

# THE SMURFS™

A New Touch of Blue

5 · 10Y × 52X11' × 3D CGI

*Peys*  
PRODUCTIONS

DUPUIS  
AUDIOVISUEL

TF1

ketnet

OUF  
tivi

KIKA  
von ARD und ZDF

# CONCEPT

## SMURF-TACULAR NEWS:

### THEY'RE HERE AGAIN!

Peyo's beloved characters are careening back to TV in a brand new, high-voltage, 3D version of this perennial favorite. Using pure Smurf **DNA** from the comic books, this new series aimed at girls and boys will push the charm and absurdity of the original to greater heights, fitting in perfectly with today's faster-paced times. We're going to present original stories with more complex characters, snappier dialogue, joyful anarchy, and irresistible global appeal for a contemporary audience aged 5 to 10. It will be an **explosive box** of adventure and humor!



This series will be fast-paced and funny, with the same feel-good energy that jumps off the pages of the comic books, translated to television. The audience will find rousing adventures, absurd situations, witty dialogue, one-liners, recurring gags (Dopey's chronic confusion, Grouchy's dislike of everything), and slapstick "squash and stretch" humor. We will inject the series with enough self-aware humor that adults can giggle, too.

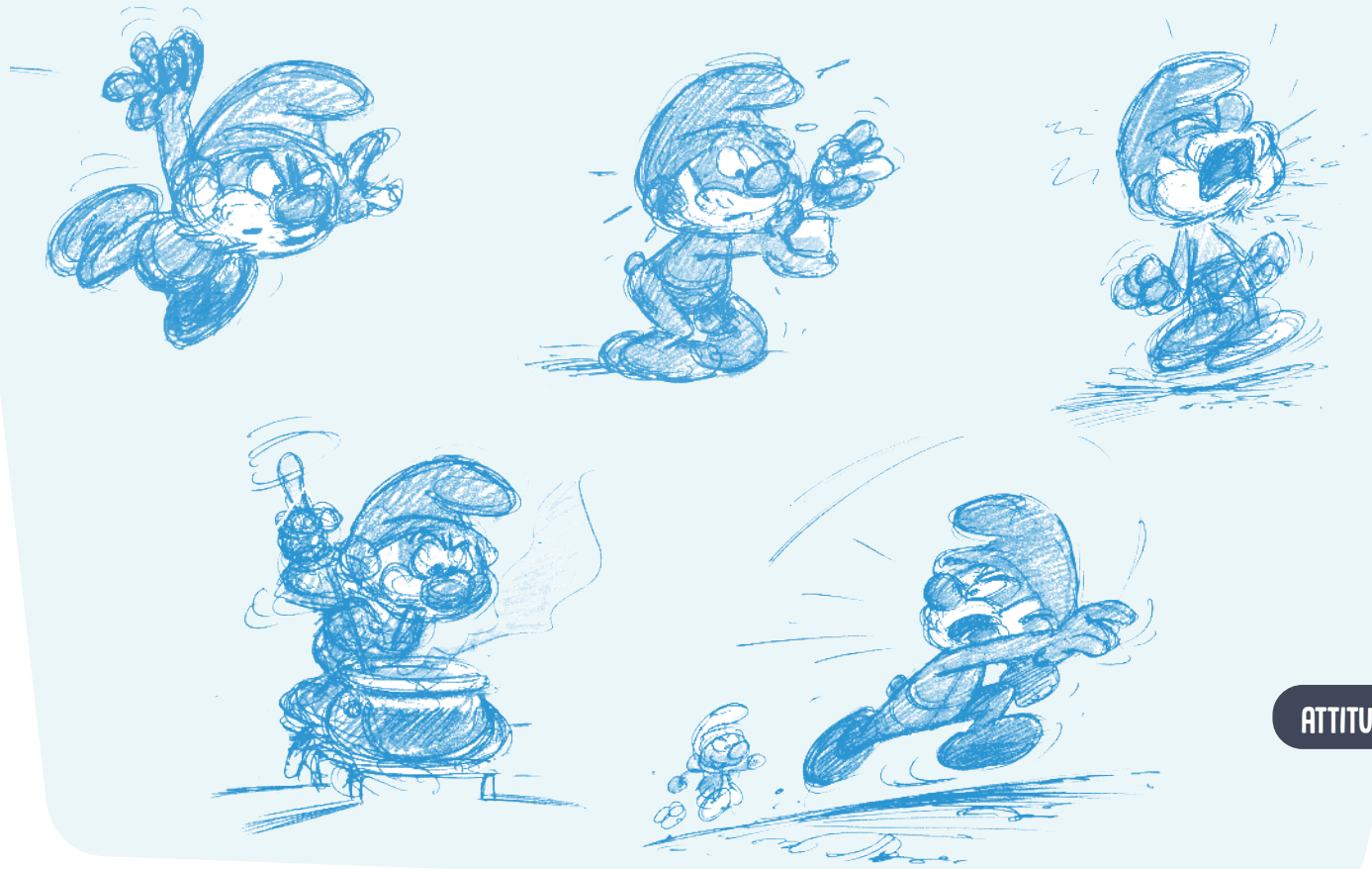
# REMEMBER THESE GUYS?



Blue and small, standing only three apples high, the Smurfs might be hard to tell apart at first. However, each Smurf is a distinct individual with his or her own personality—their names say it all! We will deepen these personalities for more emotional pull and comedic punch.

