



Nrutseab Productions are the R&D and testing playground for all production technology, where innovation meets storytelling. Our studios incubate new methods, platforms, and techniques, inviting audiences to witness content evolve with the technology that powers it.

From this philosophy emerges our flagship production series and holistic experience ecosystem: a curated environment where storytelling excellence, technological innovation, and immersive luxury come together for creators, partners, and audiences alike.

Nrutseab 的制作是所有制作技术研发与试验的摇篮，这里创新与故事讲述交汇。我们的工作室孵化全新方法、平台与技术，欢迎观众在科技的推动下，实时见证内容的演进。

从这一理念出发，我们的旗舰制作系列与整体体验生态由此诞生，为创作者、合作伙伴与观众共同呈现前所未有的制作与观看体验。



## **1. Four Generations: a Malaysian Chinese story**

### **1. Logline**

A four-generation Malaysian Chinese family's story, told through lived memory, tracing survival, loss, and identity from migration to modern Malaysia.

### **2. Concept Overview**

This project is not made to be a conventional historical drama. It is a memory-driven generational narrative rooted in real family experience, portraying how history is felt rather than formally recorded.

Through four generations, the series follows ordinary people confronting extraordinary eras—migration, colonization, war, nation-building, and contemporary cultural erasure. The story refuses grand conclusions or political judgment. Instead, it places the audience inside the emotional reality of those who lived through these moments.

Each generation faces deeply personal choices: whether to survive, to stay, to leave, to forget, or to preserve language and culture. History exists not as commentary, but as the environment pressing in on human lives.

**16 episodes +  
1 360° cinematic release**

#### **Creative Positioning:**

- (1) A subjective account of how it felt to live through these eras
- (2) Political systems appear only as lived pressure, not narrative statements
- (3) Events may be dramatized for cinematic expression while remaining emotionally truthful

#### **Historical Research Partnerships:**

The project collaborates with selected Malaysian Chinese independent schools, local community research organizations, and relevant Chinese historical research bodies. Ancestral records, oral histories, and archival materials inform development and world-building.



## 一、《四代·马华纪事》

### 1. 一句话概念

一段以真实家族记忆为起点的四代马华史诗，记录人在时代洪流中如何被撕裂、保存、重塑。

### 2. 项目概览

本项目并非作为传统历史剧而制作，而是一部以“情感记忆”为核心的时代叙事。故事源自创作者家族的真实经历，通过四代人的主观视角，呈现马华群体在迁徙、殖民、战争、建国与当代身份焦虑中的生存状态。

剧集并不试图给出宏大结论或政治判断，而是让观众站在“当事人”的位置，去感受那个时代的恐惧、希望、羞耻、愤怒与无力。

每一代人面对的不是抽象的历史事件，而是极其具体的选择：要不要活下去、要不要留下来、要不要放弃语言、要不要忘记过去。

**16集 +  
360°电影发行**

#### 创作立场：

- (1) 这是“他们当时的感受”，而非历史定论
- (2) 所有政治、制度与时代背景仅作为人物命运的环境存在

#### 历史研究合作：

项目将与马来西亚精选独中、当地华社研究机构，以及中国相关历史研究单位合作，参考族谱、移民档案与口述历史，以确保情感真实与文化准确。场景与事件在尊重史实的前提下，允许为影视表达进行艺术化处理。



## **2. Buttermilk Town**

### **1. Logline**

An amnesiac young man, caught between the human world and a fallen mythical race, unknowingly creates a town that breaks the rules of time and space.

### **2. Concept Overview**

Buttermilk Town is a mythological origin story about memory, power, and refuge. Lin Ren, unknowingly the last surviving prince of the Kun clan, escapes the destruction of the demon world as a child and is raised by a human emperor and empress. After the empress is killed for possessing a forbidden technique, Lin Ren briefly rules as a puppet before faking his own death and withdrawing from the world.

Drawn back into a forgotten struggle, Lin Ren becomes entangled with the Black Gate—an institution once meant to protect demonkind under human law. In resisting this legacy, he creates Buttermilk Town, a sanctuary that defies time and space for those the world refuses to protect. Using myth as form rather than spectacle, the film asks: who has the right to create exceptions, and can protection itself become an act of rebellion?

**36 episodes +  
1 single-shot  
cinematic release**

#### **Visual & Structural Highlights:**

- (1) World-building unfolds alongside recovered memory
- (2) The town functions as a rule-breaking space rather than a setting
- (3) Final episode executed in a continuous single take, capturing the moment order collapses





## 二、《林下云酥》

### 1. 一句话概念

一名失忆的少年，在人界与妖族的裂缝中，无意间创造了一座打破时间与空间秩序的小镇。

### 2. 项目概览

《林下云酥》是一则关于记忆、权力与庇护的神话起源故事。主人公林仁，实为早已覆灭的鲛族二太子，却在幼年浩劫中流落人间，被无法生育的皇帝与皇后收养。皇后因掌握禁术“血针”而被杀，林仁短暂成为被操控的傀儡统治者，随后假死离世，选择隐退哀悼。

当他再度被卷入妖族与人间的旧秩序冲突时，林仁面对的是已然衰败的“黑门”——一个曾试图以法律保护妖族的机构。在抗拒继承与身份的过程中，他创造了“林下云酥”，一处违背时空法则的庇护之地，收留那些被世界拒绝的存在。本片以神话为结构而非奇观，追问：谁有权制造例外？而“保护”，是否本身就是一种反叛？

**36集 +  
一镜到底电影发行**

影像与结构亮点：

- (1) 世界观随人物记忆逐步展开
- (2) 奶油镇作为“规则失效空间”存在
- (3) 最终集采用一镜到底，呈现世界秩序临界崩塌时刻



### **3.Hawthorne**

#### **1. Logline**

A young girl who never needed to enter danger chooses to step into the fire—and then beyond the rules meant to contain it.

