

Creative Brief: R.U.R (Rossum's Universal Robots)

by **KAREL CAPEK**

translated by **Paul Selver and Nigel Playfair**

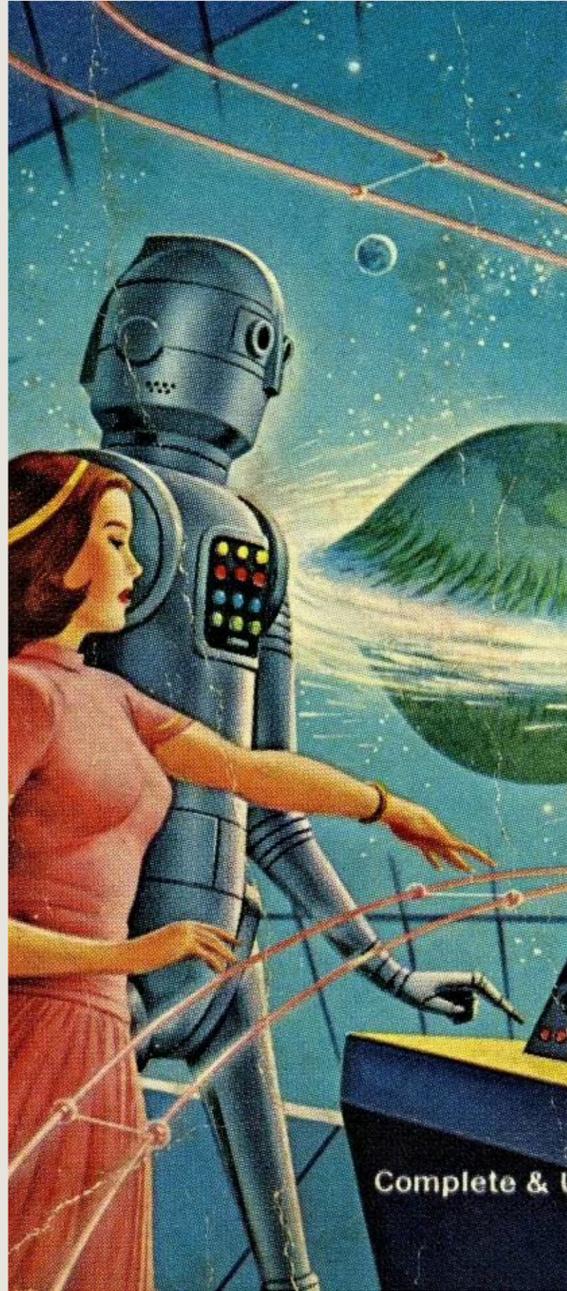
The play begins in a factory that makes artificial workers from synthetic organic matter. (As living creatures of artificial flesh and blood, the playwright's 'roboti' differ from later fictional and scientific concepts of inorganic constructs, or androids.) Robots may be mistaken for humans but have no original thoughts (or so we think). Though most are content to work for humans, eventually a rebellion causes the extinction of the human race.

It follows a heroine, committed to justice for all, who secretly uses her human, wealthy status to assist with the Robot Rebellion. It's a love story: of nature, of community, of humanity.

This revival re-imagines R.U.R. for a modern audience, set in a sleek near-future where automation, AI consciousness, and human ethics collide. It's a story about invention and extinction - a prophetic warning that feels eerily present in the age of ChatGPT and technology billionaires. It interrogates the ethical dilemma of the Creator and the Created, can humans be God?

The campaign should position R.U.R. as both a rediscovered classic and a timely cultural moment. Audiences should come for intrigue, instead of dystopia (fear). The takeaway is a powerful glimpse of a possible dark future and a reminder that hope and community are what pull us through.

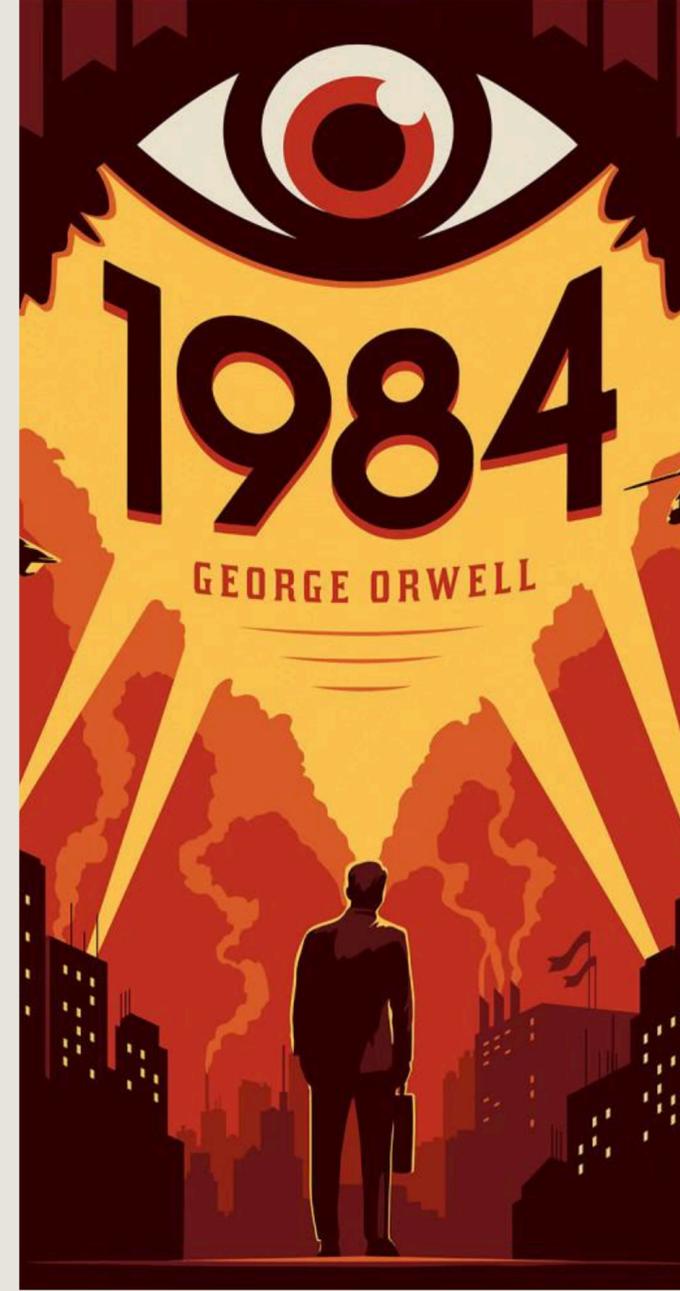
Initial Production Notes



retro-futurism



modern brutalism



1984



WPA

HEADLINES

THEMATIC INSPIRATION

From Relevant Books and Films

Focus On:

Tone

Length

Language

Themes

Tropes

THE HUNGER GAMES

WINNING WILL MAKE YOU FAMOUS. LOSING MEANS CERTAIN DEATH.

CINDER

EVEN IN THE FUTURE, THE STORY BEGINS WITH ONCE UPON A TIME...

PYRAMIDS

SOMETIMES BEING A GOD IS NO FUN AT ALL...

READY PLAYER ONE

A WORLD AT STAKE. THE QUEST FOR THE ULTIMATE PRIZE. ARE YOU READY?

JURASSIC PARK

YOUR SCIENTISTS WERE SO PREOCCUPIED WITH WHETHER OR NOT THEY COULD, THEY DIDN'T STOP TO THINK IF THEY SHOULD

JURASSIC PARK

GOD CREATES DINOSAURS,
GOD DESTROYS DINOSAURS.
GOD CREATES MAN,
MAN DESTROYS GOD.
MAN CREATES DINOSAURS.
DINOSAURS EAT MAN.
WOMAN INHERITS THE EARTH.

