Obnoxious9

MANTRA

轶某九号

宗旨与部门

A collective group that blends ancient wisdom with modern innovation, taking inspiration from the legendary Nine Unknown Men of Emperor Ashoka's time. Like the secret keepers of old, Obnoxious 9 stands at the intersection of knowledge, art, and mystery, safeguarding powerful ideas and pushing creative boundaries. The foundation of the company rests on nine core principles, each mirroring the domains of the Nine Unknown Men:

一家开拓创新的公司，将古老智慧与现代创新相结合，灵感来自于印度阿育王时代的传奇 **九位未知智者**。正如古代的秘密守护者一样，Obnoxious 9 站在知识、艺术和神秘的交汇点，守护强大的理念并推动创造的边界。公司的基础建立在九个核心原则之上，每个原则都对应着九位智者所掌握的领域：

EMOMO   Arcane Assylium   It's just pickles! EMOMO   NAGA   Walking in the hallways

1

Influence: Mastering the art of persuasion and communication, Obnoxious 9 understands the power of storytelling, shaping narratives that resonate deeply with audiences.

影响力: 掌握说服与沟通的艺术，Obnoxious 9 深知讲故事的力量，塑造出能引起深刻共鸣的叙事。

2

Human Understanding: Just as the Nine studied physiology, Obnoxious 9 delves into human emotions and behaviors, crafting art and experiences that connect with the very core of what it means to be human.

人性洞察: 如同九位智者研究生理学，Obnoxious 9 探索人类的情感与行为，创作出与人类核心情感紧密相连的艺术和体验。

3

Innovation: Inspired by microbiology and the pursuit of the unknown, Obnoxious 9 embraces cutting-edge technologies and concepts, driving forward new forms of digital and physical creativity.

创新: 受微生物学和未知探索的启发，Obnoxious 9 拥抱前沿技术与概念，推动数字与实体创造的新形式。

4

Transformation: Like alchemists, Obnoxious 9 transforms ordinary materials into extraordinary works of art, infusing each creation with a deeper meaning and purpose.

转化: 像炼金术士一样，Obnoxious 9 将普通材料转化为非凡的艺术作品，赋予每一件创作更深的意义与目的。

5

Communication: With a focus on breaking traditional barriers, Obnoxious 9 explores new methods of expression. Whether through digital, non-verbal, or immersive experiences — to connect people across the globe.

沟通: Obnoxious 9 通过打破传统障碍，探索新的表达方式——无论是通过数字、非语言或沉浸式体验——与全球的人们建立联系。

6

Gravity: Pioneering disruptive ideas, Obnoxious 9 defies convention, challenging norms and developing art that transcends the gravitational pull of the ordinary.
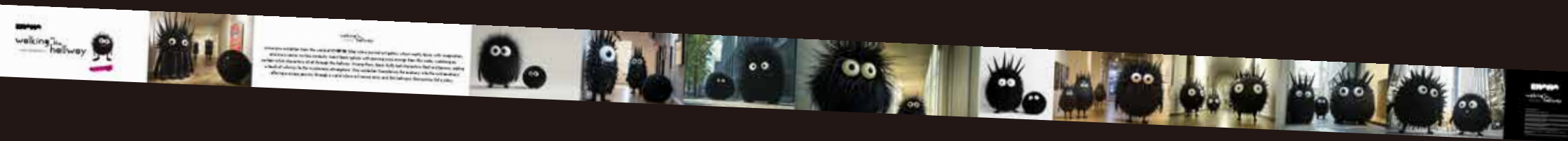
引力: 通过颠覆性理念，Obnoxious 9 挑战常规，开发超越平凡重力束缚的艺术作品。

7

Exploration: Like the ancient study of cosmology, Obnoxious 9 is driven by curiosity about the universe, pushing the limits of artistic exploration and continually seeking new horizons.

**探索:** 如同古代研究宇宙学，Obnoxious 9 被对宇宙的好奇心所驱动，突破艺术探索的极限，持续寻找新的边界。

8

Light: By harnessing the power of illumination—both metaphorically and literally—Obnoxious 9 brings to light hidden truths, offering viewers a new perspective on the world and themselves.

光明: 通过隐喻与实际的光的力量，Obnoxious 9 揭示隐藏的真相，为观众提供一个全新的视角去看待世界和自己。

9

Society: Understanding societal dynamics, Obnoxious 9 weaves culture, art, and human connection into a harmonious blend, creating works that not only entertain but also inspire and provoke thought.

