

**GOLDBEAK**





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# ORIGINALITY

The animated movie Chickens and Eagles (aka. Goldbeak) is inspired by the famous & traditional childhood game called Eagles and Chickens. The movie wonderfully incorporates traditional Chinese elements, such as strategies in the Art of War and the art of herbal healing with modern Chinese elements like rural revitalization & cultural unification. All the while bringing in western themes of peace and harmony that are shared globally.

It aims to find an easier way to disseminate traditional Chinese culture to a global audience. Visually, the scenes will highlight the beautiful countryside village of Wisdom Hills as well as the epic scale of a modern metropolis of Avian city, juxtaposing agricultural and urban societies.

The story has a wonderful balance of love, family, loyalty, wisdom & courage to maintain social harmony & fight against the hate of those who want to break it.



# [ ] THE STORY

Little Eaglet Goldbeak lost his parents and is raised in a chicken town by a kind-hearted chicken momma. As growing up, Goldbeak's eagle ways cause him great difficulty in fitting in with the rest of the chickens. He is in so much trouble that he is forced to leave the town.

Ratchet, Goldbeak's courageous chicken sister follows Goldbeak on the adventure of explore. In Avian City, Goldbeak finally finds his uncle and learned that he was from an uncommon family. He works very hard to join the eagle scouts of Avian City. With extraordinary flying strength, Goldbeak earns the recognition that he always wanted.

While Goldbeak is overwhelmed in happiness, a conspiracy that was hidden for years is uncovered. A fateful war between chickens and eagles is bound to happen. As an eagle growing up from a chicken village, which side should Goldbeak choose that of the chickens who raised him, or of the eagles who share his blood? Can an innocent young eagle grow into a righteous hero through this unexpected challenge?





# [ ] INTRODUCTION

Goldbeak has received many honors, such as, The 35th Chinese Film Golden Rooster Awards nominations for Best Fine Arts, In 2023 the film was rated as excellent by the Ministry of Education and the Ministry of Culture of China, 2022 China International Children's Exhibition Favorite cartoons, Excellent domestic films in 2021 publicity and distribution projects.

Goldbeak has been sold to more than 50 countries and regions, including the United States, Canada, the United Kingdom, Russia, South Korea, North Africa, the Middle East, and Eastern Europe.





# GOLDBEAK



**GOLDBEAK** is an eagle who grows up among chickens. He lost his parents when he was very young, and is raised by a chicken mother, **MOMMA BIDDY**. As a kid, Goldbeak knows that he doesn't fit in with the other chickens in town. All Goldbeak wants to do is to fly.

One day on his attempt to fly, Goldbeak almost ruined the whole town. Not only he is blamed, his momma and sister **RATCHET** are also blamed by the villagers too.

His sadness and guilt of involving his Momma and sister drive him to leave the town and find a place where he belongs.

After leaving the town, Goldbeak comes to Avian City and soon finds his uncle, **FLUTTERCAW**. He learns from his uncle that his parents are no longer alive. It makes Goldbeak devastated.

Goldbeak is too trusting of his uncle who helps him to fulfill his dream, but his uncle is in fact secretly evil.

Fluttercaw wants to make Avian City the most technologically advanced city in the world. To achieve that he is willing to take advantage of flightless birds like chickens. When Fluttercaw tries to destroy Goldbeak's hometown, Goldbeak finally realizes that his uncle's evil nature.

In the end, Goldbeak learns that Momma Biddy and Ratchet are his true family, and does everything he can to fight to save his hometown.





**RATCHET** is a cool, smart, and strong-minded chicken. She is the daughter of Momma Biddy, and the sister of Goldbeak. She likes to make inventions, and she always wanted to invent something that can help the townsbirds and Goldbeak to fly.

When Goldbeak sadly leaves the town, Ratchet decides to come with him. Ratchet is smart and brave. She helped Goldbeak a lot on their way to Avian City. Ratchet is a loyal chicken, and she is willing to sacrifice everything for Goldbeak.