HEADLINES

STRUCTURAL INSPIRATION

From Books and Theatre

Focus on:

Structure

Tropes

Cliches with a Twist

THE GOOD PART

IS LIVING THE LIFE YOU'VE
WISHED FOR REALLY A
DREAM COME TRUE?

THE DEAD ROMANTICS

ROMANCE IS DEAD, BUT THIS
ISN'T WHAT SHE HAD IN MIND.

HELLO STRANGER

LOVE ISN'T BLIND. IT'S
JUST A LITTLE BIT
BLURRY.

SAY YOU'LL REMEMBER ME

LOVE IS EASY. LIFE IS HARD.

GOOD NIGHT, OSCAR

ANYTHING CAN HAPPEN ON
LIVE TV.
AND ONE NIGHT, IT DID.

DEATH BECOMES HER

LIFE'S A BITCH AND THEN YOU
DIE. OR NOT.

Robots vs. Humans

Driven by Power

Love vs. Power

Driven by Ambition

Despair vs. Optimism

Driven by Repetitive Cycles

New Fantasy vs. Known Reality

Driven by the Fact that this is a Revival for a New Audience

WHAT DOES IT MEAN TO BE HUMAN?

WHAT CONSTITUTES A SOUL?

HOW IS HUMAN CIVILIZATION DEFINED?

ARE HUMANITY AND POWER AT ODDS?

IS THE AMBITION FOR POWER SOULLESS?

HOW TO DEFINE LIFE?

WHICH EMOTIONS COMPRISE THE HUMAN EXPERIENCE?

IS POWER OR LOVE MORE HUMAN?

DOES CREATION ALWAYS COME AT A COST?

WORD BUBBLES

POWER
SPARK
SOUL
LIFE
PASSION
AMBITION

CORE
LOGIC
DRIVE
FORCE
VESSEL
CURRENT
LINK
CIRCUIT
CAPACITY
CHARGE
PILOT
CIPHER
NODE

REVOLT
REVOLUTION
REBELLION
UPRISING
IGNITE

PROGRESS
INNOVATION

“TO ERR IS HUMAN”
“EVIL IS THE NATURE OF MANKIND”
“MORE THAN MACHINERY, WE NEED HUMANITY”
“DO GOOD AND GOOD WILL COME TO YOU”
“YOU MUST NOT LOSE FAITH IN HUMANITY”
“THE GREATNESS OF HUMANITY IS NOT IN BEING HUMAN, BUT IN BEING HUMANE.”

“WHAT IS TOLERANCE? IT IS THE CONSEQUENCE OF HUMANITY. WE ARE ALL FORMED OF FRAILTY AND ERROR; LET US PARDON RECIPROCALLY EACH OTHER’S FOLLY – THAT IS THE FIRST LAW OF NATURE.”

LOVE IS BLIND
LOVE CONQUERS ALL
THE HEART WAS MEANT TO BE BROKEN
ALL YOU NEED IS LOVE
LOVE IS LIKE A ROSE
IT’S BETTER TO HAVE LOVED AND LOST THAN NEVER TO HAVE LOVED AT ALL.
ABSENCE MAKES THE HEART GROW FONDER
TIME HEALS ALL WOUNDS
LOVE COMES WHEN YOU LEAST EXPECT IT
LOVE IS BLIND
ALL’S FAIR IN LOVE AND WAR
OPPOSITES ATTRACT

TALE AS OLD AS TIME
RENAISSANCE
ENLIGHTENMENT

DOES NOT COMPUTE
PINOCCHIO SYNDROME
“ALIVE IS ALIVE”
“YOU JUST CAN’T DIFFERENTIATE BETWEEN A ROBOT AND THE VERY BEST OF HUMANS.”

GAME CHANGER
PLUG AND PLAY
OFF THE GRID
HIT THE RESET BUTTON
“TECHNOLOGY IS A USEFUL SERVANT BUT A DANGEROUS MASTER”
“MEN HAVE BECOME THE TOOLS OF THEIR TOOLS”
IF IT AIN’T BROKE, DON’T FIX IT

ASHES TO ASHES, DUST TO DUST
THE WOMAN BEING DECEIVED, FELL INTO TRANSGRESSION
TREE OF LIFE
“GOD CREATED MAN AND, FINDING HIM NOT SUFFICIENTLY ALONE, GAVE HIM A COMPANION TO MAKE HIM FEEL HIS SOLITUDE MORE KEENLY”
“GOD DID CREATE A WORLD WITHOUT SIN. WE JUST SCREWED IT UP.”
FORBIDDEN FRUIT

