NUTSO
LAZY CLOUD
oh dear ...
ANOTHER BUSY
day at THE OFFICE
drawing guitars instead
of PLAYING IT!! oh dear
DO I REALLY have
ANYthing to say, exept
that Joke about the apple,
which is quite funny, but quite HARD
IF You Find the opple
mail ME and I'll tell
You the Joke.
HOLY STUB
OF Cheese
RB
LISTEN
You Motherf

HELLZEL'S
MINDS

Do we really undderstand what is
inside the mind of a person suffering
mental illness?

Mental education from a first-person perspective

We explore mental illness through the life of a young man who must face his darker side in a society that does not yet understand what he is like. He lives imprisoned by his most perverse thoughts. Mental education through sarcastic, raw and visceral humor.

HELLZEL'S MIND

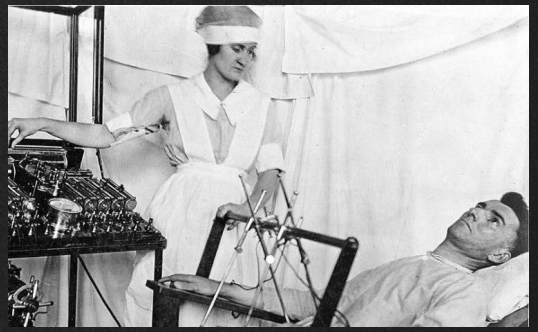
What is it about?

Hellzel is a young-adult American who will begin to know the darker side of his mind. He will have to cope with a life full of ignorance, detachment, little empathy, bullying and lack of love.

Little by little he will build an ideal world in his head that will lead him to venture into heartbreaking, perverse and self-discovery situations with his best friends and his new personality: Peny.

Conceptual universe

Aunque en 1926 se creó la primera escuela de Psiquiatría para el estudio y tratamiento de las enfermedades mentales, la década de los 30 fue oscura para este tipo de pacientes, los conocimiento en el campo eran precarios siendo las única vías posibles el electroshock, la lobotomía o la insulina.



Character

Hellzel (person who lives in his hell): Introverted, closed, silent and self-absorbed. His head is a cocktail of dark thoughts that he has tried to repress for as long as he can remember.

Peny (his other self): Hellzel's polar opposite, his dark side, his most hidden thoughts, his desire to literally devour the world and anyone who crosses his path. Haughty, angry, uncontrolled and heartless.

HELLZELS
MIND
Nft collection

Hellzel's Mind is a collection of 6,666 illustrated pieces from the series with exclusivity for 300 NFT that will come in GIF animation format and access to the MYSTERY BOX.

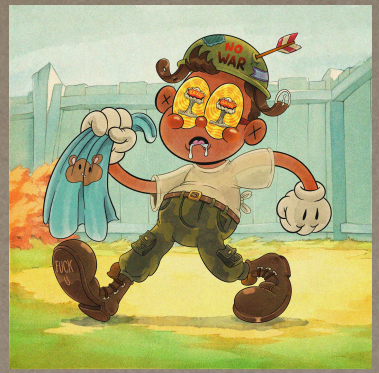
The funds will go towards the development of the series and the ecosystem.

The series will present us with an illustrative graphic proposal of the 1930s that will deal with mental health issues exposing for the time what it meant to have some kind of disorder, how it was treated and how dark this time was for it. The funds collected will be distributed for the realization of the same.

Video Game

Hellzel proposes the development of a video game with all the thematic of the series and its visual proposal that will provide an immersive experience in the universe and the mind of Hellzel that will not only entertain but also educate and help create awareness of these realities through immersion.

NFT



Benefits

Benefits

Mystery Box with MERCH of the series and crypto prizes.
(300 NFT animated) Proposed content of the box:

-3D sculpture, featuring the main character and his second personality. (22cm)
-The NFT in poster with acrylic frame. (Lenticular Printing).
-Stickers
-Hoodie
-A book with the first sketches, making of, mental health tips.
-Private QR of the trailer.
-Personality test (?)
-Prizes in Crypto

Benefits

50% of the proceeds from the series and the ecosystem will be shared among all holders.

-Executive producers of the series
-Marketplace with exclusive merchandise
-Giveaways for holders
-Video game development
-Exclusive access as ecosystem firsts (NFTs redeemable for items from the series, airdrops from our alliance partners, among others).
-Possibility to attend the premiere of the series.

50% of royalties will be sent to institutions that promote mental health.

Liquidity pool for 36 months with a yield of 0.5%.

Hellzel in the metaverse

- An immersive experience gallery will be created within the Landian metaverse that will allow the community to obtain exclusive, personalized and unique content within Hellzel's Land.

- A help center will also be developed in this space to assist people struggling with mental illness and provide guidance and support with experts in this sector from anywhere in the world.

The
End