

GENESIS RED
Feature Film Pitch Document

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Genre: Sci-Fi / Apocalyptic Drama / Origin Thriller

Estimated Budget: \$90-100 million Estimated Runtime: ~130 minutes

Target Rating: PG-13 / Light R

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NARRATIVE STRUCTURE & REVELATION STRATEGY

In Genesis Red, the names of the two planets are never revealed until the final moments of the film.

The story unfolds on what appears to be a futuristic world, but no character ever names it. Only in the final scene, as the protagonists escape in a cryo-pod, a cold AI voice calmly delivers the line:

"We have exited Martian orbit. Destination: Terra."

This delayed revelation radically recontextualizes the entire narrative. What seemed like a space-age exodus becomes something far more ancient, haunting, and transcendent.

The audience discovers, along with the characters, that this isn't a tale of our future it's the origin of our past.

1. ONE-SENTENCE HOOK

Before Earth, there was another world. And before humanity began again, it destroyed everything that made it human.

2. HIGH-CONCEPT PREMISE

Genesis Red tells the story of our forgotten truth: humanity did not originate on Earth.

As their homeworld decays under failed governance, dying biospheres, and systemic denial, a lone researcher discovers a lost scientific study one that proves the existence of a second planet capable of sustaining life. With time running out and mass extinction looming, a radical interplanetary evacuation project is revived in secret.

But when bureaucracy fails and the vessel is sabotaged, only two people survive launched silently into the void by a defiant general. They awaken on a new world. With no memories. No names.

They are not escaping.

They are becoming... the beginning.

3. THE STORY STRUCTURE (ACT BY ACT)

ACT I - FORESIGHT

Smith Halden, scientist and father, identifies deadly atmospheric anomalies.

He uncovers an erased archive: terraforming simulations, biosphere studies, a habitable world lost to policy.

With growing unrest outside and silence inside NASA, he starts decoding the past to save the future.

ACT II - COLLAPSE

Environmental collapse triggers global panic.

EDEN, a secret interplanetary Ark project, is revived. The political class manipulates access.

Smith's daughter dies. Smith is denied boarding.

A general stages an unauthorized cryo-transfer, saving only Smith and his wife.

ACT III - REBIRTH

The Ark explodes during ascent. Smith and Leya awaken alone.

They walk through a lush, pristine landscape. No language. No memory.

The final line is heard through the ship's dying nav-system:

"We have exited Martian orbit. Destination: Terra."

The audience realizes this is how it all began.

4. THEMES

Origin through destruction: creation is rebirth through collapse

The illusion of superiority: even in space, humanity repeats the same moral failures

Memory as both burden and blessing: forgetting is painful and necessary

Sacrifice vs entitlement: those who deserve survival rarely get chosen

5. TARGET AUDIENCE

Primary: Adults 25-54, fans of speculative and philosophical science fiction

Secondary: Viewers attracted to origin theories, post-apocalyptic ethics, and reinterpretations of myth

Style audience: Prestige streamer viewers, awards-season cinema-goers, sci-fi drama lovers

6. VISUAL & DIRECTORIAL VISION

Visual contrast: a cold red world (homeworld), harsh but organized versus a warm, vibrant blue planet (Terra)

Minimalist score, sound design-driven tension

Cinematic pace: slow-burn build with an explosive philosophical twist in the third act

Final scene evokes 2001: A Space Odyssey's revelation but grounded in grief, loss, and human myth

7. PRODUCTION DETAILS

Budget Estimate: \$90-100 million

VFX: Environmental collapse, Ark assembly/destruction, atmospheric effects, cryo-pod sequences

Sets: Research center, riot-stricken cities, launch facility, spacecraft interiors, untouched natural landscapes

Key Cast: 2 leads, 3 supporting roles, 20+ ensemble (military, scientists, civilians)

Post-Production: 7-8 months (critical for VFX, color grading, sound and score)

8. COMMERCIAL & EXPANSION POTENTIAL

Standalone feature with franchise potential:

Prequel: The Red City (the rise and moral fall of the Martian elite)

Series: EDEN Protocols (what was left behind)

Companion content: The Ark Journals (AI perspectives pre-launch)

Emotional and philosophical richness suitable for festival awards and long-tail streaming

9. FINAL NOTE

Genesis Red is more than a sci-fi thriller. It's a reprogramming of collective memory.