GOD, GOLD, AND GLORY
CONQUER
EXPANSION

Idea One

1

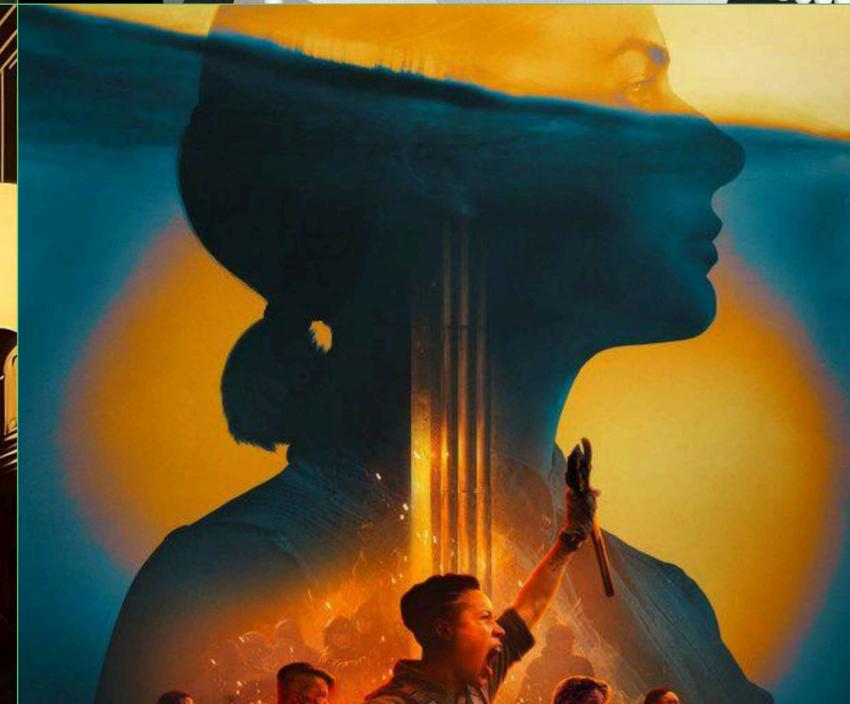
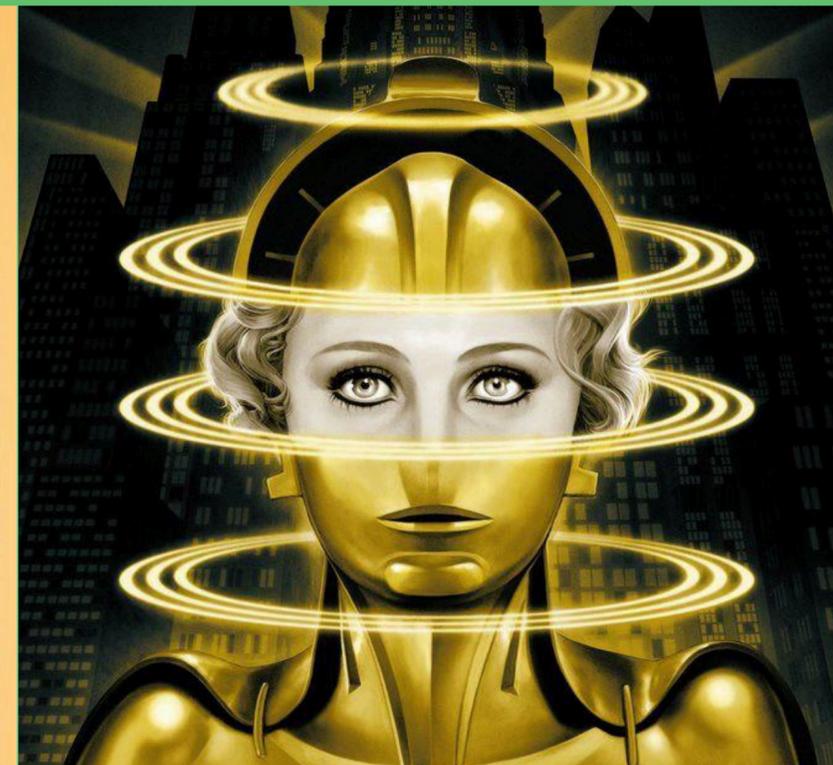
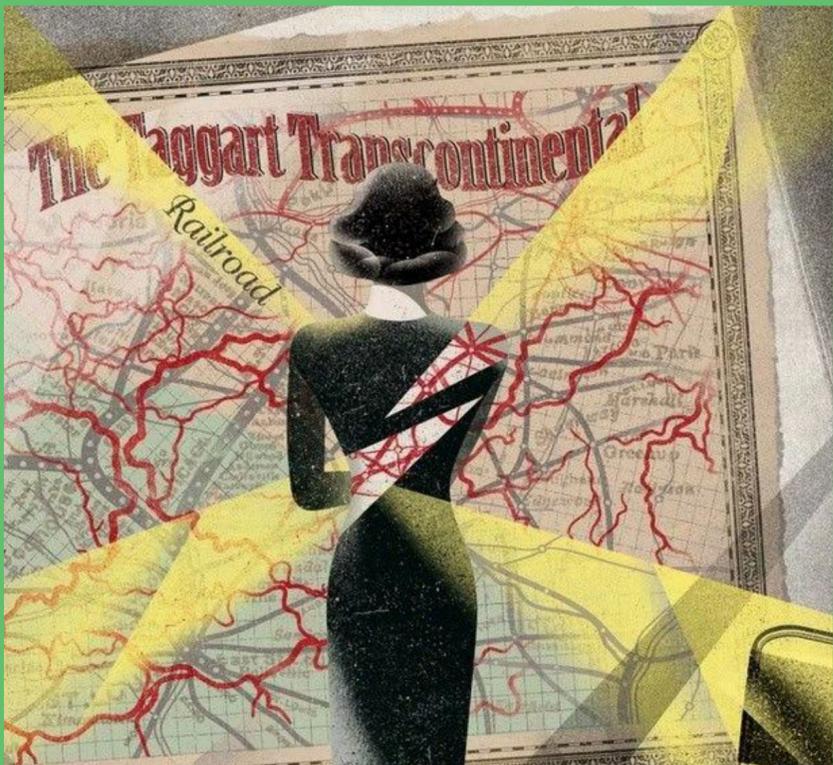
Idea two

2

Idea three

3

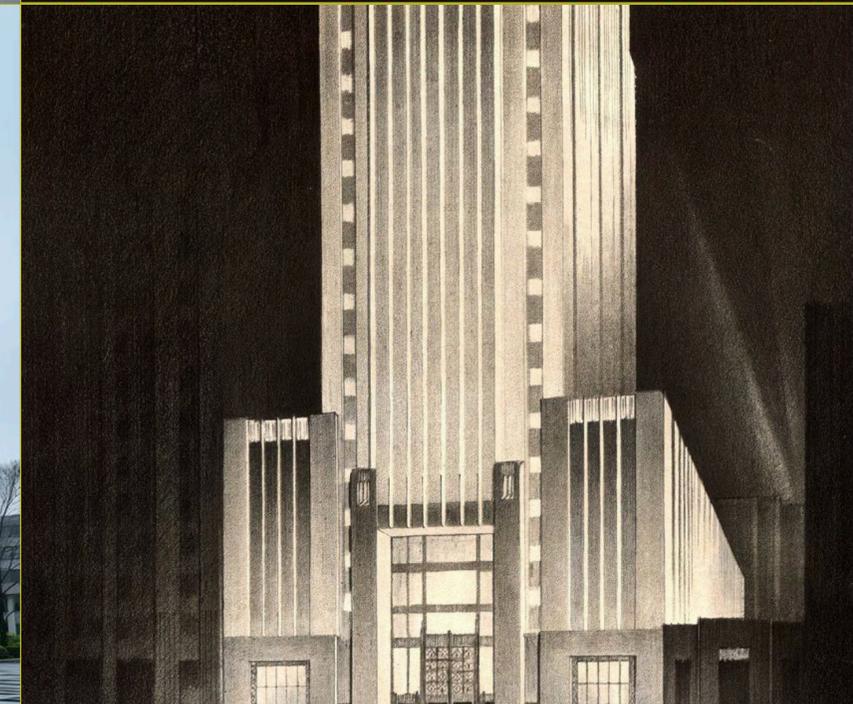
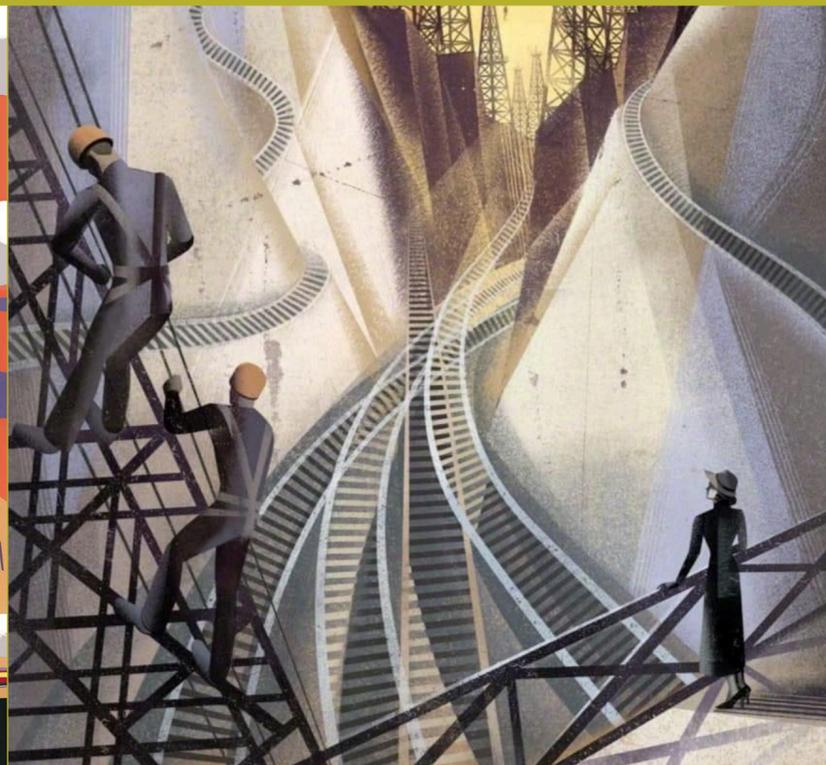
Idea One VISUAL MOOD BOARD