The stories will involve various combinations of Smurfs, mixing and matching up to 100 different personalities for an endless brew of zaniness and intrigue. Here are some members of the core group...

# PAPA SMURF



ATTITUDE SEARCHES

The father figure, Papa Smurf is the wisest, oldest, and bravest Smurf of all, the big cheese, the one the others all look up to. He keeps the other Smurfs in line, solving their arguments, reprimanding them when necessary, and sometimes losing his temper in the process. In turn, the Smurfs run directly to him whenever there's a crisis, major or minor. His genius is that he's able to change tactics and find a solution to every situation, even as the Smurfs are continually challenging and testing the rules.



# SMURFETTE



CGI SEARCHES

The first female smurf, Smurfette is smart and capable, a girl that viewers are certain to look up to. She's curious, brave, and enterprising, always ready to take part in new adventures.

Originally, Smurfette was crafted by Gargamel as a plan to destroy the Smurfs just by being a girl. Then Papa Smurf worked his magic and turned Smurfette into a lovely, loving Smurf and an important member of the clan.

Smurfette is also a little scattered, always trying the newest thing, then losing interest as she moves onto something else, leaving a trail of unfinished projects behind her. If she could have one wish, it would be for more hours in the day, so that she could tackle everything that interests her! This impulsive, distracted quality can also lead to chaos.

# BRAINY

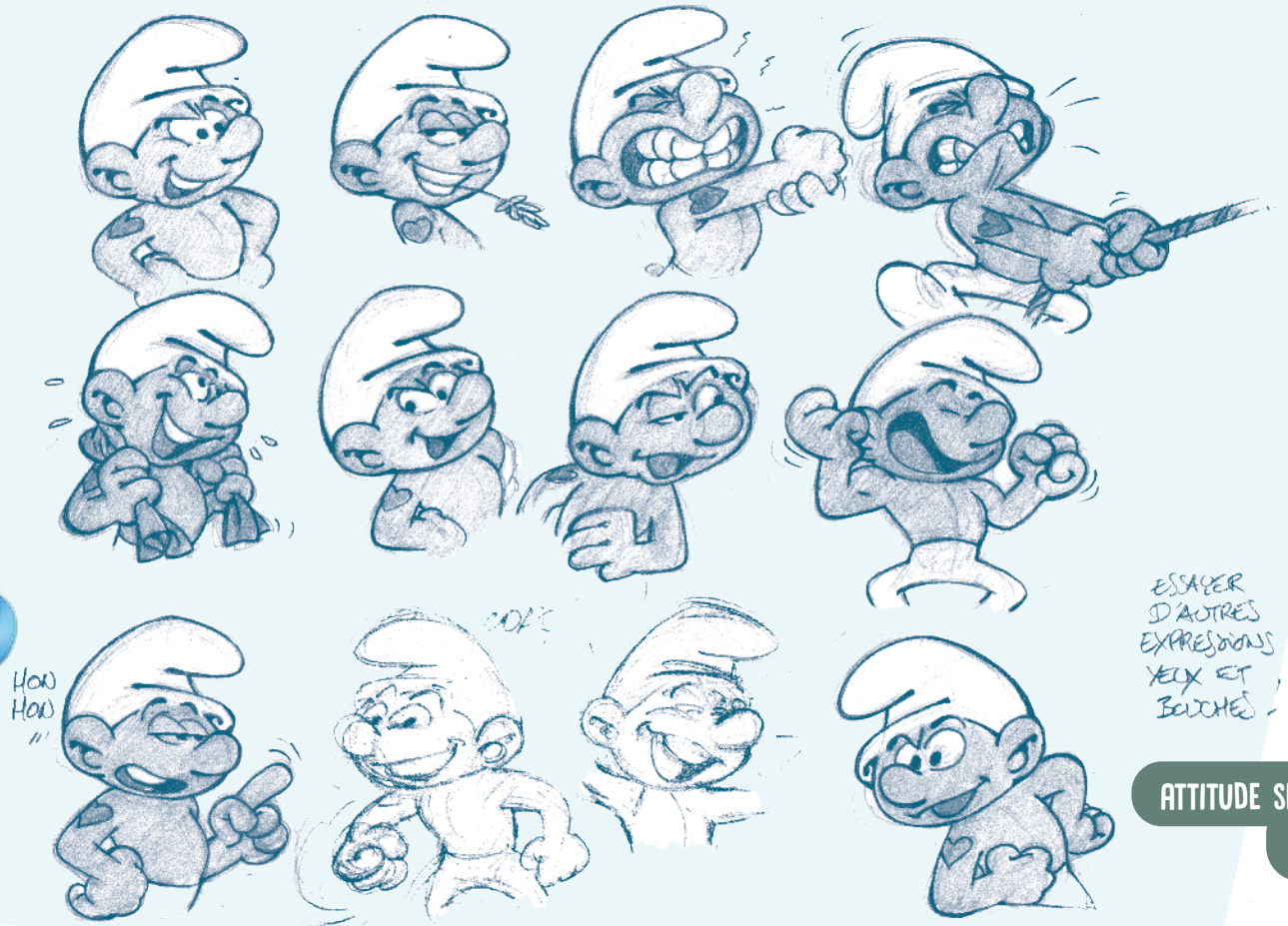


## ATTITUDE SEARCHES

Brainy Smurf thinks he's smarter than he really is, and he is certain that he's smarter than everyone else. This is a Smurf who does not suffer from self-doubt. In fact, he refuses to admit when he's wrong, and whenever someone proves it, he makes up an excuse. Brainy considers himself the most responsible member of the band, and has proclaimed himself the right-hand man to Papa Smurf. He's often repeating phrases such as, *Like Papa Smurf always says...* or *Papa Smurf is always right, and when he says that...* The other Smurfs just roll their eyes and find inventive ways to shut him up.



