

YATRA MEDIA & TONE MESA MEDIA  
present

YOGA  
MADNESS! 

An  
Out-of-Body,  
Out-of-Control  
Sitcom



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# YOGA MADNESS

An Out-of-Body, Out-of-Control Sitcom

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## Yoga Madness

A sitcom about over-the-top trendy yoga fanatics,  
the sale of the studio to a crass entrepreneur  
and the ensuing clash of cultures  
that initiates their absurd and hilarious antics.

Think....

“Three’s Company” meets “Dharma & Greg”  
with a little “Arrested Development” & “Head Case”



# Yoga Madness

## Synopsis

When Artie Schnurr buys the Good Karma Yoga Center, on the advice of his zany, buxom and blond assistant Darlene, it might appear that this Los Angeles entrepreneur and former nightclub owner will save it from bankruptcy.

Leela, the owner of the yoga studio, knows right from the start that this might well be what you call a Faustian arrangement. The devil in this situation is of course, Artie, who is only interested in making money (and hot yoga girls) and has a very weird concept of what yoga actually is.

This is “Yoga Madness” – where financial crisis meets head on with the ancient system of yoga and there are bound to be sparks flying and the creation of some strange bedfellows. But the center must survive, so Leela swallows her pride. She is so nervous about the arrangement that she goes to a fortuneteller, who reassures her that “you and this new owner will get along famously.”

This does not happen. Artie and his lecherous bogus guru/street greeter, Vishnu, soon get on Leela’s nerves – the renaming of her studio “The Happy Indian Yoga Center” makes her tear her hair out – the situation is out of hand – these guys are from the nineteenth century - where’s the yoga? Leela’s two main cohorts, the silent Gertie Devi and Yoni, the gorgeous tantric instructor, are both horrified by Artie and Vishnu, and let them know it. Gertie has taken a vow of silence but in fact has a very wicked tongue, which she communicates through Post-It notes. Adding to this madness is the chant-master, Lingam Das, whose self-love has no boundaries – he is certain he is the new Bono of the yoga scene.

In “Yoga Madness” everyone surrounding Leela is absorbed with their own self-interests. She is the closest we have to a voice of reason in this ragtag group of characters as she fights to keep her studio sane as well as solvent. Of course it’s inevitable that she will clash on a weekly basis with the crass Mr. Artie Schnurr, as well as the rest of this cast of misfits. In fact, Leela’s forced confrontation of the wacky agendas of this miscreant crew present her with a constant circus in which she plays the role of ringmaster to hilarious results.

As the series progresses, Artie actually becomes more humanized, but only enough so that he starts to take on the absurd role of an actual teacher at the studio – of course to incredibly disastrous effect. The last episode of the series points this out in its most blatant manner as Artie arranges a naked yoga class or “hot yoga”- which he convinces Yoni to lead- only to find that the only attendees are a group of slovenly horny men not the least bit interested in yoga.

Yoga Madness reigns supreme...

## Lead characters:

### Leela

A thirty-something yoga purist who was the owner of “The Good Karma Yoga Center” before financial difficulties led her to sell the studio to Artie. Leela is the child of free-loving hippie parents who once rebelled against an “alternative” lifestyle but now accepts it. She is a very spiritually aware person, but also keeps an edge of common sense about her. So she is open minded but still self aware and skeptical at the same time. She is the closest thing we have to a voice of reason in this ragtag group of characters. Vulnerable but tough, Leela will not let Artie walk all over her.

### Artie Schnurr

A businessman in his mid-fifties, Artie is the very crass and ignorant new owner of the yoga studio. He only gets into the yoga business on the advise of his trusty and busty assistant Darlene, who tells him if he does yoga he’ll be able to have sex like Sting- 20 times a day. He has absolutely no sense of spirituality whatsoever, unless you count materialism as a form of religion. With all that said, Artie still shows signs of being a real “human being” at times and is not completely beyond redemption.

### Vishnu

Artie’s Indian friend, the resident skeptic who everyone looks to as a guru because he’s Indian but of course he’s the opposite – he smokes, drinks, eats meat, owns a Hummer and watches porn DVD’s in the back of it with hookers. He is the very definition of a materialist, craving any bad thing that money can buy. He wouldn’t touch spirituality with a ten-foot pole, unless he was getting paid for it.

