



an El-Wekala Global production



Blendid.tv is all about humans and everything they share, using entertainment as a global medium through which a lot of ideas are communicated.

About

a cross-cultural entertainment platform, blending human cultures from all over the world, producing label-free entertainment content using different forms of Art, creating a more connected, tolerant & entertained world.

Objectives

to bridge the between humans and their cultures by producing label-free entertainment through creative collaborations between artists from all over the world, offering unique forms of Entertainment.

Audience

Blendid.tv aims at a global audience; offering a stage where everybody can feel represented and introduced respectfully to their fellow human beings.

Key Message

Label-free entertainment for the human race, no matter who they are, or where they come from.



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BLENDID MODULE.

1- Title

The name of the piece presented.

2- Topic

The subject discussed.

3- Concept

A brief description about the idea and how it will be tackled.

4- Art Form(s)

*Film, Fashion, Photography, Painting..etc.
or maybe a blend of more than one.*

5- Countries

Countries contributing to the production of the piece.

6- The Blend

What are the elements that make it a Blendid piece?



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SAMPLE.

ALL INFORMATION PROVIDED BELOW ARE JUST FOR REFERENCE PURPOSES.

1- **Title:** #F ck Your Politics (watch)

2- **Topic:** Human Politics.

3- **Concept:**

The intolerance and discrimination driven by our own beliefs.

Human politics constitute a bigger threat to the peace of the world we share.

By a willingness to use our ability to connect, we can defy world's politics- including our own- to create a more accepting world.

4- **Art Form:** Film - Dance - Music

5- **Countries:** USA / Egypt

6- **The Blend**

Music

Originally composed in 1967 by Egyptian musician Salah Ragab; representing a cultural dialogue between the East and the West, blending oriental tunes into a western genre of music.

Choreography

Blending different dance styles demonstrating cultural differences being embraced into a coherent whole.

Production

Mixing film and theatrical techniques.

Crew

USA – India- Ireland – Canada - Egypt – KSA – UAE – China



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PRODUCERS.

Blendid.tv is produced by
El-Wekala / Global

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