In Avian City, Ratchet also has a better opportunity to complete her inventions.

One day Ratchet discovers Fluttercaw's evil plot and thus is in danger. She manages to get out of Avian City using her invention.

Ratchet and Goldbeak lead the townsbirds to fight with the enemies and protect their own family.

# RATCHET





# BIDDY

**MOMMA BIDDY** is a happy, matronly hen who takes in baby Goldbeak and raises him. She thinks Goldbeak is her best ever gift, and loves him very much.

She is a great mother -- always trying to help her kids have fun and achieve their dreams. She doesn't care that Goldbeak is an eagle, and different from the other chickens. She thinks love is love, it has nothing to do with race or blood tie. When Goldbeak has grown up and decides to leave, Momma Biddy chooses to let go. Although she is very sad, she wants Goldbeak to find his origin and his own happiness.

When Goldbeak comes back, Momma Biddy stands by his side to fight the enemies.





# GOSSIP



**FLUTTERCAW** is Silverwing's brother and mayor of Avian City. Fluttercaw is hypocritical and arrogant. Deep down Fluttercaw is evil, haughty, and pursues elitism.

Fluttercaw eventually becomes drunk with power and crushes anything or anyone in his path, taking advantage of flightless birds like chickens. In the end, all the birds turn against him and he loses everything.

**GOSSIP** is Fluttercaw's assistant. He agrees with whatever Fluttercaw says and does whatever Fluttercaw tells him to do.

At the same time, he is mean to all the others.



# FLUTTERCAW





## SILVERWING

**SILVERWING** is the father of Goldbeak. He died in a mysterious flight accident after Goldbeak is born. Silverwing is a legendary eagle, a hero that all birds look up to. Silverwing is a tough and righteous bird, always ready to jump into action to help any bird in need. He is respected by all kinds of birds.

**SHANKS** used to work for Silverwing. He is competent and loyal. Silverwing asked Shanks to take care of his son before he perishes in the accident.

Shanks has a cheerful, humorous personality. He is organized and decisive. Shanks secretly protects Goldbeak as he grows up.

When Goldbeak is in danger in Avian City, Shanks shows up and helps Goldbeak to get away in time.