## Co-Star and Recurring Characters:

### Jim

Leela’s twenty-something surfer-dude boyfriend who is as monosyllabic and non-spiritual as they come. Jim’s only religious beliefs are surfing the blue waves and getting stoned to the bejesus every day. While he’s not completely groovy with Leela’s yogic lifestyle, he still helps to keep her balanced and maintain a sense of humor about the wackos she works with at the studio. He’s bluntly honest but still caringly affectionate with Leela.

### Yoni

The G-g-g-gggorgeous Tantric sex teacher, who just so happens to be completely frigid. Yoni is very deeply spiritual and believes that defines her as a person. And although she is frigid, she very badly wants to be a sexual being and works at it to no avail.

### Darlene

Artie’s “blonde” assistant has his ear and is the one who has set him on the path of owning a yoga studio- she thought of this after reading of Sting’s yoga exploits and thought this would help change Artie for the better. She herself takes a shine to the yogic path who and attempts to make herself over as a yoga diva.

### Gertie Devi

A 50-year-old former Hollywood actress, who looks thirty-five, has taken a vow of silence and writes on Post-It notes only. Basically, she is so deep in the spiritual muck that it has silenced her. Although she’s able to match Artie’s crassness note for note, she’s still a sweet and caring person at her core and shows maternal instincts toward Leela.

### Lingam Das

Resident chant singer who once had aspirations of being a rock star but is now content to simply bed the yoga studio “groupies”. Lingam Das might look like your average white-bred “cool” yuppie to most of us, but in his mind he’s an Indian rock god. Although he claims that he’s “singing to God,” he seems to be more concerned with creature comforts than reaching a higher level of consciousness.

## Thirteen-Show Situations:

### Episode 1 - “Yoga Postures-r-Us”

Ultra-crass businessman Artie Schnurr buys the failing yoga center from Leela and starts advertising on local TV as if it were a Ginsu knife set, where he himself acts as the spokesman and comes on like the worst kind of California used car salesman. He immediately wants to change the name of the studio from “The Good Karma Yoga Center” to “The Happy Indian Yoga Center.” All the students immediately threaten to leave and go somewhere else. Artie hires Vishnu as the resident guru who ends up disgruntled in the back-alley smoking reefer with Leela’s surfer-dude boyfriend Jim. Back at the center, Leela and Artie have their first fight about the tasteless ways in which he wants to promote the center after Artie has an opening night party where he brings in a half-naked belly dancer to accompany Lingam-Das’ big chant kirtan, which completely mixes up two very different worlds...



### **Episode 2 - “Yoga For Yuks”**

Artie, undeterred by the class’s disgust at his methods, produces an infomercial, entitled “Yoga for Yuks” where he cracks dirty jokes about weird yoga positions. This pushes the concept of him doing standup comedy at the yoga center as a weekly event to attract more customers to the center. Leela leads the other teachers in a work stoppage strike, complete with strikers marching outside the center with placards. The denouement is Artie inserting Darlene as the replacement yoga teacher to break the strike, but unfortunately Darlene is far from adequate in her ability to lead a class...

### **Episode 3 - “Macho Yoga Match”**

Two diametrically opposed kinds of yoga centers – Hatha (our center) and Ashtanga (mega-power yoga for super-humans) – are competing for customers and play softball against each other to settle their differences. We see the laughably extreme ways they play as the Ashtanga students play like maniacs, throwing themselves around like there’s no tomorrow, while our moderate Hatha practitioners play quietly and with exaggerated dignity. The game ends in a disputed play and the tiebreaker challenges the players to prove the superiority of their yoga traditions by demonstrating their techniques in fast action. This results in a situation where almost everyone ends up in the Emergency Room. Vishnu, the womanizer and three-times-a-day meat-eater, has to transport everyone to and from the hospital, but they all have to share the Hummer with some very under-dressed hookers who have little sympathy for their injuries and think that Yoga is a bear...

