

ZU × ORI — OPEN CANON

A MYTHIC UNIVERSE : REBORN

A reincarnation-based mythic sci-fi romance that continues the legend of *Romeo & Juliet*—but built from the ground up to be more than IP.

This is a story.

But it's also a system, a mythos, and a platform.

- **Reincarnation as Framework:** Not a gimmick, but a structure for exploring identity, fate, and memory across centuries.
- **Not a Retelling—A Sequel:** It expands Shakespeare's epic into a future-forward universe that asks: *What if everyone comes back?*
- **Teen Romance Meets Metaphysics:** A love story built not just on chemistry, but on memory, karma, and soul-recognition. Grounded emotion with epic consequences.

IP WITHOUT LIMITS

ZU × ORI is a canon sequel to Shakespeare's *Romeo & Juliet*—a story that has belonged to the public for over 400 years.

Likewise, ZU × ORI is released under a Creative Commons Zero (CC0) dedication, placing it fully in the public domain. This means:

- **No licensing required**
- **No approvals needed**
- **No corporate ownership**
- **No legal ceiling** to adaptation, reinterpretation, or expansion

The story belongs to everyone.

Others can build from it.

No one can own it.

THE NEW MODEL : OPEN CANON

ZU × ORI introduces a new kind of storytelling: A mythic, structured world released into the public with no ownership barriers—but with strong creative gravity.

We believe:

- **Shared stories are important for society**
- **Cultural memory should be participatory, not licensed**
- **Individual creativity is our greatest asset**
- **Creators flourish with freedom**

ZU × ORI pioneers a new model: open canon, deep myth, no gatekeepers.
It's not a theory. It's live.

WHAT HAPPENS NOW

ZU × ORI is designed as a spark—ignited by voice, medium, and mind.

Creators, artists, and studios are free to develop:

- TV series, feature film, animated short
- Manga / visual novel / graphic saga
- Stage or immersive theater
- Games, ARGs or interactive AI
- Music, spoken word or audio drama
- Bespoke perfume, costume, sculpture or dance
- Fanfic, zines, TikTok stories

Use its:

- Characters
- Timelines
- Mythology
- Motifs
- Cosmology
- Canon events
- Emotional logic

For studios, artists, and creators, this offers:

1. Creative Authority

Shape the first unforgettable version of an open storyworld.
The look, tone, and voice you choose will become the creative reference others echo.

2. Cultural Prestige

You're not just adapting a public story.
You're defining a myth—for a new generation.

3. Narrative Freedom

No licensing. No approvals.
Adapt, expand, remix, or reinterpret—without friction.

4. Transmedia Access

Work across screen, stage, page, code, scent, performance.
No format is off-limits.

5. Stewardship, Not Ownership

Lead the story. Shape the memory.
Be baked into the mythology—not locked into a deal.

WITH LOVE, SOV // ZU × ORI STUDIO ××