# HEFTY



How  
How  
"

ESSAYER  
D'AUTRES  
EXPRESSIONS  
YEUX ET  
BOUCHE

## ATTITUDE SEARCHES

Hefty is naturally extra strong, and he believes that with great power comes great responsibility. His bulging muscles make him feel protective of and responsible for his fellow band of Smurfs, even if they don't believe they need protecting. This also means he can lose patience with his tribe's disorderly behavior and constant flirtation with chaos. And though they all respect him, sometimes the others act particularly naughty or extra sloppy, just to test his sense of humor.

Unfortunately for Hefty, he falls short in the humor department, taking everything quite literally. He's the straight guy. Also, he has a quick temper and can be a hothead, jumping into action without thinking things through and creating his own brand of chaos.

# CLUMSY



## CGI SEARCHES

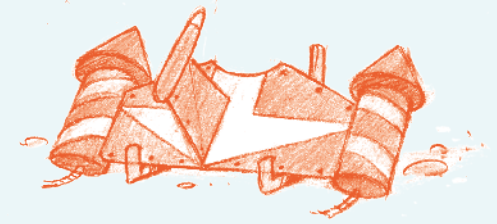
Clumsy can't cross a room without falling flat on his face. He is constantly dropping things and tripping over his own feet. If you go to his house, you'll notice he doesn't own anything fragile or made from glass. That's because he breaks stuff all the time—crushing Vanity's flowers, knocking the weights off of Hefty's dumbbells, spilling Chef's stew, and so on. One might think Clumsy would be covered in casts and bandages, but miraculously, he never hurts himself. Sometimes

his clumsiness even serves to get the Smurfs out of a bad situation.

Despite the chaos he's creating, it's impossible to be angry with Clumsy for long. He might be the most sensitive, kind, and empathetic Smurf of all. The others tend to gravitate to him when they have problems, because he's such a great listener. Clumsy and Smurfette are particularly close, and can sit and talk for ages.