## SHANKS



# GURU



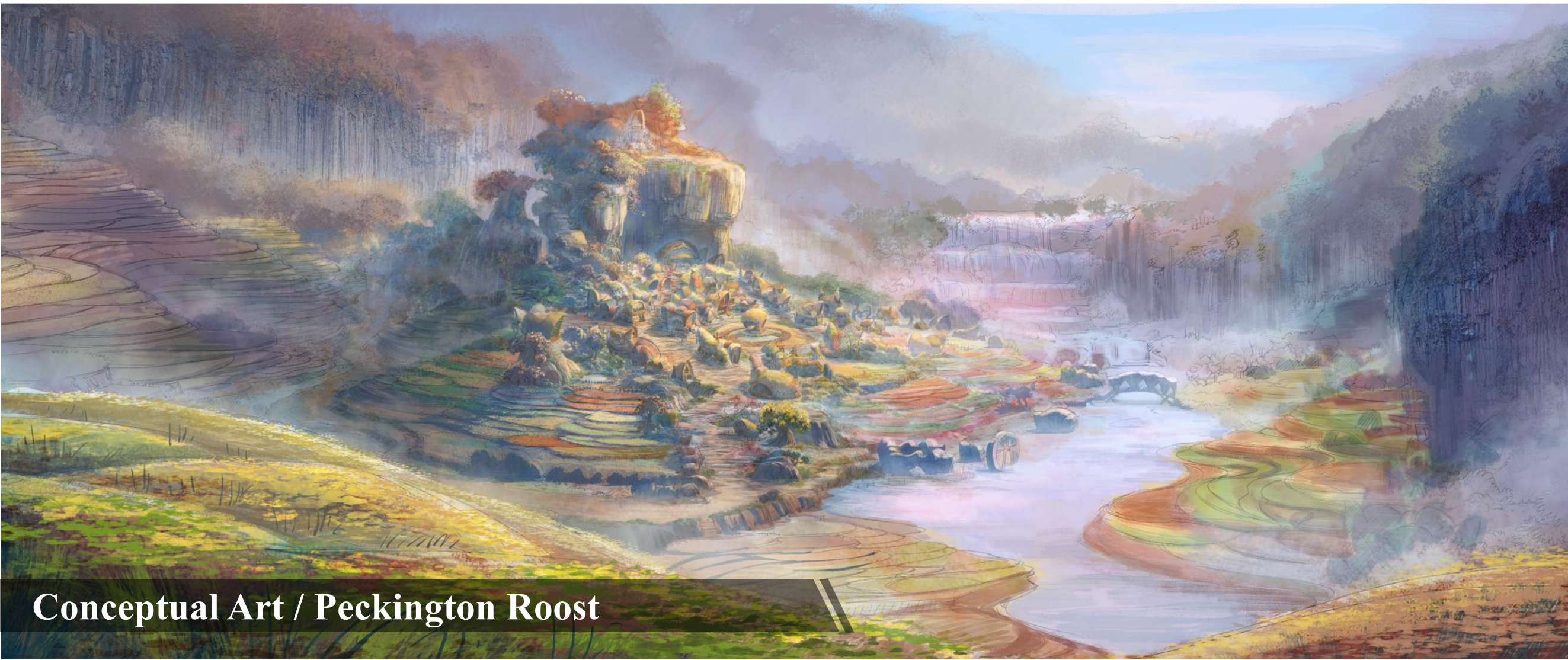
**GURU** was the flight instructor for the Eagles Scouts in Avian City during Silverwing time. He used to work for Silverwing as well. He is quite and composed. Someone framed him and made the other birds think that he killed Silverwing for power. He had to leave behind his son and live secretly in the forest. After meeting with Goldbeak and teaches him how to fly, Guru rediscovers hope to fight the enemies. Guru finally gets to meet his son, Guy, and reconciled with him.

**GUY** is the head of the eagle scouts, Fluttercaw's foster son. He looks cool, doesn't talk too much, but deep down he is insecure, always wants to prove himself. For his life, he bears the burden to be the son of a notorious murderer. Guy is loyal to Fluttercaw. However as the truth comes out, he finally sees Fluttercaw in his true colors. He meets with his father in the end and forgives him.