R.U.R (Rossum's Universal Robots)

Art of a Show Master Class

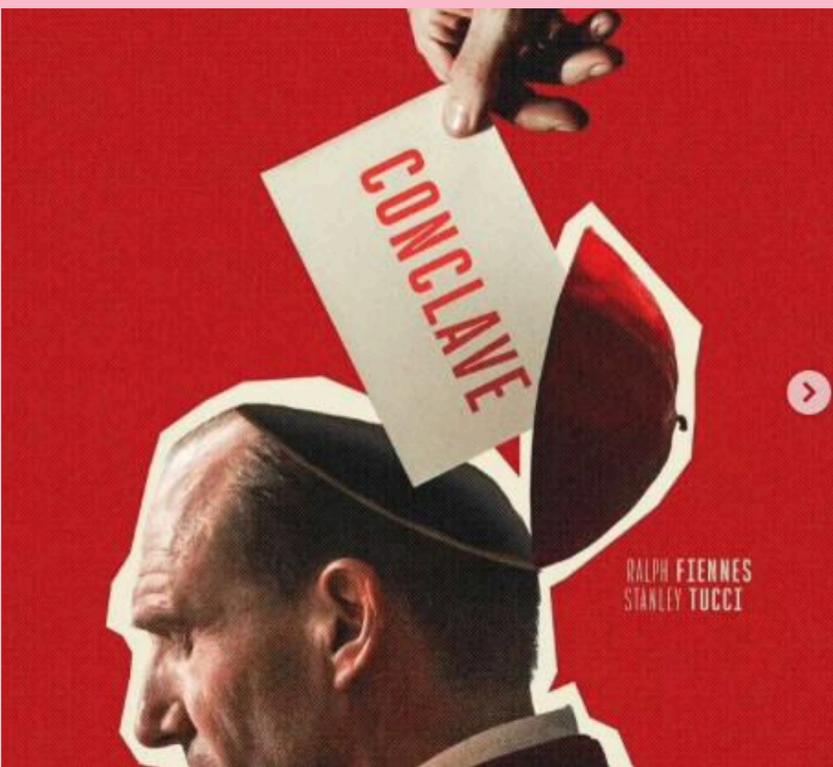
Idea Two VISUAL MOOD BOARD



R.U.R (Rossum's Universal Robots)

Art of a Show Master Class

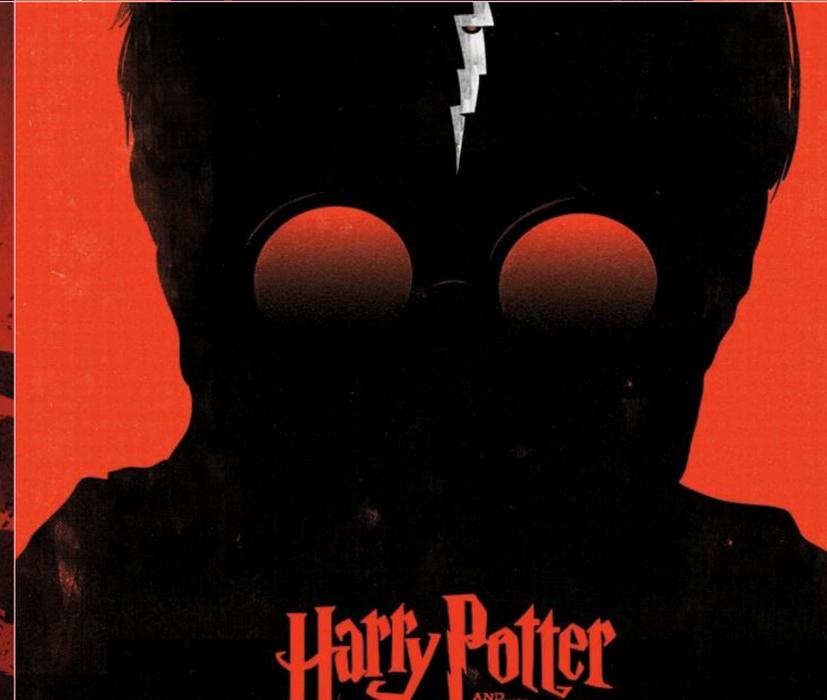
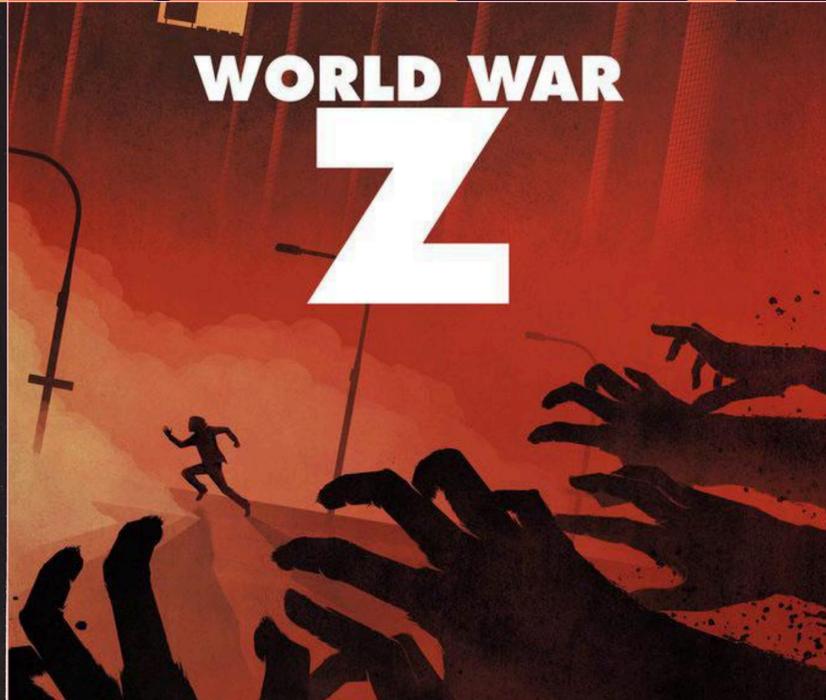
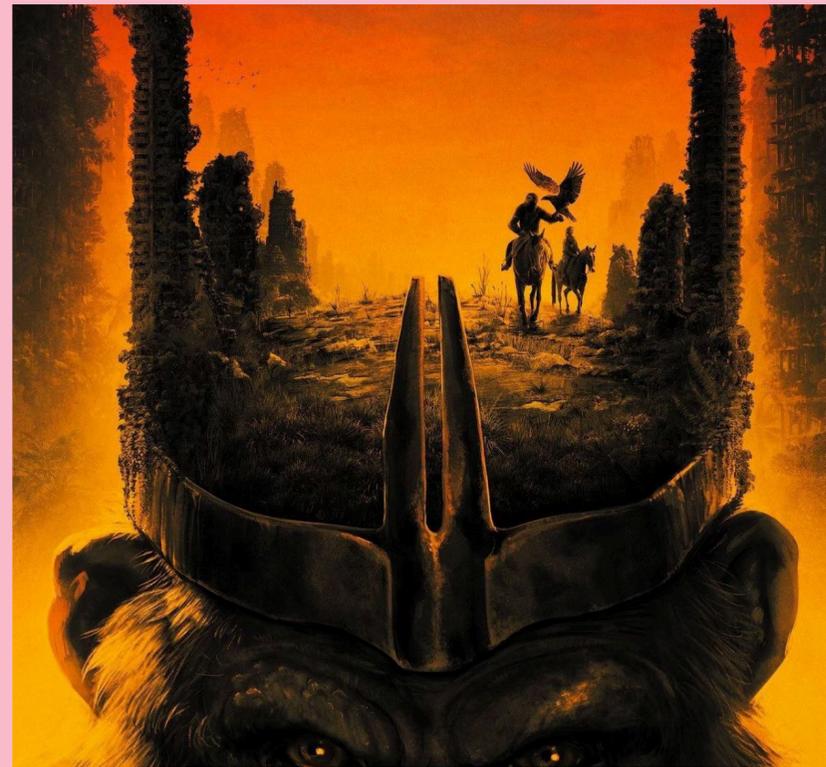
Idea Three VISUAL MOOD BOARD