# HANDY



## HANDY'S JETPACK SEARCHES

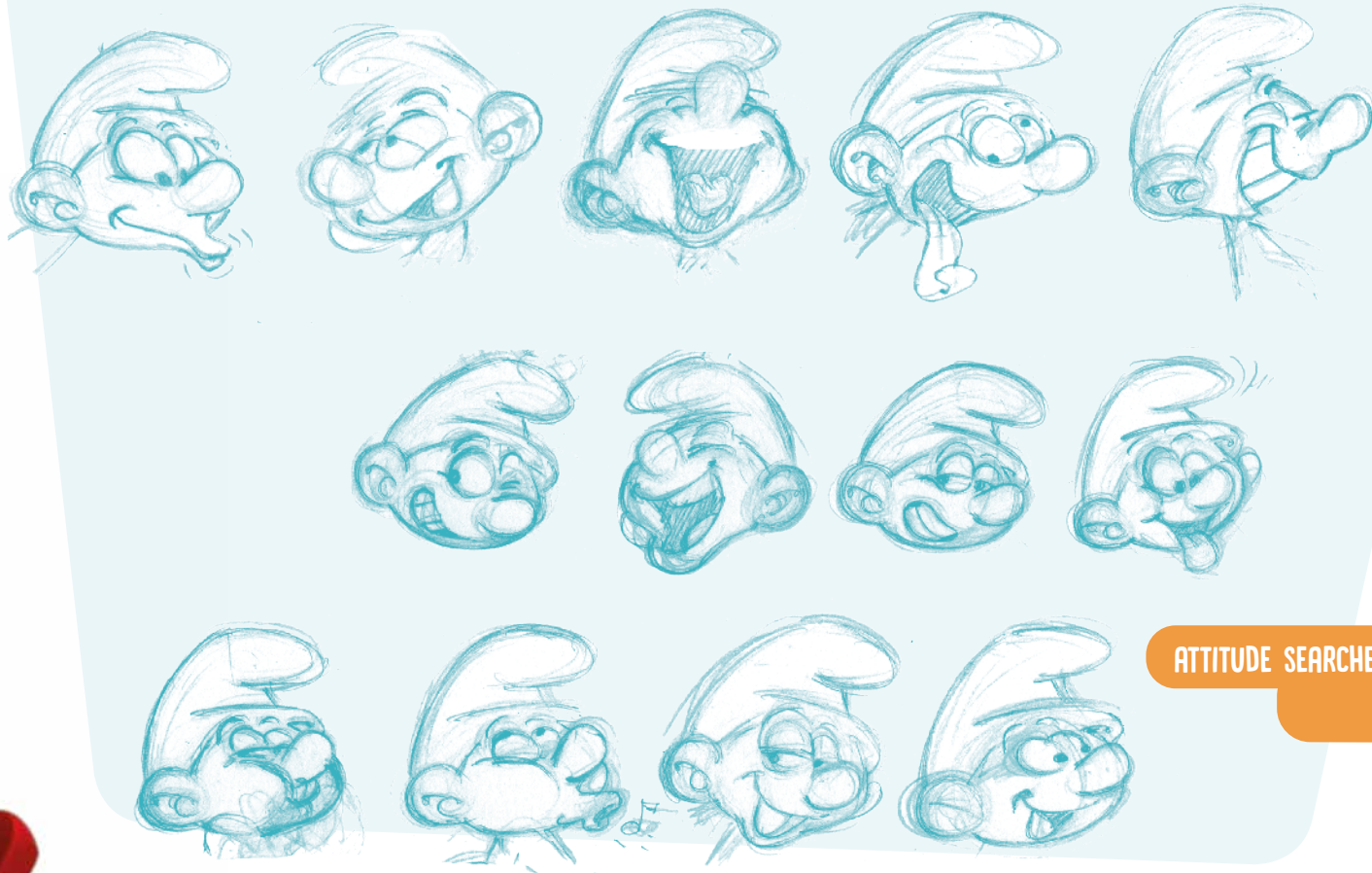
*tire sur une manette façon parachute*



The Smurfs' very own Leonardo da Vinci or Elon Musk, Handy is a builder and extremely creative inventor. This is the guy you call to fix anything—his ears are always alert to the sound of a dripping faucet, which he'll repair in a flash.

An original thinker, he's continually mulling over new inventions. He's an optimist, believing that every problem has a solution, and that he can build it. He loves developing the latest technological innovation, such as a self-driving wheelbarrow. At times he comes up with an answer to a question nobody asked—like a portable chin rest. The only problem with Handy's passion is that his contraptions can be so ambitious they're over-engineered, working very well until they create mayhem.

# JOKEY



ATTITUDE SEARCHES

For Jokey, every day is April Fool's Day—and why shouldn't it be? "Who doesn't like a good joke?" is his motto. Like the class clown who is always on, Jokey is continually trying out gags and pratfalls: wearing silly masks, dropping fake spiders, short-sheeting beds. When they work, he's the one laughing the loudest. And when the others aren't howling, he thinks it's because they have no sense of humor.

Jokey's all-time favorite gag is a gift box that explodes in the recipient's face. He can't get enough of playing that trick. And even though the other Smurfs know what he's up to, they still can't avoid it. That infernal box always ends up in someone's hands!

# GROUCHY



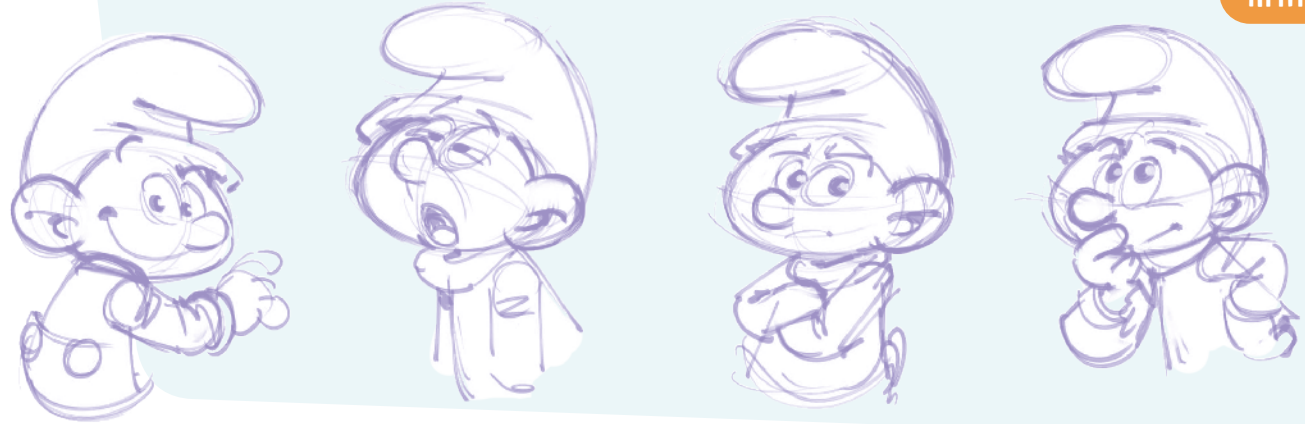
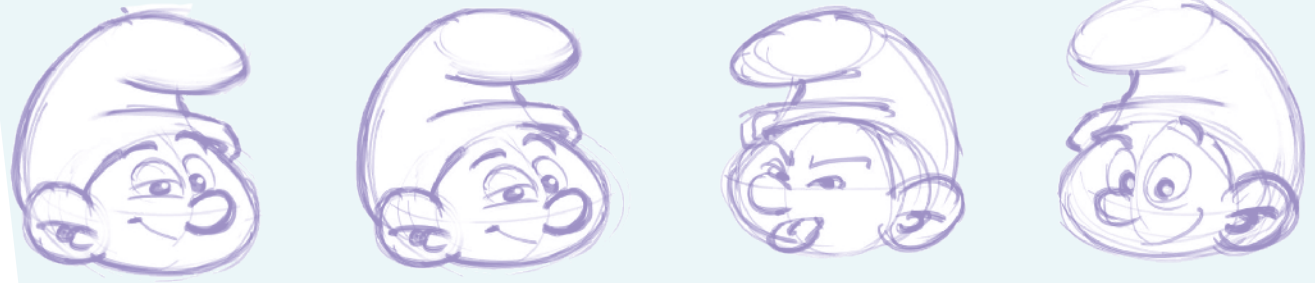
ATTITUDE SEARCHES

Long ago —so long ago that nobody can remember— Grouchy Smurf was a more-or-less normal Smurf. But he never got over the incident when a Bzz fly attacked the Smurfs. Maybe he was allergic to the sting. In any case, every single day since then, Grouchy wakes up on the wrong side of the bed. He goes around with a scowl on his face, always part of the gang yet slightly apart, his arms hanging at his side as he mutters to himself about all the things he

hates: windmills, dancing, jokes, dragons, picnics, meows, kaboom, olive pit, etceteras, etc. That pretty much sums up everything he says—who knows what else goes on in his mind? Because every once in a while, **when nobody is looking, he exhibits a secret love for something, like flowers.** And he finds it impossible to hide his love for **Baby Smurf**, who reaches right past Grouchy's wall of grumpiness and puts a little glow into his heart.