### **Episode 4 - “Chanting Mania”**

The chanting class called “Killer Kirtan” has so many celebrities present that there’s a velvet rope and an enormous bouncer outside. The singer Lingam Das, who at an earlier age was the lead singer in the notorious heavy metal band, Babystabber, occasionally forgets himself and breaks out into a devil worshipping song. The class is dotted with celeb look-alikes, who are dressed in expensive pseudo-Indian clothes and arrive in stretch limos, stacked up outside the center. This episode introduces Chuck/Cakaka (the fabulously wealthy Texas wastrel) who becomes so transported by the climactic chanting that he starts dancing wildly round the room, ending with his leading everyone in the class out on to the street where they end up in the police station for disturbing the peace. Artie bails everyone out blackmailing them into agreeing to let him do another tasteless infomercial, this time involving all the women wearing skimpy outfits as they do body-twisting asanas to the music of Kid Rock, while the men stand around wearing garish Caliph harem costumes holding spears and shouting “go girl!”...

### **Episode 5 - “The Temple Of Love”**

Yoni, the Tantric sex teacher, has a weekly class at the center called “The Temple of Love”. Unfortunately, she attracts only horny men who want their “happy ending”. In this show, she actually falls in love with a studly young Hollywood movie star who, unfortunately for her, is devoutly celibate. The battle with Artie continues as the advanced students sequester him and try to get him to actually do some yoga postures. They push him too far and he ends up screaming in pain and threatening them with turning the center into a Starbucks. Yoni does a total 180 from her usual non-sexual attitude and tries some lap dancing with the actor, at which point he leaves in a huff. Artie catches her in the act and immediately comes on to her, which results in another painful moment for him as she discourages his aroused state by going into her own form of stiffness and feigning an advanced yogic trance that scares him right out of the building...

### **Episode 6 - “Sexual Healing...Or Not”**

Lingam Das always has his way with the ladies, as he continually manages to persuade numerous very young and pretty female devotees to come to his tiny studio apartment in Burbank. But he gets in over his head when he tries to get into the pants of a girl whose boyfriend is a kung fu black belt and attends a martial arts class in the same building as the yoga class. Leela, who idolizes Lingam Das and always fetches him water and fruit at the end of the session, comes in at the wrong moment so he tries to seduce her, just as Jim arrives to pick her up. This results in an embarrassing moment for Lingam Das, who quickly turns his come-on line into a “God is my girlfriend” rap, which does not convince Jim who drags Leela out and takes this opportunity to once again let her know what a bunch of phonies she associates with...

### **Episode 7 - “You Can’t Teach An Old Dog...”**

Leela tries to convert Vishnu, the Indian skeptic, to the spiritual path. Jim, meanwhile, is very happy with Vishnu the way he is - mainly because he likes to accompany Vishnu around Hollywood in the Hummer, while eating pizza, smoking pot and watching porn. Leela finds this out and in her outrage banishes Jim from her bed until he can get Vishnu to reform himself. Jim then makes a fool of himself doing everything he can to make Vishnu into a believer. Darlene, by now a converted yoga purist, steps in and advises Jim to at least pretend to be holy, teaching him how to sit with a straight back and chant “Om” until Leela is so blissed out she forgives him. Meanwhile, Artie has started a Yoga Internet dating service called “Yoga Match” which, in the back of his brain, he figures to be a front for a high-class call-girl service...

### **Episode 8 - “Karma Chameleon”**

Jim needs some venture capital to start his own Malibu beachfront surfboard business and enlists Artie to help him in his new venture. Together they latch on to Texan Chuck/Cakaka, who is worth two billion dollars but has very little left after his gift to the Bhutanese Trust Fund for blind holy men. Using every trick in the book, they persist in pestering Chuck to death but end up only being able to set up a meditation-pillow website, which donates all its money to wayward yoginis gone bad. Artie tries to save the deal and comes up with a heated pillow that also chants “Om” every time you sit on it...

### **Episode 9 - “The Trip”**

Leela and Jim pay thousands of dollars to go on a bogus “DharmaTrek” vacation to the Himalayas, but only get as far as Griffith Park after being hypnotized by the nefarious woman known as “Himalaya Harriet,” who supposedly leads the expeditions across the mountain range. The always-silent Gertie Devi sees through the scam and manages to de-hypnotize our unfortunate couple by painting a “You are still in L.A.” message on a huge empty billboard overlooking the park. Artie makes a citizen arrest of the miscreant Harriet, while reading to her from the Yoga sutras in the paddy wagon...