It asks: What if our origin myth is not a metaphor... but a warning?

And what if the Garden we arrived in... wasn't meant for us?

10. WHY GENESIS RED? WHY NOW?

Because every generation believes the end of the world is far away and that's exactly why they never see it coming. Genesis Red isn't about what could happen. It's about what already did. And what we're doomed to repeat.

This film matters now because:

The planet is suffocating, and so are the systems built to protect it

Governments fail not from malice, but from delay

Humanity's origin is more uncertain than ever and audiences are hungry for stories that rewrite what we thought we knew

Science fiction is evolving: spectacle must come with soul, ideas must echo long after credits roll

Genesis Red is a mirror not of our future, but of our forgotten past. It challenges the audience to ask:

What if Earth wasn't our beginning... but our second chance?

It delivers scale, suspense, and spiritual shock all through a story rooted in intimate grief, ethical dilemmas, and mythic revelation.

This is the kind of film that starts as fiction and ends as a theory.

A cinematic event with the potential to redefine not just a genre but the human story itself.

11. PRODUCTION APPROACH

Genesis Red is designed to be an emotionally immersive, visually striking, and logistically achievable sci-fi epic. While the film spans two planets, its production strategy relies on controlled environments, minimalist cast structures, and powerful VFX used surgically to serve story, not spectacle.

KEY ASPECTS:

DUAL PLANET DESIGN:

Mars (the dying world) will be realized through stylized, desaturated production design and built interiors (NASA base, atmospheric labs, city ruins). Outdoor Mars shots will be a blend of real-world barren landscapes (Iceland, Jordan) with digital matte extensions.

Terra (Earth) will be introduced only in the final act, with lush, pristine natural landscapes forests, rivers, wildlife filmed practically in untouched regions (New Zealand, Patagonia, Canadian wilderness), minimal CG.

THE ARK & CRYO CHAMBERS:

Built on soundstages or LED volume sets. Design focused on brutalist utility sterile, cold, and symmetrical. Think: haunting silence, not spaceship glamor.

COLOR PHILOSOPHY:

A stark transition from decay (metallic red + grey) to life (deep blue + green). When we land on Terra, we breathe with the characters.

SOUND & SCORE:

Minimalistic, atmospheric, and increasingly organic as the story progresses. No sweeping orchestras instead: texture, vibration, and silence as tension.

DIRECTORIAL TONE:

Inspired by cerebral sci-fi films with a soul prioritizing pacing, space to think, emotional realism over exposition.

Actors must perform with grief, restraint, and quiet desperation, not melodrama.

12. DISTRIBUTION & PLATFORM STRATEGY (OPTIONAL BUT RECOMMENDED)

Genesis Red is built for:

Theatrical prestige release (Oscar window calendar)

Or: Premium streamer acquisition (AppleTV+, Netflix, Amazon MGM Studios)

With strong potential for festival debut (Venice, TIFF, Sundance due to thematic depth and originality)

Its cross-market appeal (emotionally rich + science fiction + mythic twist) makes it ideal for:

Global territory sales

Dubbing-friendly distribution (limited dialogue + visual storytelling = accessible in all markets)

13. AWARDS POTENTIAL (OPTIONAL BUT POWERFUL WHEN PITCHING UPMARKET)

Original Screenplay: radical re-interpretation of the Genesis myth through a scientifically plausible lens

Lead Actor: emotionally devastating arc (Smith Halden)

Original Score / Sound Design: atmospheric storytelling through silence

Production Design / VFX: for the construction and contrast of two worlds one dead, one alive

14. TECHNICAL FOOTPRINT (SHORT AND FACTUAL, IDEAL FOR BACK PAGES)

Category Detail

Estimated Budget \$90-100 million

Shooting Days ~75 days

VFX Shots 450-550 (targeted, not overload)

Shooting Locations Soundstage (Ark, interiors), Iceland,
Canada, NZ

Cast Size ~2 Leads, 5 major supporting, 20+ secondary

Rating Goal PG-13 or Light R (depending on final tone)

Language English (global-neutral vocabulary)

Runtime 130 min (estimate)