# GUY

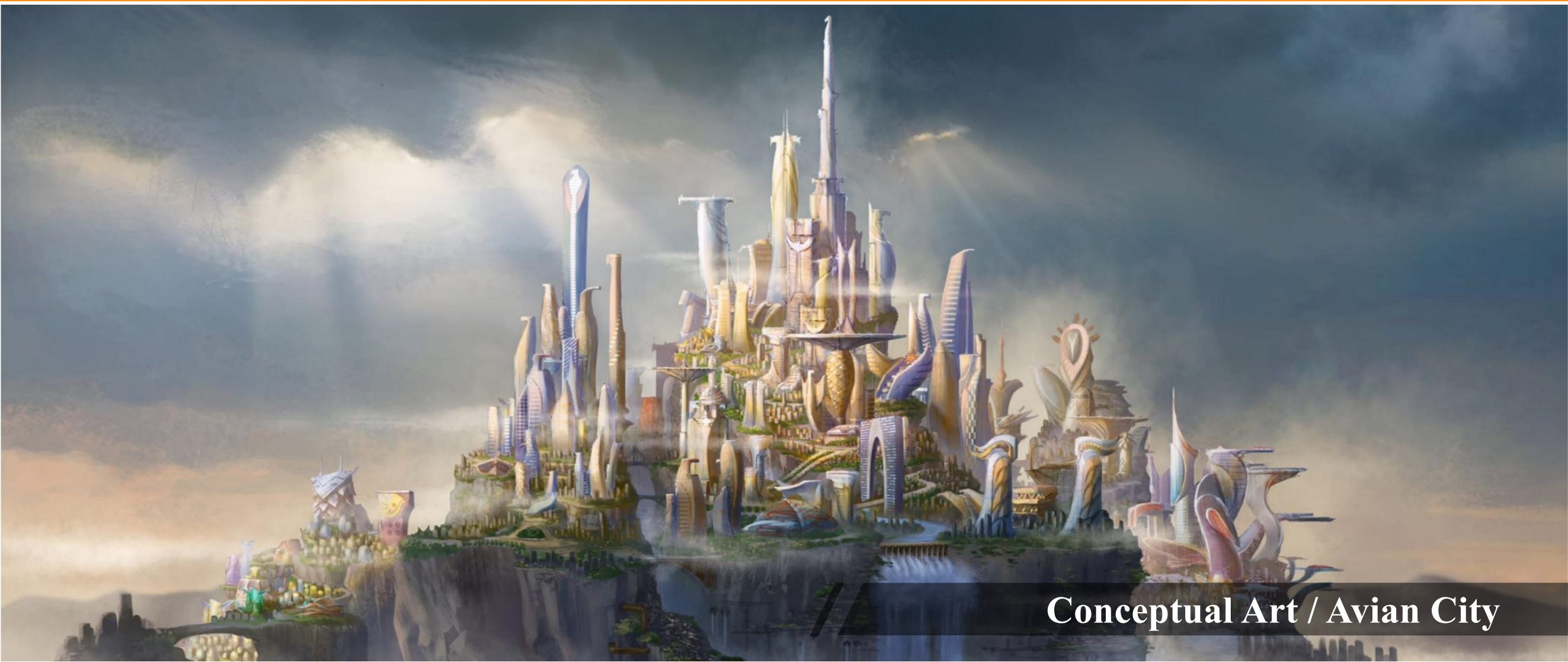






**Conceptual Art / Peckington Roost**





Conceptual Art / Avian City





圆桌地毯图案参考



地毯材质参考(羊毛)



餐具样式及材质参考



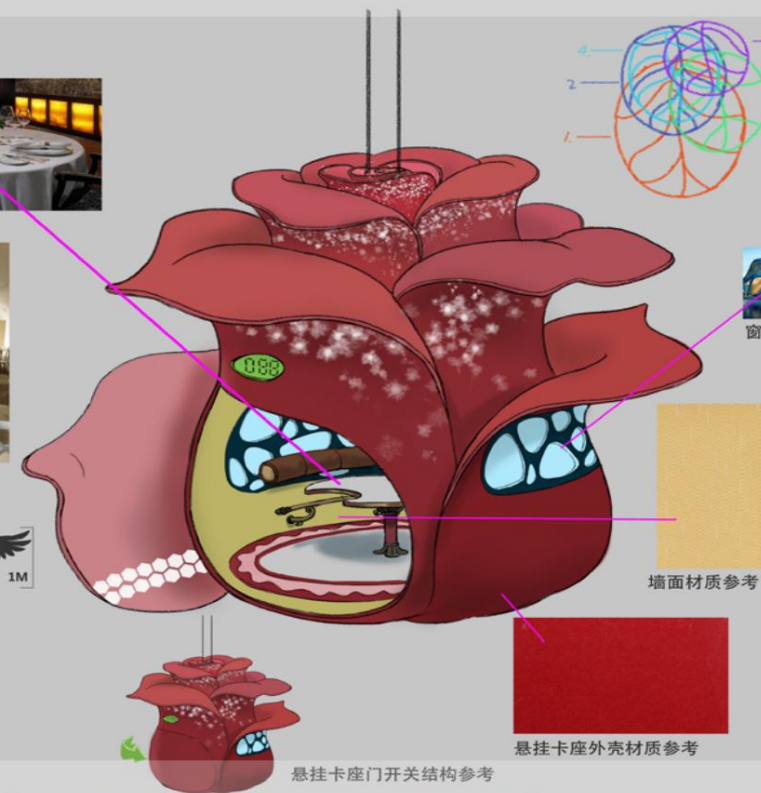
悬挂卡座结构参考



外围灯光参考 (嵌入式LED星光灯)