社会: 理解社会动态，Obnoxious 9 将文化、艺术与人类联系编织成一个和谐的整体，创造出不仅具有娱乐性，还能激发灵感与思考的作品。
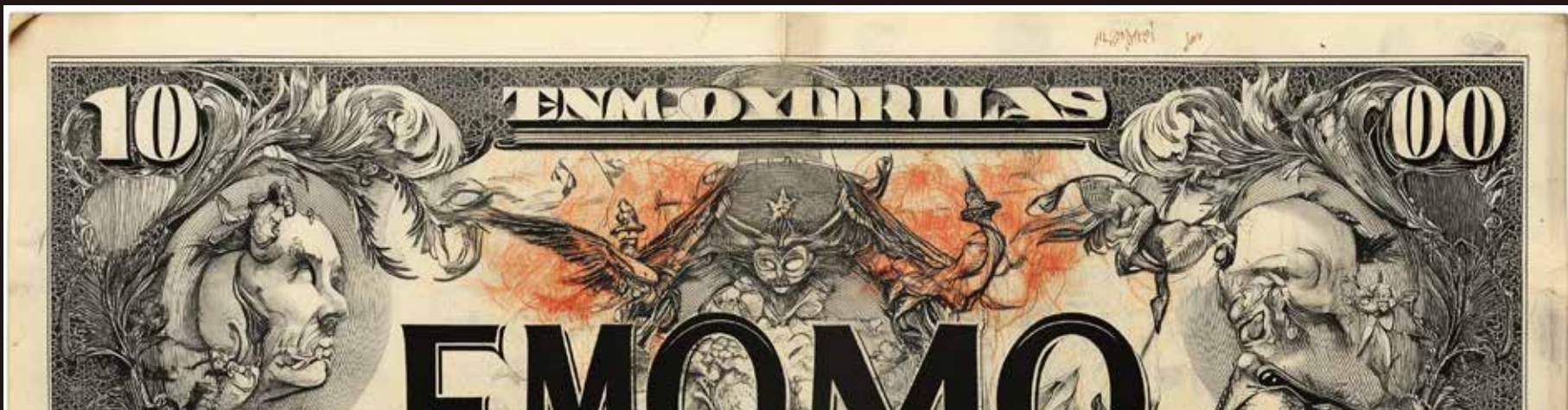
Through these principles, Obnoxious 9 channels the timeless energy of the Nine Unknown Men, crafting a brand and philosophy that seeks to enrich humanity while respecting the powerful forces at play in creativity and knowledge.
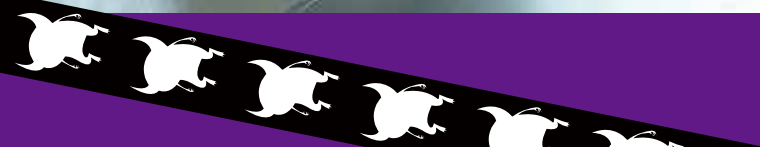
通过这些原则，Obnoxious 9 传承了九位未知智者的永恒能量，打造出一个品牌和哲学，不仅致力于丰富人类社会，同时也尊重创造与知识中蕴含的强大力量。

9 departments

ensure that Obnoxious9 stays ahead in creativity, innovation, and engagement, while making sure that all IPs, including EMOMO, grow into robust and beloved brands.

部门确保Obnoxious9在创意、创新和参与度方面始终保持领先，同时确保包括EMOMO在内的所有IP都能成长为强大且备受喜爱的品牌。

Bureau of Oddities

Purpose: This department scouts unique and offbeat ideas, uncovering strange or quirky concepts for new IPs. They identify untapped genres, niche audiences, or unorthodox storylines that will stand out in the crowded market.

Requirements: Creative visionaries with a knack for spotting trends or unusual creative opportunities.

Output: Initial pitches for new IPs, concept art, and early drafts of narratives or character designs.

Why We Need It: Obnoxious9 thrives on being distinct, and this department ensures we stay ahead of the curve with original content ideas that no one else is exploring.

古怪事务局

目的: 这个部门负责发掘独特和离奇的创意,寻找新颖或怪异的概念用于开发新的IP。他们关注未被发掘的题材、细分市场或不寻常的故事情节,确保我们的内容与众不同。

要求: 具有敏锐创意洞察力的人才,能够识别趋势或创造性机会。

输出: 新IP的初期提案、概念设计和早期故事或角色设计草案。

必要性: Obnoxious9致力于保持独特性,这个部门确保我们始终在探索原创且无人涉足的领域。

Inventorium

Purpose: Develops innovative products and physical experiences based on Obnoxious9 IPs. This could range from blind boxes like EMOMO to immersive installations and interactive merchandise.

