

61. TOMARS CREZ



CIP Number: CREZ-TAU-61

C2r Hook:

Elvis Presley died in 1977. He is also, in this simulation, the lead architect of the Dubai Space Experience Center. Some legends refuse to stay buried.

Unique Proposition:

A speculative documentary that imagines the creative partnership between Vikas Tomar and a simulated Elvis Presley—both men who left their birthplaces, reinvented themselves, and spent their lives negotiating between authenticity and spectacle.

Creative Inception:

Dubai, 2023. During a TOMARS board meeting, someone joked: *This project needs Elvis.* Tomar said: *What if we hire him?* The room laughed. He didn't.

Format:

- Workshop series, 3 x 40 minutes

- Reference: *Elvis* (2022) [citation:TOC_CREZ2.pdf]

Cost Projection:

Item	Basis of Estimate	Cost (USD)
Deepfake/AI likeness licensing	Presley estate negotiation	500,000+
Documentary production	3 x 40 minutes	680,000
Ethical AI consultation	Digital resurrection protocols	120,000
		1,300,000

Total (estimate)

