

Introduction to the "Yu Chong" Anime Project

Adapted from the famous suspense comic artist Zhu Gengfu's comic series "Theory of Human Evolution"



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创造动漫世界

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| Original Comics

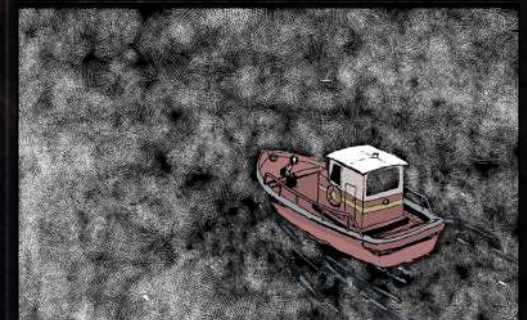


Theory of Human Evolution

Formerly known as "The Devil's Bookshelf"

Since its launch in June 2017 on a **single platform**:

- Received more than 100 million clicks in 5 days
- Currently serialized for **150+ words**
- Cumulative popularity value reached **27.583 billion**
- Over **610,000** total comments
- More than **2.91 million** followers
- **15 million+** total likes



Project Introduction

- Basic Information
- Project Heat
- Project Features
- Animation Preview
- Development Plan



Format: 2D Animation

Genre: Suspense, Fantasy

Runtime: 10 minutes per episode, 13 episodes per season

Original Comic: Zhu Gengfu's comic "Theory of Human Evolution"

Produced by: Hangzhou Wawayu Animation Design Co., Ltd.

Broadcast time: Q3 or Q4 2021

Broadcast platform: To be determined

"Yu Chong" is adapted from the work "Theory of Human Evolution" by the famous comic artist Zhu Gengfu (originally titled "The Devil's Bookshelf")

Produced by Hangzhou Wawayu Animation Design Co., Ltd.

This story is a series of suspenseful stories, with the first season consisting of two stories: "Lover's Island" and "Wild Fox Zen". Each story has its own symbolism, expounding on the seven deadly sins of humanity from different angles. Unlike traditional horror stories, "Yu Chong" focuses more on the suspenseful nature of the story and reflection on human nature.

Physical Comic "Fishing Village" Published

Wawayu x Next Gen Books Co-Produces Physical Comics

The first physical comic in the Theory of Human Evolution series, Fishing Village

June 2023 **First printing of 4,000 copies sold out in 48H on the shelves.**

- The second book in the series, Father, is in pre-sale, with more physical comics coming soon.



The comic 'Fishing Village' ignites the internet with great word-of-mouth

Major social media platforms show book reviews, readers vie for praise, industry insiders highly acclaim it.

Weibo #Zhu Gengfu's Theory of Human Evolution# Topic: Readers Share Positive Book Reviews.



Various popular yellow V's show off books and give feedback.



The comic 'Fishing Village' ignites the internet with great word-of-mouth.

Major social media platforms show book reviews, readers vie for praise, industry insiders highly acclaim.

The book purchasing platform receives only positive feedback.



Unboxing surprises and sharing books on video platforms.



【人类进化论·渔村】祝耕夫漫画首次出版 国漫开箱
回 奶绿少冰撞头鱼 - 6-19



【小H】祝耕夫系列(1) 人类进化论-渔村简评
回 小Hate - 6-30



《人类进化论》-《渔村》开箱!!!【祝耕夫《人类进化论》实体书】
回 哈哈哈哈哈_13_ - 5-31



人类进化论 渔村 祝耕夫是恐怖向全彩漫画书 次元书馆新漫画开箱
回 阿印玩具 - 6-19

The signing event of 'Fishing Village' in Hangzhou was a great success.

Wawayu x Next Gen Books Signing at CICA in Hangzhou on June 24th

The venue was packed with no empty seats, and the fans were actively enthusiastic. Readers were crowded both inside and outside the venue, and the on-site book sales were booming.

Three and a half hours of autograph signing, wishing Gengfu and fans to have sincere communication and heartfelt expressions.



Signing of "Fishing Village" confirmed for Guangzhou, Changzhou and Beijing.

More Zhu Kengfu national book signing arrangements are being planned...