Requirements: Product designers, engineers, and prototypers who can turn creative ideas into tangible items.

Output: Prototypes of toys, collectibles, and physical manifestations of IPs. This department will also oversee production and ensure quality control.

Why We Need It: Fans want to engage with IPs physically, not just through media. The Inventorium helps bridge the gap between digital stories and real-world experiences.

发明家工坊

目的: 开发基于Obnoxious9 IP的创新产品和体验。这可以包括像EMOMO的盲盒，也可以是沉浸式的装置或互动周边产品。

要求: 产品设计师、工程师和原型开发人员，将创意转化为可触摸的实体产品。

输出: 玩具、收藏品和IP实体化的原型。该部门还负责生产和质量控制。

必要性: 粉丝们希望不仅仅通过媒体，还能在现实世界中与IP互动。发明家工坊将数字故事与现实体验相结合。

Studio Wonderland

Purpose: This is where all visual and narrative development happens for Obnoxious9 IPs. From initial sketches and art direction to full-fledged animation and media projects, it's the creative powerhouse behind each brand.

Requirements: Artists, writers, animators, and storytellers with expertise in various media formats (film, games, comics, etc.).

Output: Complete storylines, character development, concept art, and animated shorts.

Why We Need It: Obnoxious9 is built on strong, creative stories, and this department makes sure every IP is visually captivating and narratively rich.

奇幻工作室

目的: 这里是Obnoxious9 IP的视觉和叙事开发中心。从初期草图、艺术方向到动画和媒体项目的全程创作，都是公司的创意核心。

要求: 艺术家、作家、动画师和各种媒体领域的创意人才（电影、游戏、漫画等）。

输出: 完整的故事情节、角色发展、概念艺术和动画短片。

必要性: Obnoxious9以强大的创意故事为基础，这个部门确保每个IP都具有视觉吸引力和丰富的叙事内涵。

Cross-Worlders Guild

Purpose: Focused on collaborations, partnerships, and international expansion. They bring Obnoxious9 IPs to new markets and create alliances with other creatives or brands globally.

Requirements: Negotiators, brand strategists, and cultural experts who understand various global markets and how to adapt IPs for them.

Output: Global partnerships, new merchandise lines for specific regions, and international marketing strategies.

Why We Need It: Obnoxious9 aims to have worldwide reach. This department helps break into overseas markets and foster collaborations with artists and brands.

跨界联盟

目的: 专注于合作、品牌伙伴关系和国际市场扩展。他们将Obnoxious9的IP推广到新市场,并与全球其他创意人士或品牌建立合作关系。

要求: 谈判专家、品牌战略家和文化专家,了解各个全球市场及如何为这些市场调整IP。

输出: 全球合作项目、针对特定地区的新产品线和国际市场营销策略。

必要性: Obnoxious9目标是全球化,跨界联盟帮助我们打入海外市场,并推动与其他艺术家和品牌的合作。

Curatorium of Chaos

Purpose: This department handles live events, exhibitions, and experiential marketing that brings Obnoxious9 IPs to life. Whether it's a bizarre EMOMO art installation or a quirky pop-up shop, they create unforgettable fan experiences.

Requirements: Event planners, set designers, and experience architects who specialize in creating immersive environments.

Output: Full-fledged event concepts, pop-up experiences, and installations that showcase Obnoxious9 IPs in dynamic and engaging ways.

Why We Need It: Events build community and hype around our brands. The Curatorium ensures that we leave a lasting impression on our audience through immersive experiences.

混乱策展部

目的: 负责现场活动、展览和体验式营销，带来 Obnoxious9 IP的线下互动体验。无论是怪诞的 EMOMO艺术装置，还是新奇的快闪店，他们都打造出难忘的粉丝体验。

要求: 活动策划师、布景设计师和体验架构师，擅长创造沉浸式环境。

输出: 完整的活动概念、快闪体验和展示 Obnoxious9 IP的装置。

必要性: 通过活动建立社区互动并增加品牌热度，混乱策展部确保我们通过沉浸式体验给粉丝留下深刻印象。

Brand Bandits

Purpose: Responsible for IP brand identity, marketing, and media presence. They ensure that every piece of content and every product aligns with the distinct voice of the brand, from the core messaging to the visuals.

Requirements: Graphic designers, copywriters, social media managers, and brand strategists.

Output: Marketing campaigns, promotional materials, and consistent brand identity across all platforms.

Why We Need It: Strong, consistent branding is key to making our IPs recognizable and beloved. The Brand Bandits protect the integrity and uniqueness of each IP.