靠背材质参考



窗样式及材质参考



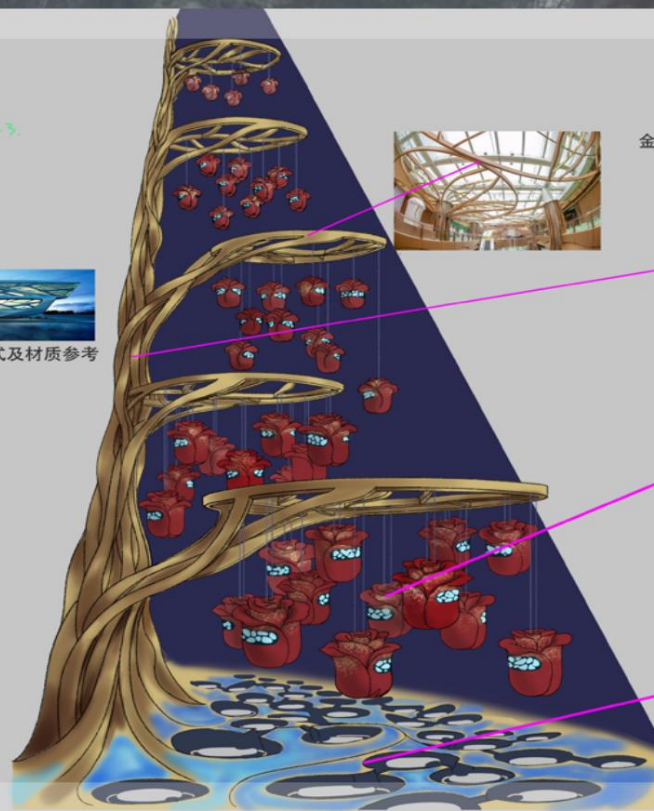
墙面材质参考



悬挂卡座外壳材质参考



悬挂卡座门开关结构参考



金属柱结构及材质参考



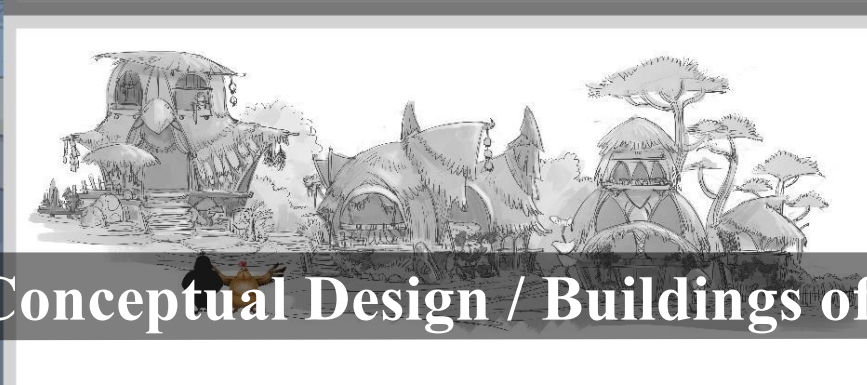
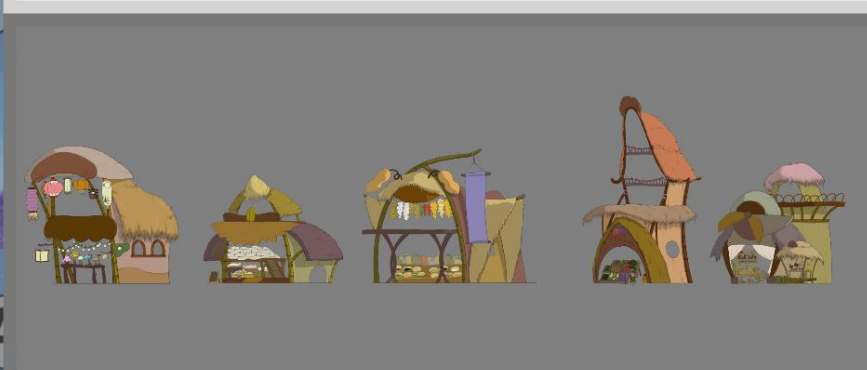
悬挂卡座分布参考