### **Episode 10 - “The Worst Teacher In The World”**

Artie makes a deal with a home video company to market yoga teaching videos, using the class as the on-camera talent. His oversized ego pushes him, unbeknownst to the class, to acting as the video teacher for the course even though he clearly knows nothing about yoga. Vishnu supplies him with supposedly Indian authenticity by pretending to be a great teacher from Bombay. Unfortunately, Vishnu cannot do any of the yoga postures and resorts to extolling the virtues of Bollywood actresses and doing a lecherous song-and-dance act with a local fast food checkout Pakistani girl...

### **Episode 11 - “Hip Hop Hatha Hitsville”**

Artie becomes the manager of Lingam Das and gets him a record deal with a major label. Lingam Das then records a chant call-and-response CD with the whole class, which completely defies all logic and becomes a big hit on the Billboard charts. This forces him to have to do interviews and meet-and-greets in record stores and drives the whole class into craziness as they are recruited to sing along on a “Soul Train” special and all appear on MTV’s “TRL” show. Between Artie’s over-the-top huckster behavior and Lingam Das’s suddenly wildly outsized ego, they are vilified in the national press and the record company drops him like a hot potato...

### **Show 12 - “Silence Is Golden”**

Out of nowhere, Artie decides to take a vow of silence, like Gertie Devi. His motivation is that he is sick of debating endlessly with Leela and Yoni about how to run the yoga studio. Darlene warns him that this might not be the best time to stop talking- he lasts about two minutes before he starts sweet-talking a new young female yoga student, and then he tries again, but fails every few minutes...

The whole class then decides to become silent like mute Gertie Devi. Everything they do has to be expressed in crazy hand gestures and this descends into insane slapstick as they try and carry on their lives without words. The show ends with everyone except Gertie Devi reverting to their garrulous selves and throwing a talk party where they do their yoga postures while chattering like fools. In the meantime Gertie Devi and Chuck fall in love via sign language and ride off on his Harley into the Malibu sunset...

### **Show 13 - “Hot Yoga”**

Leela finally gets Jim to quit smoking pot and learn to meditate. Being such a surfing fanatic/lunatic, he becomes an equally avid 24/7 meditator and gets so brilliant at it that he suddenly is able to defy gravity and levitate at will. At this point he begins to float all over Los Angeles, causing mayhem wherever he appears. Leela realizes that she has to bring him back down to earth so proceeds to pretend that she doesn’t believe in yoga practice any more and prefers to be a beach bimbo. Meanwhile, Artie does a tacky TV ad offering nude singles yoga classes at the center under the guise of “hot yoga” in which the room’s temperature is kept at 110 degrees. Artie arranges for Yoni to lead the class and ends up with all men and no women. The last shot is of 25 naked guys from behind facing a deer in the headlights naked Yoni...



Arnie (Allan Wasserman) interrupts Leela (Zoe) as Vishnu (Marshall Manesh) oogles the girls while they chant.



Arnie (Allan Wasserman) faces off with Leela (Zoe) as Vishnu (Marshall Manesh) continues to oogle the girls.

## CREATIVE STAFF BIOGRAPHIES...

**DAVID SILVER** (Creator/Director) has produced, directed or written documentaries of the Beatles, Bruce Springsteen, Bob Marley, Ringo Starr, Paul McCartney, Mick Jagger, Keith Richards, Allen Ginsberg, Roger Waters (Pink Floyd), Crosby, Stills and Nash, James Taylor, Bonnie Raitt, Spalding Gray and many others. David's MGM/UA film, "The Compleat Beatles" is the acknowledged biopic movie about history's most famous band. His Warner Brothers' feature film, "No Nukes" started the whole trend of music/activism feature documentaries. His film about the teen band Hanson was the fastest selling home video of all time. He has been responsible for three Billboard #1 charting home videos.

As a senior executive at both Warner Brothers and Mercury Records, he was directly responsible for dozens of CD's and movies, including work on solo projects with both Paul McCartney and Ringo Starr. He also produced unique spoken-word CD's with New Yorker magazine, with stars like Frances McDormand, Viggo Mortensen and Gabriel Byrne. In 2006, he worked extensively with Roger Waters (Pink Floyd) on video presentations for Sony Music. Currently, David is acting as consultant to Ang Lee, the Academy Award-winning director, on his new film for 2009 release, "Taking Woodstock."