品牌盗贼

目的: 负责IP的品牌识别、营销和媒体存在。确保每一份内容和产品都与品牌的独特声音保持一致，从核心信息到视觉呈现。

要求: 平面设计师、文案、社交媒体经理和品牌战略家。

输出: 营销活动、宣传材料以及所有平台上统一的品牌形象。

必要性: 强大且一致的品牌形象是让我们的IP变得家喻户晓的关键，品牌盗贼保护每个IP的独特性和完整性。

Lorekeepers Library

Purpose: This department manages the extended universe and canon of all Obnoxious9 IPs. They ensure that storylines stay consistent, that characters remain true to their development, and that every new product or story builds on the universe logically.

Requirements: Writers, worldbuilders, and lore specialists who can handle long-term storytelling.

Output: Continuity documents, extended universe lore, and narrative guides for each IP.

Why We Need It: Fans crave deep, well-developed worlds. The Lorekeepers ensure every new addition to an IP strengthens its narrative foundation.

传说守护者图书馆

目的: 这个部门负责管理所有Obnoxious9 IP的扩展宇宙和故事背景,确保剧情的一致性、角色的延续性,并且每一个新产品或故事都合理地构建在宇宙体系之上。

要求: 作家、世界构建者和故事背景专家,能够处理长期叙事结构。

输出: 连贯性的文档、扩展宇宙设定和每个IP的叙事指南。

必要性: 粉丝渴望深度且精心构建的世界,传说守护者图书馆确保每个新元素都巩固IP的叙事基础。

Shenanigans Workshop

Purpose: This is where experimentation and crazy ideas happen. Shenanigans Workshop is a sandbox where team members can prototype wild, half-cooked concepts that don't fit into other departments yet.

Requirements: Free-thinking creatives with a flair for risk-taking and "what-if" thinking.

Output: Experimental art, weird prototypes, early-stage IPs that may or may not turn into full-fledged brands.

Why We Need It: Innovation often comes from chaos, and this department allows the team to stretch their creative muscles without boundaries or restrictions.

恶作剧实验室

目的: 这里是实验和疯狂创意的摇篮。恶作剧实验室是一个沙盒，让团队成员能够自由尝试那些暂时不适合其他部门的创意。

要求: 自由思考的创意者，擅长冒险和"假如"式的思维。

输出: 实验性的艺术作品、奇特的原型以及处于早期阶段的IP，这些IP可能会发展成为完整的品牌。

必要性: 创新往往源于混乱，这个部门允许团队在不受限制的情况下探索创意潜力。

Merch Monkeys

Purpose: Merchandising and retail strategies for all Obnoxious9 IPs. This team plans, designs, and executes merchandise—from T-shirts to limited edition collectibles—focusing on creating a connection with fans through products.

Requirements: Retail experts, merch designers, and supply chain specialists who know how to turn IPs into coveted products.

Output: Merchandise lines, ecommerce stores, and fan-centered products that boost brand loyalty.

Why We Need It: Merchandise not only brings in revenue but also helps fans feel more connected to the IPs they love. This department ensures we have products that resonate with our audience.

周边狂热者

目的: 负责所有Obnoxious9 IP的周边产品和零售策略。该团队策划、设计并执行从T恤到限量版收藏品的一系列产品，专注于通过产品与粉丝建立联系。

要求: 零售专家、周边设计师和供应链专家，能够将IP转化为受欢迎的商品。

输出: 周边产品系列、电子商务商店以及与粉丝互动的产品。

必要性: 周边产品不仅带来收入，还帮助粉丝更深地连接他们所喜爱的IP。这个部门确保我们有产品能够与观众产生共鸣。

Internal Disclaimer: Obnoxious9 Collective Departments

The following descriptions and roles for the Obnoxious9 departments are intended for internal use only. These outlines serve as a guiding framework for departmental functions, collaboration, and workflow optimization within the collective. All department names, functions, and descriptions are subject to change as needed to meet evolving creative and business needs.

Please be advised that the information provided here reflects the internal creative processes and strategic initiatives of Obnoxious9. None of the details or names mentioned should be disclosed or circulated outside the company without explicit approval from upper management. This includes, but is not limited to, public communication, social media, presentations, or any external partnerships.

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For clarification or questions regarding these departments, their objectives, or operations, please contact the relevant department head or Obnoxious9's internal communications team. All communications regarding any external inquiries about departmental functions must go through appropriate channels to ensure the confidentiality and integrity of Obnoxious9's creative strategy.