地面卡座样式及材质参考

## Conceptual Design / Bird Café





Conceptual Design / Buildings of Peckington Roost & Avian City

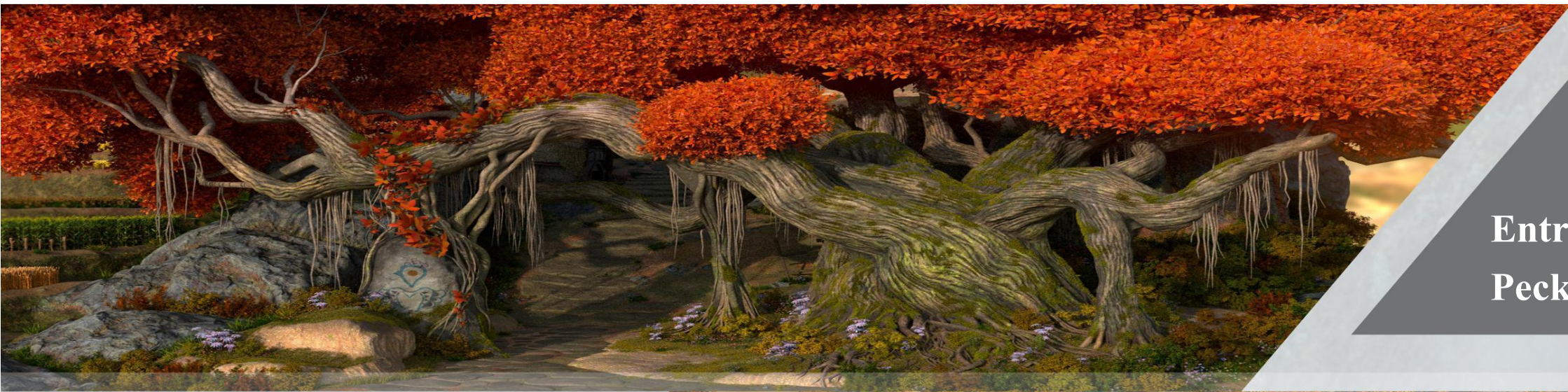




## Modeling & Texturing of Buildings







Entrance of  
Peckington Roost

A Corner of  
Peckington Roost







Avian City





**Peckington Roost - Bazaar**





Guru's Treehouse





**A Stone Bridge on the Way to Avian City**





**Red Forest on the Way to Avian City**





**Inside of Momma Biddy's House**





Images from the Movie





Images from the Movie





Images from the Movie





Images from the Movie





Images from the Movie





Images from the Movie





Images from the Movie





# [ ] INTRODUCTION

Liangzi Film is founded in 2008. It headquarters in Suzhou, China. Currently the company has more than two hundred artists. Liangzi has been awarded the national level animation enterprise since 2011, and was rated as important cultural enterprise of Suzhou in 2014.

Ever since founded, the company has received more than 100 honors and awards, and possesses 1092 copyright of works, 29 trademarks, 31 software copyrights and 2 patents.

Liangzi Film has participated in the production of hundreds of domestic and foreign animation projects, and has successively produced six original works including *The Great Economist Fan Li* and *Chickens and Eagles TV series*. All six original works were televised in China Central Television Children's Channel. The company has two live-action movies, *No Divorce* and *Yuting*. Both were recommended by the State Administration of Radio Film and Television as best films. Under the instruction of distinguished director from China Central television, Mr.Yunpeng Zhang, the company produced and toured a puppet show *Eagles and Chickens*, which is the first puppet show in Jiangsu Province. Liangzi co-created three works with Central Propaganda Department, *Xi Jinping in Military Uniform*, *Do It Right Away President Xi* . All of them received mainstream media attention and were reposted countless times.