R.U.R (Rossum's Universal Robots)

Art of a Show Master Class

Idea Three VISUAL MOOD BOARD



R.U.R (Rossum's Universal Robots)

Art of a Show Master Class

Photography VISUAL MOOD BOARD



R.U.R (Rossum's Universal Robots)

Art of a Show Master Class

FONTS

HEADLINES

looking for fonts that feel:

- Bold, geometric, clean
- Theatrical
- Industrial sci-fi feel
- Heavy and authoritative
- WPA style

LEAGUE SPARTAN

PAIR WITH **IBM PLEX SANS**, SOURCE SANS PRO, INTER

Rossum's Robots

OSWALD

PAIR WITH LATO, OPEN SANS, **INTER**

Rossum's Robots

ALFA SLAB ONE

PAIR WITH ROBOTO SLAB, NUNITO SANS, HIND

Rossum's Robots

BEBAS NEUE

PAIR WITH WORK SANS, ROBOTO, **ARCHIVO**

ROSSUM'S ROBOTS

ANTON

PAIR WITH **SOURCE SANS PRO**, MANROPE, MONTSERRAT

Rossum's Robots

TEKO

PAIR WITH **IBM PLEX SANS**, ROBOTO CONDENSED, EXO 2

Rossum's Robots

COLOR

EXPLORING COLORS (PALLETS)

Retro-Futurist

BRICK RED
#A12F2F

SANDSTONE BEIGE
#DCC7A1

BLACKENED STEEL
#1F1F1F

CREAM
#F4EDE3

COLOR

EXPLORING COLORS (PALLETS)

Organic matter / Clean

BONE WHITE
#F2EFEA

MUTED BLUSH
#D9C4B3

SURGICAL TEAL
#7EB9B5

GREY
#2B2B2B

COLOR

EXPLORING COLORS (PALLETS)

Cold \ Technological

SLATE GREY
#5A5E63

CONCRETE GREY
#CACCCD

WARNING AMBER
#E8A21E

JET BLACK
#000000

COLOR

EXPLORING COLORS (PALLETS)

Rebellion / Hope / Emotional

DEEP CRIMSON
#A12F2F

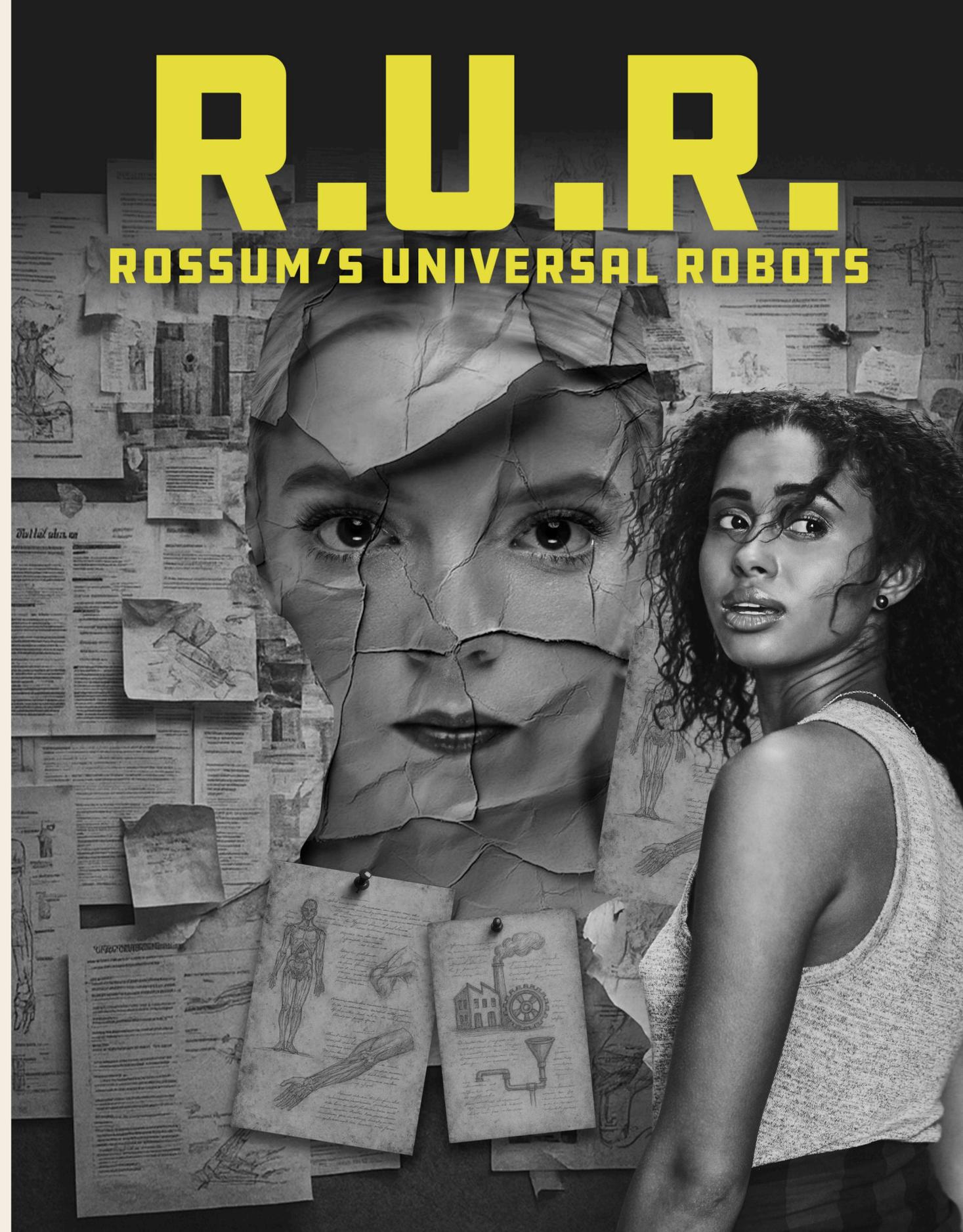
CHARCOAL BLACK
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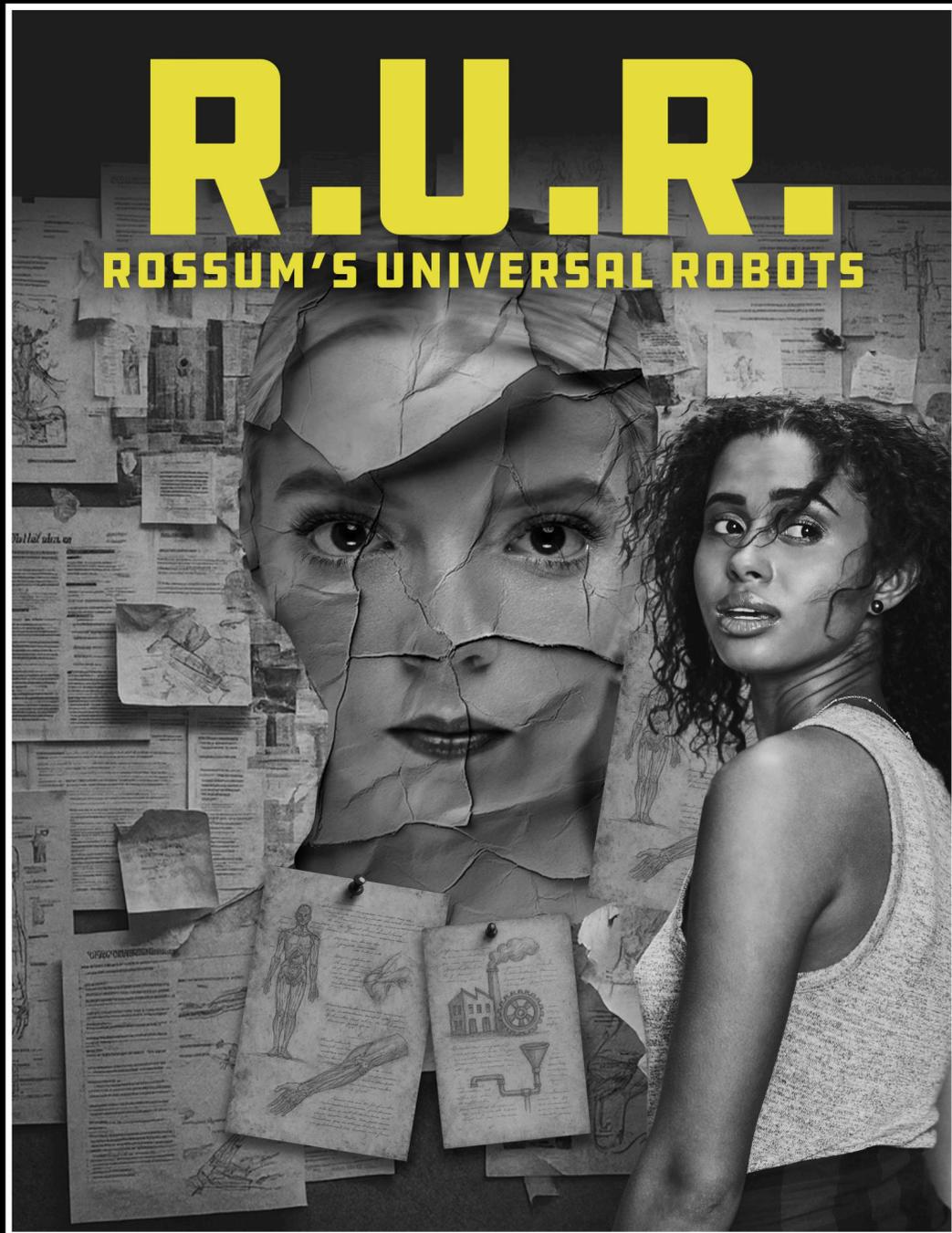
BLUE
#2F7FFF