# BABY



## ATTITUDE SEARCHES

The baby was delivered by a stork on a night with a Blue Moon, and immediately embraced by the Smurf community. He sleeps in different houses every night and can often be seen crawling toward one mushroom or another to curl up for the night. He's very independent but, like most babies, he bursts out crying at the wrong time—like when the Smurfs are hiding from Gargamel.

Baby's curiosity can get him into trouble both big and small. He might get a sarsparilla leaf stuck up his nose, or he might find himself alone (and undetected) in Papa Smurf's lab and start playing with the magic formulas. Basically, anything goes with Baby—he is a vector of surprises, a ball of spontaneity, a machine for creating chaos.



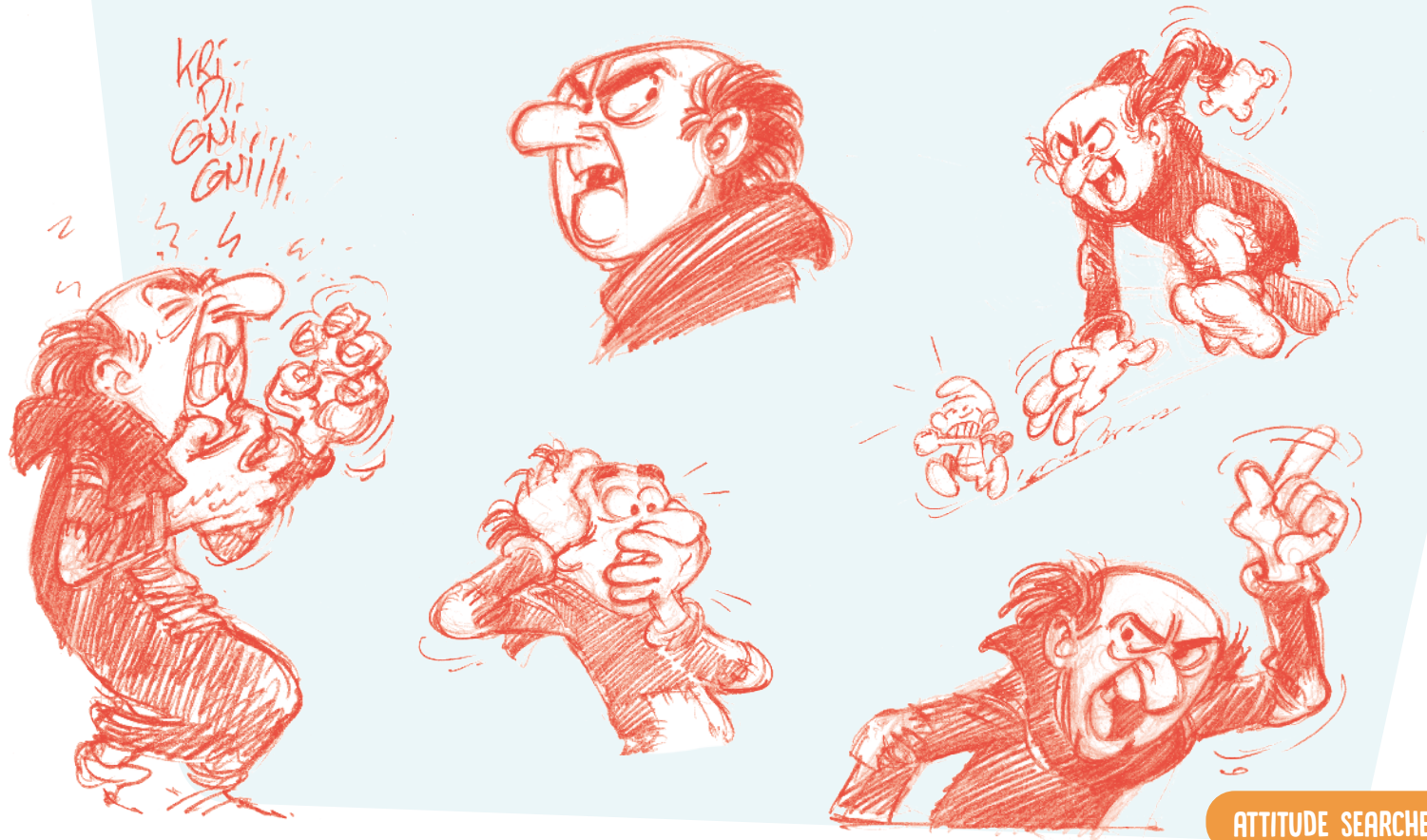
# FARMER



FARMER'S TRACTOR  
SEARCHES

It's thanks to Farmer Smurf that Chef's meals are so good. How delicious can a cake be if the ingredients aren't the best? He's in charge of growing and harvesting all the food the Smurfs eat, and he takes his job very seriously, always talking to his crops to help them grow. *Pumpkin, you're perfectly round!* No matter whom he's talking to, he does it in a fun, "farming flavored" language. Farmer Smurf is also the go-to-guy if you have a question on plants and how to grow things. Additionally, he's the village weatherman, able to read signs in the wind of upcoming storms, heat waves, or chills in the air. You can see him in the mornings, searching the skies for clues to the weather that day. It's rare that he ever gets it wrong.