# INTRODUCTION

**Our animated movie Chickens and Eagles is about to hit theaters soon this year in China. It is co-written by well-known Hollywood scriptwriter Robert N. Skir (TV series of X-Men, Batman and etc.) and DreamWorks scriptwriter Jeff Sloniker. The film is co-directed by Liangzi's senior director Dong Long (the Great Economist Fanli), and DreamWorks director Nigel Tierney (Kung Fu Panda 3, Shrek Forever After, How to Train Your Dragon 2). The film's table read is participated by Hollywood stars including Eugene Cordero and Betsy Sodaro. As to voice talents, we have famous voice actors to join us, such as Hao Chen, the voice director of the Chinese blockbuster animation movie, Nezha.**

**The movie Chickens and Eagles is honored to have so many talents to join in the production.**



Hongmei Liang is the founder and president of Liangzi Animation and Liangzi Film Co., Ltd. Over the years Liang has received plenty of awards and honors such as Business Pioneer, Excellent Female Model, Top Ten Best Business Pioneers, Crucial Cultural Talent, Leading Cultural Personnel and Creative Business Talent.

During these years Liang has studied the procedure of 2D and 3D animation production from Taiwanese director, and engaged in advanced training in animation and its market development from the Ministry of Culture. Liang also went to study in Japan, Korea, France and the United States.

**Hongmei Liang**  
FOUNDER & PRODUCER





Nigel Tierney is the Director of Liangzi's latest animated movie, Goldbeak. Nigel also serves as Head of Content for RYOT, a subsidiary of Verizon Media (VM), overseeing the development, creative, art production, & marketing departments. Most recently, Nigel, directed & produced EARTH with Lil Dicky, Leonardo Dicaprio, Ariana Grande & 30 other celebrity artists which recently won a Cannes Lions. In addition to spearheading content, Nigel has led a team to build out RYOT's state-of-the-art 5G Innovation Studio.

Prior to his time at RYOT, Nigel served as Chief Creative for a variety of animated projects responsible for over tens-of-millions in views as well as Senior Technical Director at DreamWorks Animation with award winning credits including a variety of tentpole franchises such as *SHREK FOREVER AFTER*, *THE CROODS*, *KUNG FU PANDA 3*, & *CAPTAIN UNDERPANTS*.



**Nigel W. Tierney**  
DIRECTOR



Co-Writer of Goldbeak, Robert Skir, works in UCLA's Department of Film, Television, and Digital Media as a professor who teaches numerous classes in Animation Writing.

Skir's main works include Series of *X-Men*, *Gargoyles*, *Batman: The Animated Series*, *Spider-Man*. He co-created and served as Story Editor on programs including *Transformers: Beast Machines*, *Extreme Ghostbusters*, *Godzilla: The Series*, and *DinoSquad*, and co-developed the series *X-Men: Evolution*. His work on the Pocket Dragon Adventures episode "*Festival of Lights*" earned him a nomination for the Humanitas Award.



**Robert N. Skir** «  
CO-WRITER



## Jeff Sloniker

CO-WRITER



Jeff Sloniker co-wrote Liangzi's upcoming feature animation movie, Goldbeak. Jeff is a founding member of the number one comedy theater in the US, Upright Citizen's Brigade, longest running comedy group, The Midnight Show. Jeff is a writer/comedian whose credits include writing for *G4's Attack of the Show*, *FOX's The Daily Habit and ADHD*, *Comedy Central's TripTank and Nickelodeon*. Jeff's work also includes *Reno 911*, *Parks and Recreation*, *Key and Peele*, and *Silicon Valley*. He's also voiced animated characters on *MTV's Popzilla*, *Fox's ADHD*, *Trip Tank*, *Nickelodeon* and *American Dad*.

Jeff is currently serving as Narrative and Character Development for Supercell Games. He has written and developed original animated shows for Nickelodeon, Twentieth Century Fox, DreamWorks, Comedy Central, RYOT and Warner Brothers.



Billy Wong is a former Disney designer, and a guest speaker of senior workshop in the Ministry of Culture.