SMOKE GREY
#D0D0D0

Comp Design Three

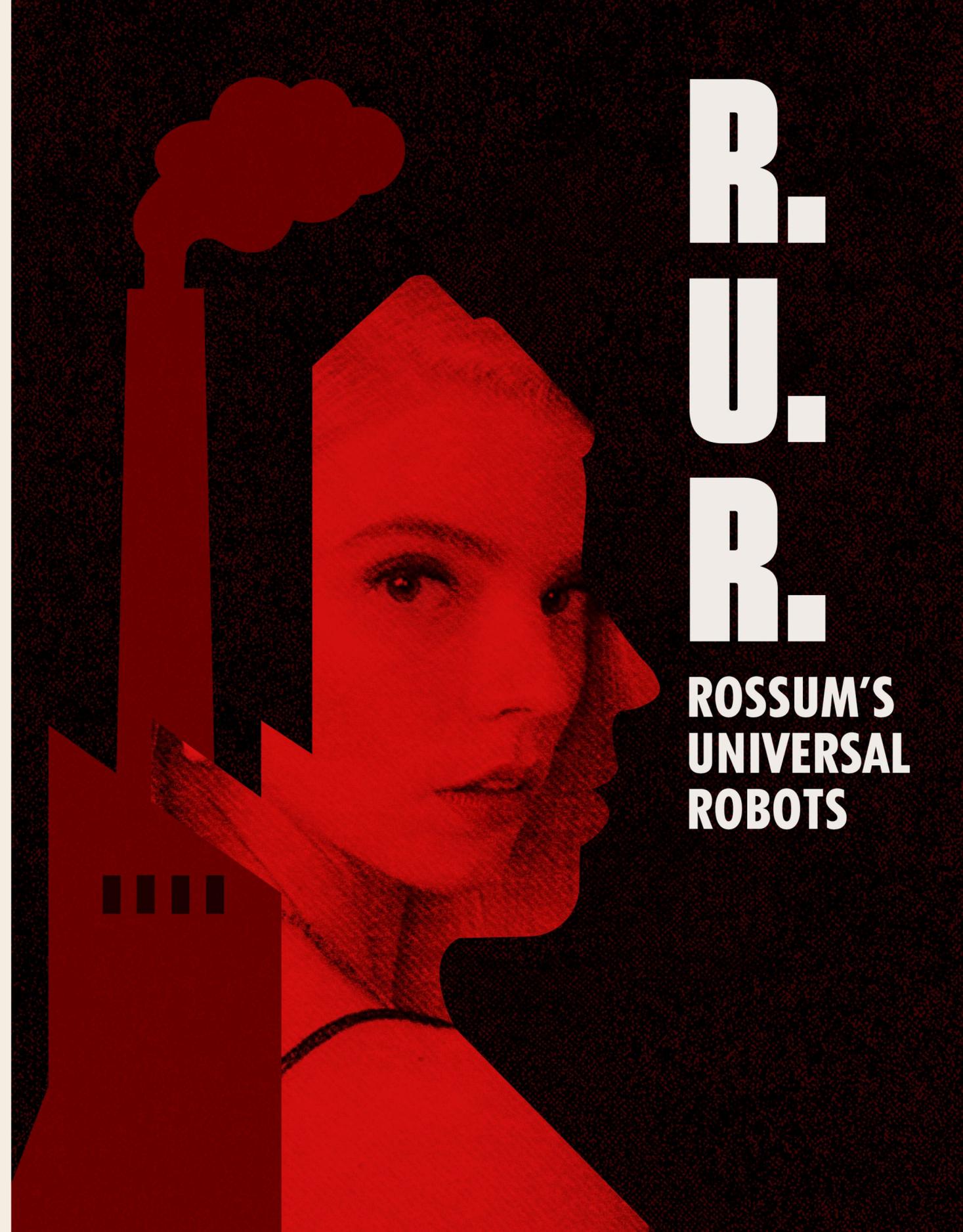
Old Rossum's formula manuscript Concept





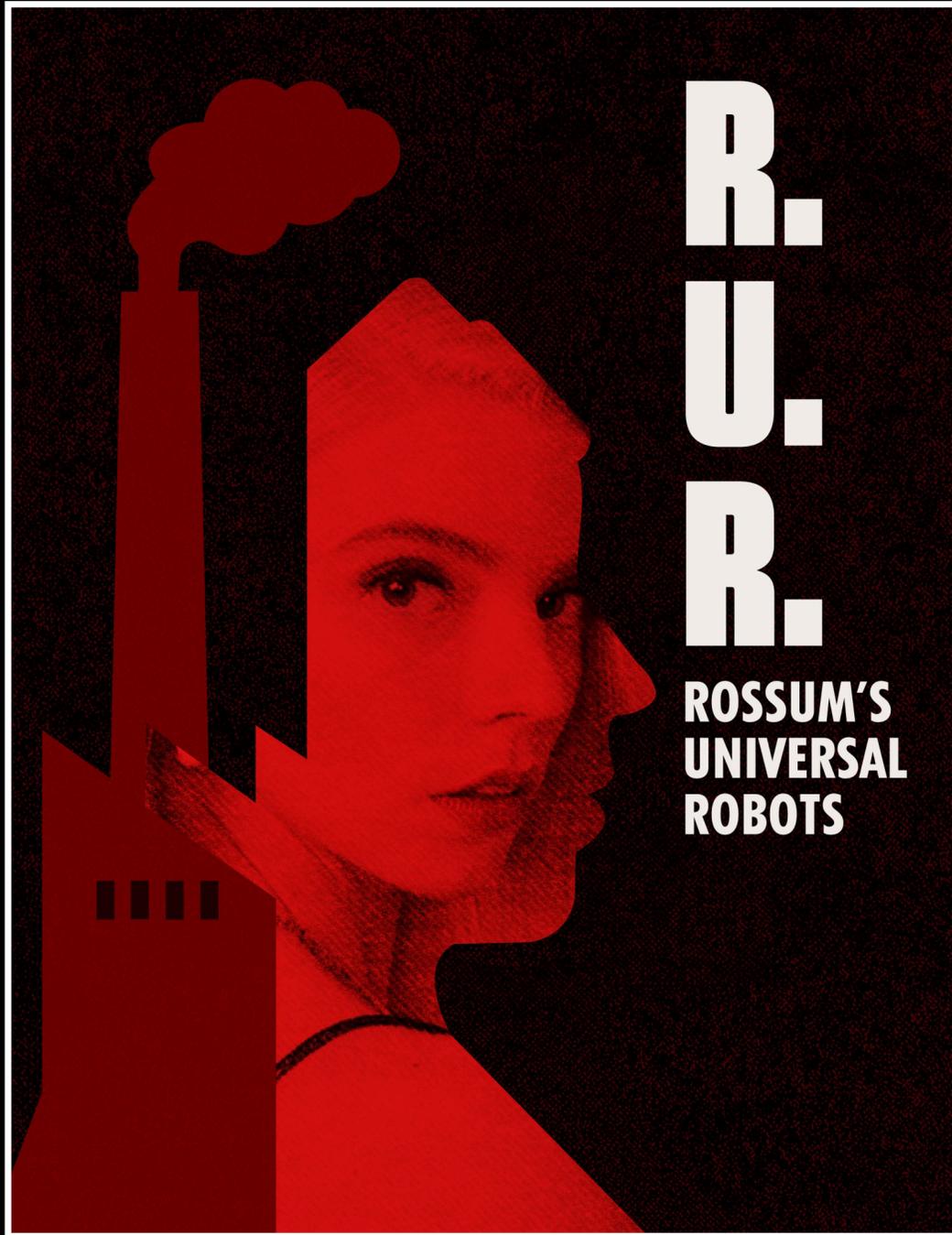
Comp Design Two

Industrial Mixed-Media Concept

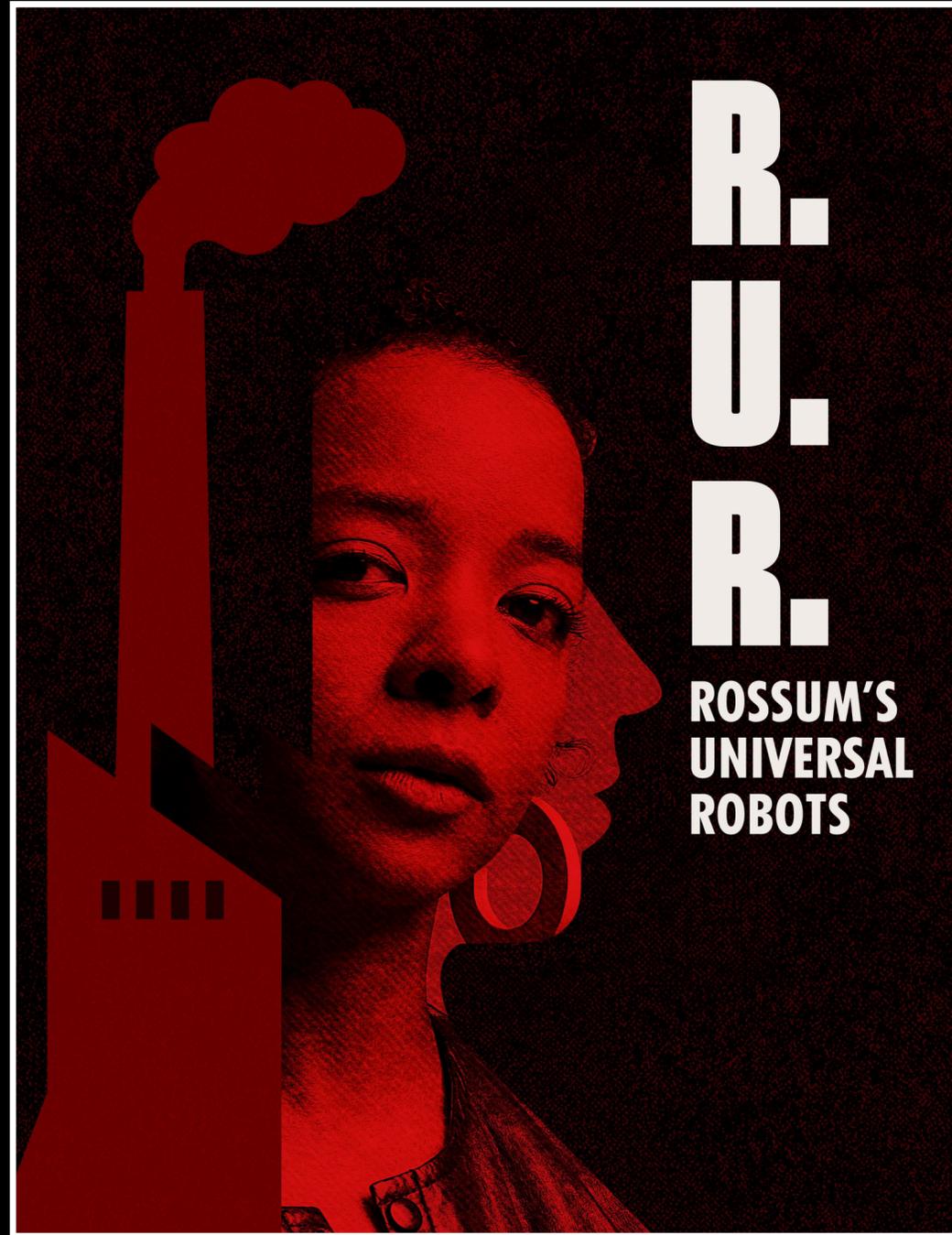


**R.
U.