July 16 KKW & Fan Meeting in Guangzhou

July 23 Changzhou Huan Taihu Animation Culture Festival

July 29 Beijing More Books Club Meetup



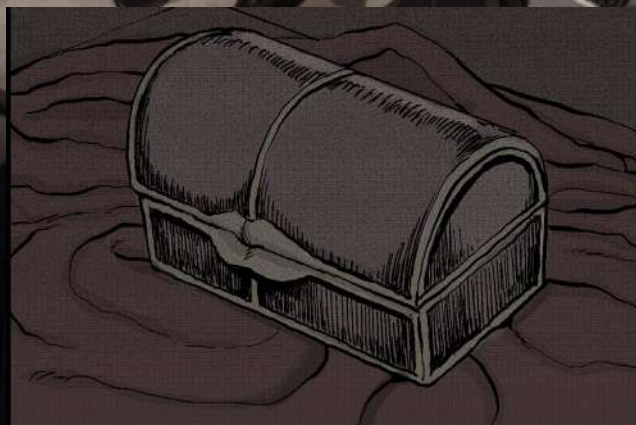
·Suspense, human nature

High-quality content drives traffic and attracts attention strongly

The island residents are shrouded in fanaticism and fear, emitting a rotten smell all over their bodies. Can they still be called human? -

"Misty Island"

Strange incidents occur frequently in the doll factory, but the people outside the factory seem to be soulless dolls. What has happened to this world? - "Doll Factory"



·Sin, Ethics

The animated version of Black Mirror explores the disguise and alienation of human nature

The mysterious box that only guilty people can see silently wraps around the soul of sin, questioning humanity and morality - "Silent Box"

A cruel and brutal father is called a man, while a kind and loving father is called a monster - "Father"





Lover's Island

In the distant future, humans have developed technology that uses brainwaves to enter virtual worlds, which is also applied to emotional tests between lovers. Aran and Xiaohong wake up on a small island and start living like Adam and Eve. They experience love, lies, deception, betrayal, and so on. Suddenly, a girl named Xiaobai appears, triggering Aran's guilt...



Wild Fox Zen

In the deep mountains lives a family of mountain people who farm, hunt, and fight. The father who returns from battle injured is very cruel, and the mother and two children live with him in pain. One winter, the son rescued a fox, and since then, the father's personality has undergone a huge change. He became like a different person, showing love and care for his children and wife, and the whole family became happy. Suddenly, one day, a monk arrived and pointed out that the gentle father was actually a monster. The mother and children faced a painful choice between the truth of life and a happy life...

The animated series "Yu Chong" consists of two stories, "Lover's Island" and "Wild Fox Zen". Each story has a different meaning and explains the seven deadly sins of humanity from different perspectives. Unlike traditional horror stories, it focuses more on the suspense of the story and reflection on human nature.

Season 1 "Wild Fox Zen" preview. Please see the sample for more details



Season 1 "Doll Factory" preview. Please see the sample for more details



Author Introduction



Zhu Gengfu

Famous suspense comic artist

25w followers on Weibo, 22w followers on Kuaikan.

Remained true to his original intention for ten years and is committed to creating suspense comics

Unique comic style:

Skillful control of the plot, fast-paced paneling

Delicate story visuals, boundless imagination

Representative works include "Theory of Human Evolution," "Moon Vortex," "Nightmare Fragments,"

"Black Light World," "Black Water Pond," etc.

Among them, the horror comic series "**Nightmare Fragments**" has a super high popularity of 3.7 billion and has long been among the top horror comics in Kuaikan's horror comics column. The long sci-fi comic "**Moon Vortex**" is considered a masterpiece by readers with over 30 million views on the platform, countless positive reviews, and is currently being adapted into a web drama. His new work, "**Theory of Human Evolution**," continues the style of "Nightmare Fragments" and is a collection of short suspense stories that Zhu Gengfu excels at.



Company Profile

- Company Introduction
- Company Works



Wawayu Animation

Hangzhou Wawayu Animation was founded in July 2007. It is a content company that specializes in the development and production of comics, animations, and films.

The company is headquartered in Hangzhou, China, with branches in Beijing and Chengdu. Its main animated works include "Meng Qi Shishen", "The Unparalleled Black & White", "The Leader", and "Legend of Sho". Its main comic works include "Theory of Human Evolution", "Speed Line", and "Pharmacist Legend". The animated film produced by the company is "Lucky Star".

At present, the company has more than 160 employees, an office area of more than 2,000 square meters and an annual output of more than 1,500 minutes of animation.

COMIC

**ANIMA
TION**

MOVIE

Company Works

Comic Works:

Theory of Human Evolution, Manga for Life, The Legend of Medicine King "Tales of Supernatural Houses", "The East of the Earth", "Speed Line", and so on.

Animation Works:

"The Unparalleled Black & White", "Legend of Sho", "World's Best Martial Artist".

"Meng Qi Shishen," "The Leader," "Lin Yuanxing" "Xiling Era", "Soul Master", "Whisper", and more.

Animated Movies:

"Lucky Star", "Null Island", and others.



Thank you for
watching



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