# GARGAMEL



## ATTITUDE SEARCHES

Gargamel is a conniving, evil human wizard, driven by a desire for riches and power as well as a bottomless thirst to capture Smurfs. This fixation started long ago when he dreamed of putting a Smurf into his cauldron to make a philosopher's stone, which turns lead into gold. After being repeatedly frustrated and humiliated by the Smurfs, his preoccupation has hardened into an obsession. In fact, he couldn't even tell you exactly why he hates them anymore, just that they make his blood boil, and that he wakes up in

the morning scheming about how to locate their hidden village and obliterate them all. He is the greatest threat to the Smurfs' existence. They know that he is extremely dangerous and try to avoid him at all costs, fleeing or hiding whenever he appears. The Smurfs are also lucky in that Gargamel is sloppy and tends to overreach in his ambition, creating super-complicated traps and outrageous strategies for catching them. Sometimes they work, sometimes they don't.



# AZRAEL

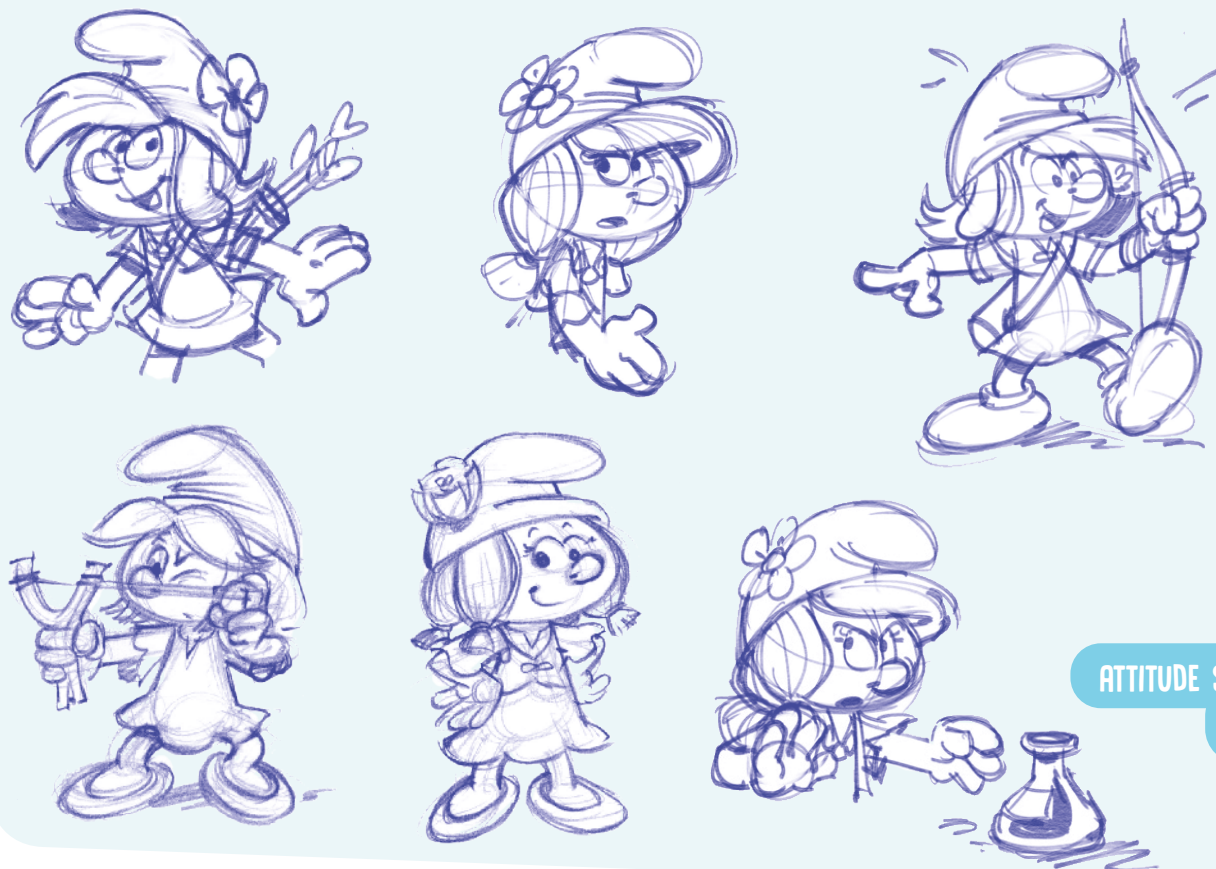


## ATTITUDE SEARCHES

Azrael the cat is Gargamel's sole companion and confidant, and has been stuck with him ever since he was a kitten. He understands what is said to him, and is very, very smart—maybe even more so than his master. **But like any cat, he doesn't listen to his master, because he knows better.** Gargamel can be very talkative, but it's all just white noise to him.

When he's particularly annoyed at Gargamel's, he's capable of ignoring his calls for help, or even freeing the Smurfs just for spite. Azrael's greatest loyalty is to himself, and his goals are always selfish, so we can never really guess how he will act or where his interests will lie. It's a perpetual surprise.

