

# The Vegetable Plot



*A funky-fresh family on a mission of love and peas*

## **A Global Challenge...**

## **A Fresh Approach**

Reports around the world are sounding the alarm about our children's eating habits. A chorus of concerned voices is singing out for a "Food Revolution".

That's where we come in...

The Vegetable Plot is an award-winning Australian children's music act that provides a fresh, joyful soundtrack to that revolution.

We won 'Best Children's Show' at the 2014 Sydney Fringe and have been touring and building connections with Australian families ever since.

Our songs have been streamed over 3 million times, by audiences in over 150 countries and have been used by organisations like Macmillan Publishing and Scholastic Education to embed music, creativity and healthy eating into preschool programs around the world.

# Organic Learning

We are inspired by the concept of Organic Learning.

Our show depicts a diverse, creative family that works and plays together, for whom learning is an adventure that involves moving your body and engaging all of your senses.

We don't lecture our audience about the health benefits of vegetables. Instead, we present them as earthy characters with vibrant personalities revealed through catchy, well-crafted songs and rich, funny storytelling.

## Series Concept

The Vegetable Plot is an animated musical-comedy adventure in 2D aimed at children aged 4 to 7 with a secondary audience of their older siblings and parents.

Children will see their thoughts and feelings reflected in the three main characters, and adults will connect with the true-to-life humour of raising three energetic and complex kids.



## Series Synopsis

**"We're part of a family, part of a tribe... We come in all shapes and sizes and colours and types...."**

Pep, Egg and Haze live with their Mum and Dad in a burrow-style home in the heart of a food forest.

Their Dad, Gus, was once the leader of a band called The Vegetable Plot. He was sort of famous for a while. Their Mum Collie was also in the band.

Now Collie and Gus are dedicated to providing an exciting, creative life for their three young sprouts - introducing them to the rich, colourful veggie world that they are part of and facilitating organic learning experiences that help them blossom and grow.

Their world is filled with quirky characters whose personalities are shaped by the type of veg they are. These characters are part of THE FOOD REVOLUTION, using the power of music and creativity to change the way people think about vegetables.

With Gus and Collie as their adult guides, the kids embark on a series of adventures, using their creativity to improvise solutions to the challenges they face.

Over the course of the series we see them live, laugh, play and grow together as a family, and discover the power they have to make positive change in the world.

# Pep



## **Pep (6 yrs old)**

They say the smaller the pepper, the spicier it is, and Pep is living proof. She's a fiery red bell pepper who's passionate about protecting nature, playing the drums as loud as possible, and winning every single competition she invents. She is impulsive, curious, and fearless: a perfect recipe for getting into trouble.

# Egg



## **Egg (8 yrs old)**

Eggplants bruise easily, which makes them shy and anxious by nature, but Pep's older sister Egg has strength in her softness. She's kind and empathetic, a great listener and a warm hugger. Egg also has a magical weapon: her saxophone. Her warm, golden tone sends out waves of joy that can lift the spirits of her family in times of need, and transform hungry, veg-chomping beasts into furry friends.



# Haze



## Haze (9 yrs old)

Pep and Egg's older brother Haze is not your typical carrot. For one thing, he's purple. For another, he prefers to express his emotions through his electric guitar rather than his words. Haze doesn't always pay attention to what others think is important, in fact he's very much on his own plot - which occasionally results in moments of absolute genius! Also, Haze isn't trying to be cool, it just comes naturally.

# Gus



## Gus

Gus (short for Aspara Gus) is long, lean, green and keen. He's a snappy dresser and a loving Dad. The catchy songs he writes keep the food revolution grooving, while his rotten Dad jokes make his kids groan with anguish. Asparagus takes a notoriously long time to grow, and Gus might not be entirely grown up himself just yet. He's an eternal optimist who is great at coming up with ideas but not always great at making decisions. A born-showman, Gus dances a fine line between fearless and clueless.



# Collie



## Collie

Some people say Cauliflower is slightly nutty, and she wouldn't disagree. This groovy earthmother has a strong connection to nature and all things creative and spiritual, though sometimes there is a disconnect between her lofty ideals and the reality of raising three complex kids (four if you count Gus). Still, you can hardly blame her for having her head in the clouds sometimes. After all, her head is literally a cloud. A talented artist, Collie sings in a dreamy voice that has the power to soothe and heal.

# Our Live Show



listen to our music



# About the Creator

Luke Escombe, the creator and bandleader of The Vegetable Plot, is an award-winning singer-songwriter and comedian, a globetrotting health advocate and a teaching artist with the Sydney Opera House's Creative Leadership in Learning program.

He is renowned for his ability to combine serious messages about health and education with seriously fun music and storytelling.

# About Veg Plot Productions

Veg Plot Productions is a collaborative venture between creator Luke Escombe and long-term Vegetable Plot fans and multi-award-winning screen production professionals Alvaro del Campo and Nick Lorentzen.

Alvaro and Nick share Luke's passion and his desire to drive serious change in a fun and meaningful way. Alvaro and Nick are based in Far North QLD, where they create screen content for some of the world's leading brands.



**Luke Escombe**



**Nick Lorentzen**



**Alvaro del Campo**



## **Tania Lacy – writer**

Tania Lacy is a writer and comedian living in Far North QLD. She has written for TV, has penned award-winning short films, has two novels on the shelves and regularly performs stand-up across the country. In her spare time, Tania grows veggies, and often has to find creative ways to use them all.

## **Nathan Geppert – art director**

Nathan is an art director with broad experience across animation, film, TV and game projects. His designs can be found in a wide range of projects, such as the History Channel's popular Vikings series and the Emmy-nominated Con Man series. He has also produced work for Marvel, Disney, Warner Bros, and has art-directed multiple animated features including Scarygirl and the Tales from Sanctuary City films.

## **Hillary Bell – story consultant**

Hilary Bell is an Australian writer of stage, fiction, radio, screen, and theatre. Her work as a playwright has been recognised with the Philip Parsons Young Playwrights Award, the Jill Blewett's Playwright's Award, the Bug'n'Bub Award, the Eric Kocher Playwrights' Award, the 2007 Inscription Award, and an AWGIE award. Veg Plot creator Luke Escombe first worked with Hilary as a cast member in her stage adaptation of Shaun Tan's picture book The Red Tree, and played the role of a trash-guzzling "Ibis" in an early version of Alphabetical Sydney, a musical theatre work adapted from Hilary's children's book of the same name.



**Tania Lacy**



**Nathan Geppert**



**Hillary Bell**

**Here we come...**

**...Ready or not!**

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