#### **2. Concept Overview**

Heartfire follows the heir to a powerful conglomerate who joins the front line as a firefighter, driven by exceptional competence and self-rescue capability rather than image or rebellion.

As she gains experience, she realizes many disasters are not accidents, but preventable outcomes. She begins violating protocol—investigating, tracking, breaking in, intervening early—crossing into territory usually reserved for private investigators.

Her actions place her at odds with the system and draw the attention of a rigid, rule-bound police captain.

A character-driven examination of moral overreach, where good intentions increasingly generate harm.

**24 episodes +  
1 single-shot 360°  
cinematic release**



### 三、《心火》

#### 1. 一句话概念

一个本可远离危险的人，却执意走进火里，甚至越过规则本身。

#### 2. 项目概览

《心火》讲述一位出身顶级财团的继承者，因具备极强的自救与专业能力，主动加入一线消防队。她并非为了证明自己，而是逐渐发现：许多灾难并非“天灾”，而是可以被提前阻止的人祸。

在一次次行动中，她开始违规追查、擅自闯入、提前介入事故源头，其行为逐渐接近私人调查员的边界。她的热血与冲动，使她在消防系统内部成为“问题人物”，同时也吸引了一位极度守规矩的警队队长的注意。

私家调查 × 消防前线 × 道德冲突

24 集 +  
一镜到底电影发行





## 4. Full Room

### 1. Logline

An investor who can reset a single day uses time itself to build an untouchable scale of wealth.

### 2. Concept Overview

In Full Room, the protagonist possesses the ability to loop one day endlessly. Rather than altering history or saving lives, he fully monetizes this power—optimizing negotiations, manipulating markets, and eliminating risk.

Over countless repetitions, he constructs a vast, seemingly objective financial empire. Yet as the world becomes increasingly optimized and saturated, reality itself begins to resist him.

A capitalist parable about limits. About whether the world has a capacity ceiling, and what happens when everything is already full.

## 四、《满堂》

### 1. 一句话概念

一个能让一天不断重来的投资人，用时间本身，打造了无法撼动的财富规模。

### 2. 项目概览

《满堂》讲述一名投资人拥有让“同一天循环”的能力。他并未试图改变世界或拯救他人，而是将这一能力彻底商品化，用以构建一个看似客观、理性的财富帝国。

在无数次重复中，他优化谈判、操控市场、规避风险，最终达到常人无法企及的规模。然而，当世界被一次次“塞满”，时间开始显露出排斥反应。

本剧以极简场景、心理压迫与重复结构，构建一则资本寓言。



# variety 综艺

## 1. Weekend Retreat

### 1. Logline

A carefully curated weekend experience invites friends into a different rhythm of living.

### 2. Concept Overview

Weekend Retreat is a non-competitive, lifestyle-based unscripted project created by Nrutseab. Each edition is personally curated, inviting friends-not strangers-into an intentionally designed weekend environment.

The focus is not conflict or performance, but sensation: time, pace, connection, and self-awareness.

## 一、《周末！》

### 1. 一句话概念

一次代入对方的周末体验，邀请朋友进入另一种生活节奏。

### 2. 项目概览

《周末！》是 Nrutseab 建立的非竞争型综艺项目。节目并非实验陌生人，而是由创作者亲自策划周末内容，邀请朋友参与，体验“被重新设计的生活方式”。

重点不在冲突、旅游，而在感受：时间、节奏、关系与自我。



## 2. Nrutseab Operations

### 1. Logline

Turning the act of building a system into the content itself.

### 2. Concept Overview

Nrutseab Operations documents how Nrutseab conceives, tests, fails, and iterates across content, systems, and shows. The process—usually hidden—is made transparent.

This project blurs the boundary between documentary, business, and creative practice, functioning as a live case study in system-building.

## 二、《焦海作浪》

### 1. 一句话概念

记录 Nrutseab（焦海）的运作本身。

### 2. 项目概览

《焦海作浪》是一档记录 焦海 如何构建内容、系统与综艺本身的纪实项目。观众将看到创意从想法到执行的全过程，包括策划、失败、修正与真实决策。

关于“如何建立体系”的公开实验。



... and more.

### **This season**

#### **Cinematic & Immersive Releases**

This season, select projects will feature:

- 360° Immersive Story Versions – 1-hour experiences designed to fully engage the audience.
- AI-Driven Drone Cinematography – Dynamic, intelligent camera directions for unparalleled visual storytelling.

Available exclusively at curated locations, with a focus on spatial and environmental immersion.

### **Redefining Content Distribution**

At Nrutseab, content isn't a standalone product—it's an integrated benefit.

- Embedded Experiences: RFID or NFC in food packaging and paper cups.
- Unlock as You Go: Purchase a product to access exclusive content or alternative cuts.
- Seamless Integration: Content becomes part of daily life, not an extra transaction.





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## 本制作季

### 电影级沉浸式呈现

本季精选项目将呈现：

- 360°沉浸式故事版本 – 1小时全景体验，带来完整沉浸感。
- AI智能无人机拍摄 – 动态、智能化的镜头运用，打造前所未有的视觉叙事。

仅在精选场地呈现，强调空间感与环境沉浸体验。

## 内容分发新模式

在 Nrutseab，内容不再是单独的商品，而是一种内置权益。

- 嵌入式体验：RFID 或 NFC 技术融入食品包装与纸杯。
- 购买即解锁：购买产品即可获取独家内容或不同版本剪辑。
- 日常即内容：内容融入生活，而非额外付费的交易。



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