# THE INHABITANTS OF SMURFY GROVE



ATTITUDE SEARCHES

Whereas Smurfette has always been the only female living among the Smurfs, they've recently discovered a whole [new tribe of girls](#). Of course, even though this village was unknown to the male Smurfs for the longest time, the girls never felt the least bit "lost." They are perfectly self-sufficient, and were doing just fine in their own little universe. However, now that the two worlds are aware of each other, they are friendly and respectful, helping each other when they can, and spending social time together, although

the distance between the two villages makes their visits rare. Papa and Willow, the female chief, have a magic system in place for when they need to communicate from a distance.

That said, the female Smurfs remain somewhat mysterious and confusing to their male neighbors. Just like kids, the girls have grown up faster and have a maturity that the boys sometimes lack. But they are also wild, inventive, and very physical, with their own strange rituals.



AND MANY MORE...



**VANITY**

Busy being fabulous



**HARMONY**

Always out of tune



**DIMWITTY**

Dumbness for dummies



**GREEDY**

Hide your salsaparilla



**COOK**

A Michelin Star cook



**WILD**

Untamed loner

## IT TAKES A VILLAGE

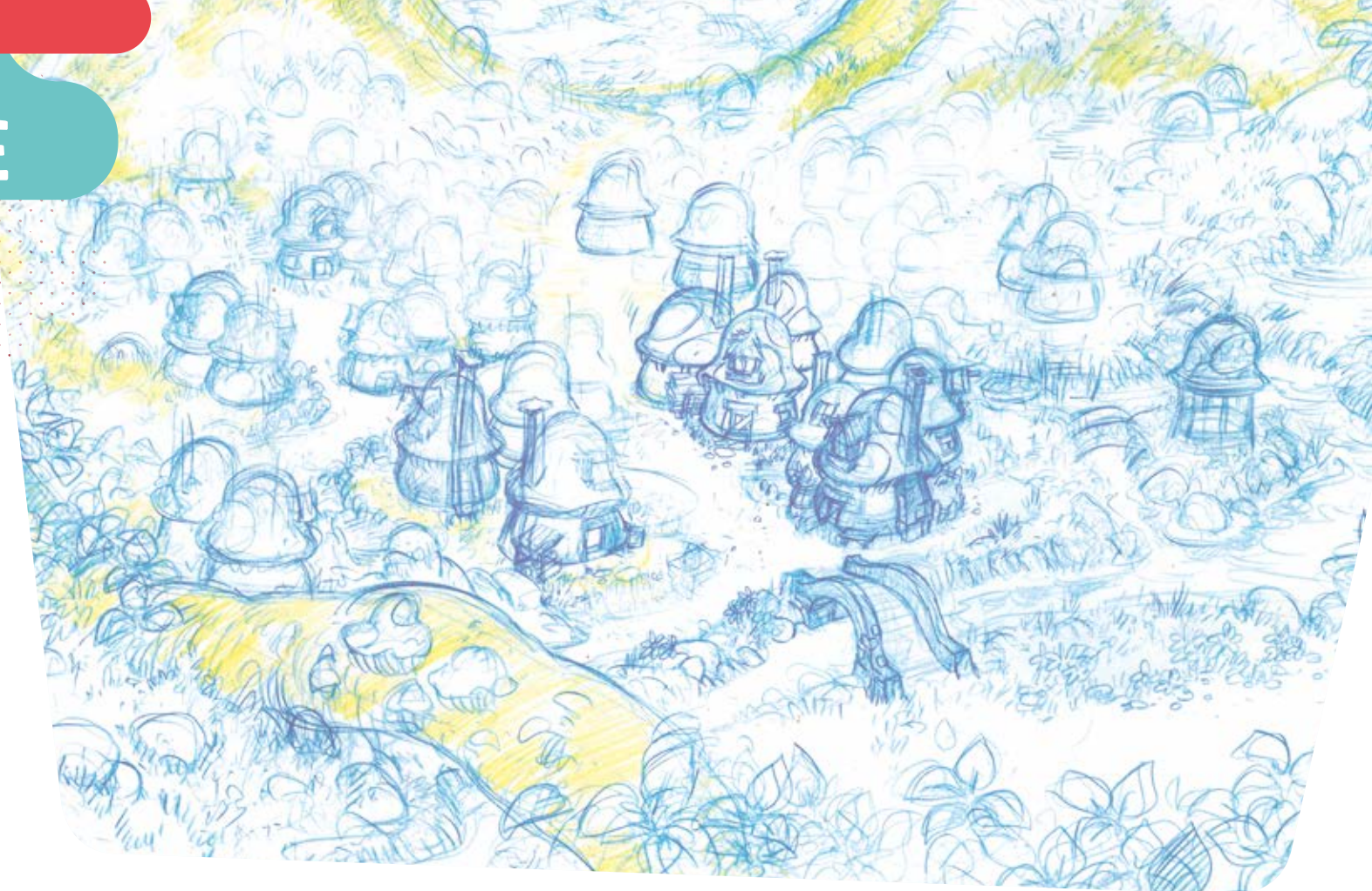


The Smurfs live together in their lovely little village, a place that seems totally idyllic and tranquil at first glance. But look closer, and you'll see that this place is bubbling with energy and potential mayhem.

Viewers will be constantly surprised as stories veer left and right, slowing down and speeding up like a wheelbarrow out of control. This crazy village life is like a character in and of itself.