He is responsible for pre-production creative designs, merchandise design, as well as new IP development of our work Goldbeak.

Billy's main works include the merchandise design for productions like the *Transformers*, *Spider-man 3*, *Star Wars*, *Kung Fu Panda*, *Superman*, *Spider-man*, *Pokémon* and etc.

**Billy Wong**

MERCHANDISE DESIGNER





From 1992 to 2006, Dong had been the 2D hand-drawing animator, key animator and director of Hongying Animation. Dong has been the chief director of Liangzi Film since 2006.

He participated in the production of *Immortals*, *King of Chess*, *Maggie and the Beast*, *Paris the dog*, *Illusory Warrior*, *Shore Hotel*, *Little Bear*, *YAKARI*, *Zorro*, *HH*, *CCIW*, *Shark Film*, *MTV*, *Detective GAJET*, *SONK*, *Little Dinosaur*, *The Adventure of Little Carp*, *Tale of Nezha*, & *Butterfly Lovers* etc.

He directed and produced works such as *President Xi in Military Uniform*, *Do It Right Away President Xi*, *A Thousand Days in the Reform Group*, *Give Me Three More Minutes*, *The Great Economist Fan Li*. Dong won many prizes during these years, for example the May Day Project Prize, Top 10 Cartoon Characters, Most Spread Excellent Work of the Year, Significant Copyright of Work, Quality Domestic Cartoons, and TV Arts Award.



**Long Dong**  
DIRECTOR





## Haitao Xia

ASSISTANT DIRECTOR

Xia has been in the industry for twenty years. Over the years, Xia had served as animator, modeling artist, after effects artist, producer, technical director and director in companies such as Taiwan Hongyuan, Beijing Dragon Horse, Trad Animation, Wuhan Digital Tiger & Mili Pictures etc.

Xia participated in the production of many domestic and foreign film and television animation works, including *Tork*, *Dragons*, *Century Sonny*, *The Classic of Mountains and Seas*, *Zheng He's Voyages*, *Seer*, *The Legend of Milu Deer*, *Dragon Nest*, *Invention Story* & *Journey to the West*.





**Chen Hao** is a renowned voice actor, voice director and actor in China. He has been working as a voice actor since 2002. Chen is an actor at Sichuan People's Art Theater and an art director of Chengdu Sound Entertainment Co., Ltd.

Chen voiced characters in a range of Film and Television works including hit TV series such as *Lurk*, *Legend of Entrepreneurship*, *Eternal Love*, and famous films like *Ip Man*, *The Founding of A Republic*. Chen also voiced the Chinese version of well-known animation works such as *SpongeBob*, and *Monsters Inc.* In the blockbuster animated movie *Nezha*, Chen served as the voice director and voiced one of the main characters, Li Jing.



**Hao Chen**  
VOICE DIRECTOR





As a sound designer, **Yijing Zhang** is famous for participating in the sound design of Beijing Olympic Opening/Closing Ceremony, and her other film sound design works such as *Under the Hawthorn Tree*, *The Flowers of War*, *Youth*, *I Am Not Madame Bovary*, etc.

**Yijing Zhang**  
SOUND EFFECT DIRECTOR





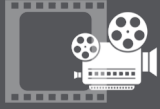
Used to work with international actors such as Louis Koo. Their works include the sound editing for *Operation Mekong*, *Operation Red Sea*, and *Crime Scene*.

**Sarunyu Nurnsai**

**Kaikangwol Rungsakorn**

SOUND EDITORS



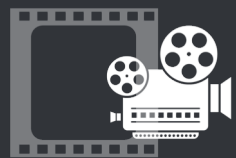


Our domestic distribution partner is United Entertainment Partners (UEP). As one of the biggest film marketing and distribution companies in China, UEP has helped to distribute various blockbuster films such as *Wolf Warriors II*, *The Wandering Earth*, *Dying to Survive*, *My Old Classmate*.

**United Entertainment Partners**  
Chinese Distribution Partner







# PRODUCTION TEAM