**MITCHELL MARKUS** (Executive Producer) began his career in Montreal, Quebec as Program Director of one of the largest Rock Radio stations in the East- CKGM-FM. In succeeding years he was an independent producer for the Canadian Broadcast Network where he produced an award winning documentary on Khalil Gibran.

Markus then founded Triloka Records and began a long tenure in the music business- Triloka became one of the seminal World Beat Dance labels and included such artists as Hugh Masekela, Rita Coolidge and Walela, and Trans Global Underground. Markus also produced transformational content with well know self-help authors Ram Dass and Deepak Chopra as well as long form DVD videos featuring the American Chant master, Krishna Das.

In 2007 Markus started a media and management company, Yatra Media and Management which is dedicated to the development of new paradigms for music artists navigating the evolving digital universe as well as the development of media projects for film and television. Just completed is the pilot situation comedy, Yoga Madness. In development is the mystic thriller, One Door Land.

**DANIEL MCCOY** (Executive Producer) is a third generation L.A. native., son of an Audiophile Specialist and cousin to R.E.M.'s Peter Buck, Daniel landed his first audio gig at the age of 22 with legendary music producer T Bone Burnett (O' Brother) after attending a sound production lecture at Citrus College in Glendora, CA. T Bone enjoyed the lo-fi acoustically focused roots sound that Daniel produced recording John R. Williamson's "Songs from Crescent Vale" (<http://cdbaby.com/cd/johnrwilliamson>). Prior to Film Sound, Daniel started working gigs recording with live sound guru Mark Linett (Brian Wilson, Frank Zappa and Dave Alvin). Evolving into TV & Film and went to work with Peter Guber ("Batman" & "Rain man") on AMCs Sunday Morning Shoot Out, almost 30 years after Daniel's aunt Cece worked with Peter at Casablanca Record and Filmworks. Daniel's first feature film as a Production Sound Mixer was "Coffee Date" (2006 Release), seen across the US, London and Italy. Coffee Date's Production Sound Track consists of 90% of the Daniel's original recorded production audio. His recent work includes recognition for 2 Day Time Emmy Awards for "Best Live Audio Mix To Tape" for the "Ellen Degeneres Show". Daniel's audio engineering work can be heard on a very special record which received a Grammy Award nomination for "Best Engineered Album" for Brian Wilson who won his first solo Grammy in 2005 for "Best Rock Instrumental Performance" for "Mrs. O'Leary's Cow" from his best-selling SMiLE album.

## **ACTOR BIOGRAPHIES**

**ALLAN WASSERMAN** (ARNIE) will soon be appearing as Matthew Broderick's psychiatrist in "Finding Amanda" directed by Peter Tolan, due to be released in 2008. He is also upcoming in "Certifiably Jonathan" starring Jonathan Winters. Allan's other film credits include "Big," "Hannah and her Sisters," "Little Big League" and "Cocktail". His numerous television appearances include guest-starring roles on "The Office," "ER," "The Sopranos," "Notes From the Underbelly," "Boston Legal," "Las Vegas," "Sex and the City," "Curb your Enthusiasm" and "Seinfeld". On stage, he performed in the Broadway production of "The Basic Training of Pavlo Hummel" with Al Pacino, "Talley's Folly," "Coming Attractions" and most recently in "The Root" by Gary Richards. As a writer Allan has published several award winning short stories including "Toughest Cat in the Bronx," "Bozza," and "Finkelstein the Bear". Allan can also be seen playing saxophone with the Pasadena Latin Jazz Ensemble led by Bobby Rodriguez, and the Pasadena Wind Ensemble.

**MARSHALL MANESH** (VISHNU) was born on August 16, 1950 in Iran. He lost his father at an early age and was raised by his beloved mother, whom he feels he got his strength from to make it in acting. He came to America in the mid "70s" and joined the Persian Theater Group and traveled extensively through out The United States, Canada and Europe for 8 years. His debut film was "True Lies" as Jamal Khaled, directed by James Cameron. Marshall has done more than 75 feature Films, Television projects and more than 40 commercials. He currently has a recurring roles on: Will & Grace as "Mr. Zamir", "How I met your mother as "Ranjit", Scrubs as "Dr. Akbar" and Boston Legal as "George Keene".



Vishnu (Marshall ) gives advice....



Vishnu (Marshall ) oogles the girls doing yoga.