on the importance of friendly compliments)



METRAFILMS STUDIO





Thank you!