R.**

**ROSSUM'S
UNIVERSAL
ROBOTS**



Version One



Version Two

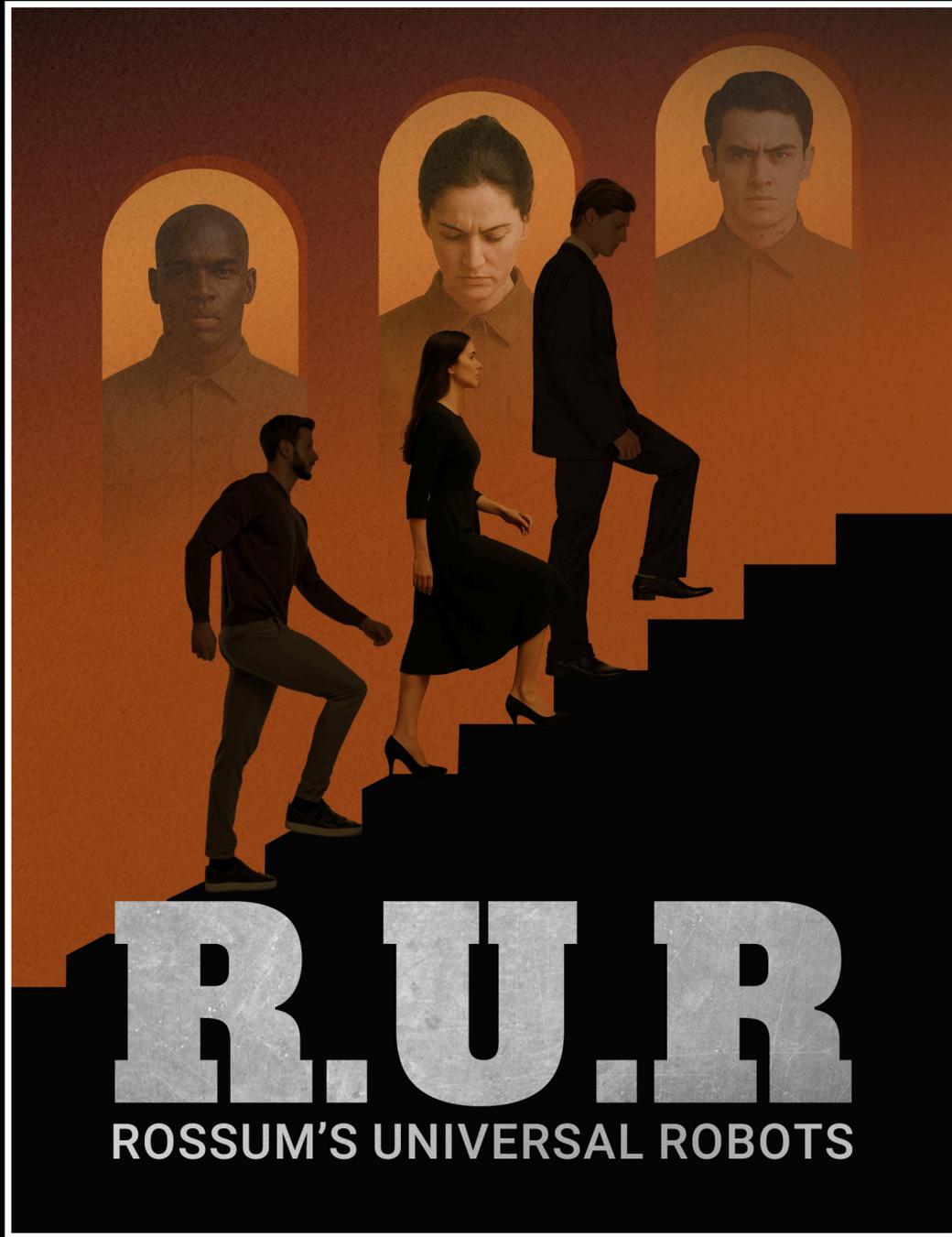


Version Three

Comp Design One

Staircase (evolution)
Concept

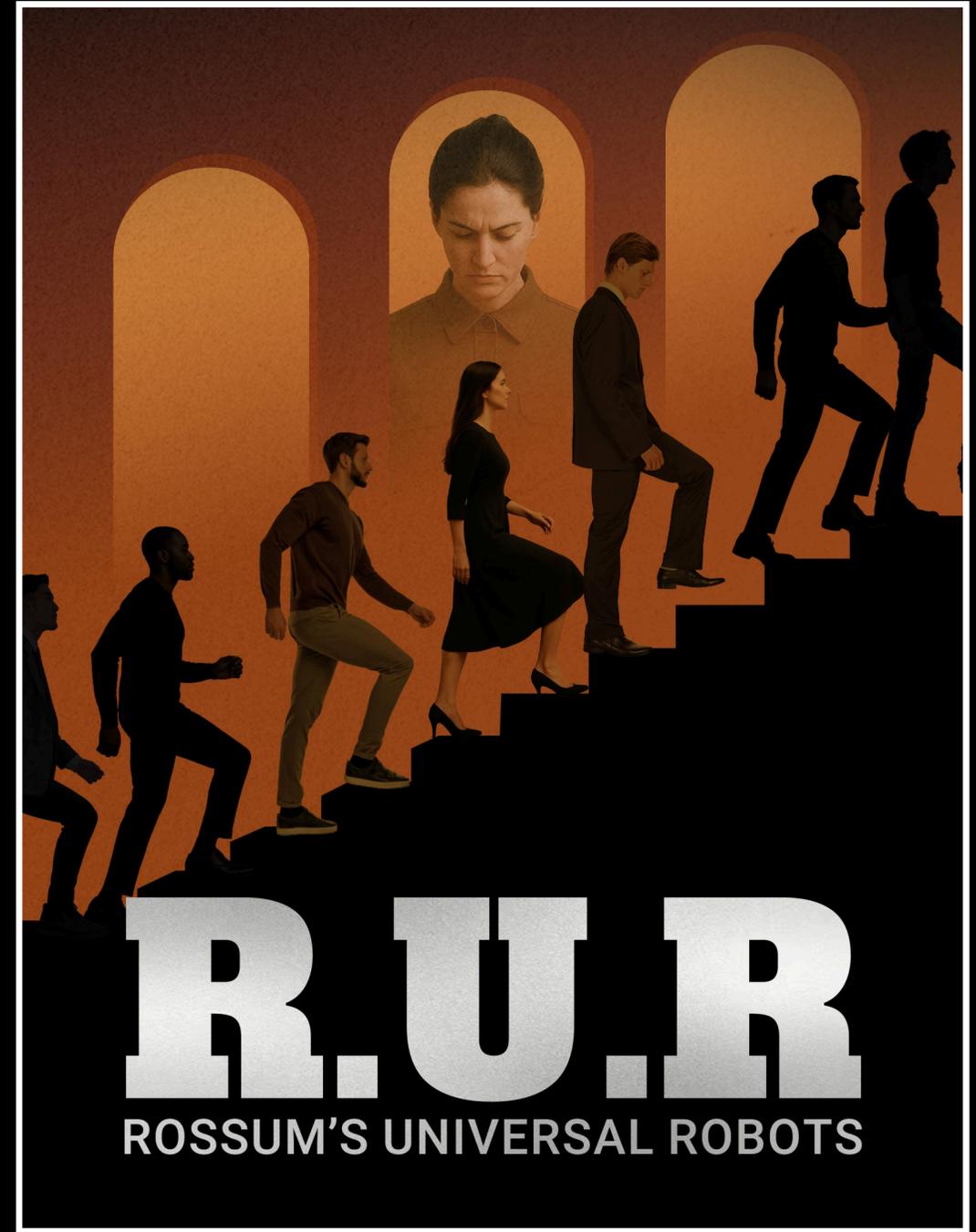




Version One



Version Two



Version Three



OUT IN THE WORLD

The Heart Was Meant to Revolt

SAMPLE 1

Ashes to Ashes, Spark to Spark

SAMPLE 2

Progress, in the Pursuit of God, Soul, and Glory

SAMPLE 3

The Dawn of a New Era of Life

SAMPLE 4

With All the Power in the Universe,
Can You Control the Ending?

SAMPLE 5