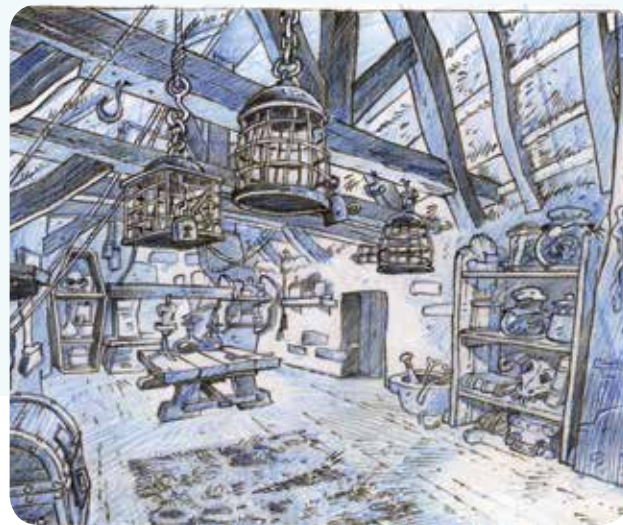
# ENVIRONMENT : THE BIG PICTURE



Beyond the village there's a whole wide world, a rich environment filled with beauty and menace in equal parts. The hamlet of mushroom houses is nestled between mountains and a vast forest, with a river running lazily along the edge of the woods. Paths lead outward from the village to the river with its bridges, a little swimming pond, the waterfall in the mountains, the sarsparilla field (where the Smurfs find their favorite food), and the forest.

On the other side of the forest lies Gargamel's dark, foreboding hovel (he calls it a castle) that the Smurfs avoid at all costs, yet still have a knack for stumbling upon. Another abandoned tower in the woods is a creepy but fun place to play hide and seek.



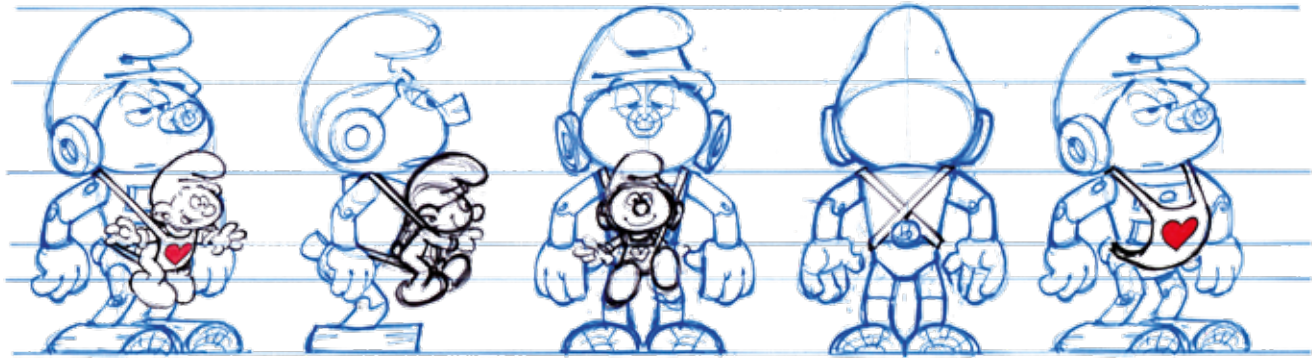




# PITCHES

## CLUMSY NOT CLUMSY

After Gargamel captures Clumsy, he shows him a magic amulet that makes individuals the opposite of what they are. Clumsy steals the amulet and runs back to the village to show off his newfound grace. What Clumsy doesn't know is that this was a setup: the ring is a tracker system that will guide Gargamel to the Smurf village. The Smurfs all marvel at Clumsy's transformation and start fighting over wearing the ring and seeing what it's like to be completely different. Lazy Smurf can't stop working! Dimwitty Smurf is smarter than Brainy! Grouchy starts to smile! In the meantime, Gargamel is getting closer...



## DIAPER DADDY

Handy Smurf creates a diaper-changing robot, Diaper Daddy, so the Smurfs don't have to change Baby Smurf's diaper anymore. But it's a disaster when the machine malfunctions and starts to think it is Baby Smurf's mother and protector. It refuses to let anyone else near, turning Baby Smurf against the others and whisking him away into the woods. It's up to Grouchy Smurf, who has a special bond with Baby, to break the spell and get him back in their arms.

## JOKE'S ON YOU!

Jokey does the exploding box trick one too many times, so Papa Smurf and the others decide to put a stop to it. They spy on Jokey and discover where he hides his boxes and decide to "alter" them. The next day, Jokey plays a joke but his box doesn't explode. "Huh?" He tries another and another and another. All his boxes are duds. "What's going on?" he wonders. Papa Smurf explains that the heavy rains last month probably ruined his exploding powder. Jokey is devastated. He mopes around, not knowing what to do. *Me without my box is like... corn without pop.* One day, he realizes that the others secretly rigged his boxes so they wouldn't work. Jokey doesn't let on that he knows, but instead uses some of Papa Smurf's magic potion to make the biggest, most explosive box in existence. He's holding the box when it goes off and blows him into 100 different Jokeys. Now Jokey is everywhere, playing tricks on 100 different Smurfs at once!

# WHO IS WHO?

## PRODUCERS



## DIRECTOR

William Renaud

(CALIMERO • CASPER'S SCARE SCHOOL • A KIND OF MAGIC)

## HEAD WRITERS

Peter Saisselin • Amy Serafin

(SONIC BOOM • ALVIN!!! AND THE CHIPMUNKS • GAWAYN • ZOMBIE HOTEL...)

## STUDIOS



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