

# RUNAWAY WOMEN



Eleven families and one town, an ordinary, typical town just like many others but this town is about to undergo a major change, thanks to our social experiment!

**Genre:**  
Factual Reality

**Duration:**  
Weekly, Prime Time



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Eleven women will be taken away from their families and everyday lives to a luxury retreat, where they will have no responsibilities, no work and no chores to do for the next week. While they are gone away to enjoy their time in the holiday, men will have to cover their jobs, daily activities and taking charge of all the functions they normally would leave to the hands of their wives. What will happen while they are gone? Will they manage and keep the order without their wives without creating a total chaos?

This social experiment seeks through a fun and entertaining tone to raise awareness about the roles that men and women have undertaken in today's society, holding a mirror to practices that have been accepted as common in the everyday lives in relation to gender roles and question the balance in sharing the tasks.

The profile of the women that will take part in the experiment will reflect all levels and ages in the community: young and old, housewives, mothers, sisters, working women with professional jobs such as doctors, teachers, chefs, business managers... In their absence, their male relatives (husbands, brothers, fiancés, fathers...) will have to cover all the tasks that are needed to be done in their everyday routine.



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## Format Structure and Idea

Each woman will have a different lifestyle, reflecting the different aspects of their household. By taking them away from their house and having their male relative assuming their responsibilities, their home will undergo lots of changes and the family will face challenges. The aim is to show how sharing a life together as a family can be a harder burden on the women at times, and also to improve the future of their family relations, leading them to a healthier direction in terms of common roles.

## Examples of profiles:

- **Retired couple around their 70's** – the wife has been a stay at home mom, while the husband has worked and retired. After his retirement, he has been spending most of his time at home but nothing has changed in their routine as the wife has been still doing all house chores by herself. The aim is to redistribute the tasks and create more free time for both of them to be able to spend for leisure and hobbies.
- **Engaged couple around their 20's** – they are in the beginning of their life together, both aiming for a successful professional career but the problems related to joint takes already seem to appear and put their relation under stress. The aim is to prevent these issues damaging their relation in the future.
- **Father and daughter** – The daughter is in her late 30's and still lives with her parents who still see her as a little girl. The objective is to change her attitude from a girl to an adult as her age requires.



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## Episodic Breakdown

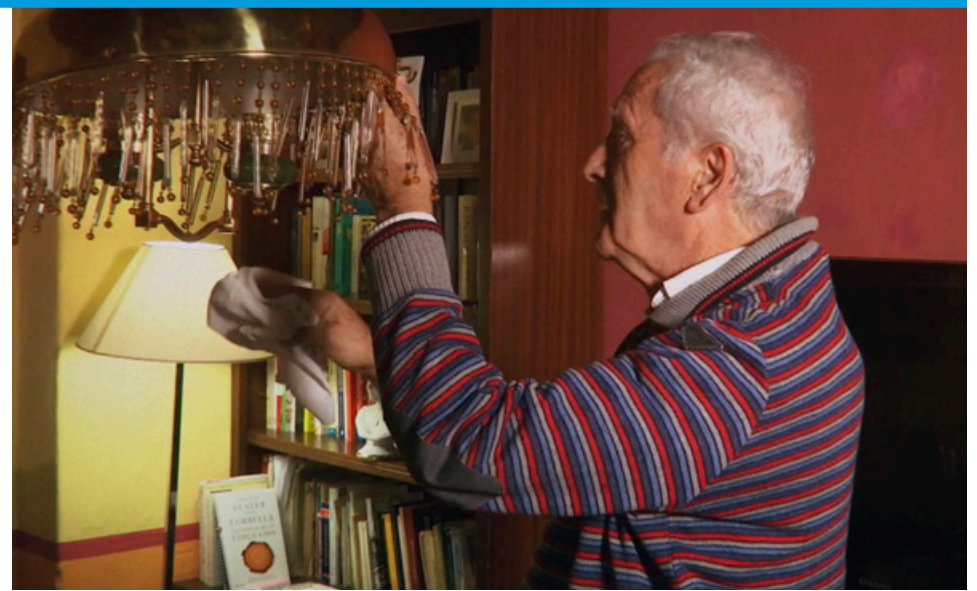
- Episode 1 sees the women leaving their town, with an element of surprise as they are not informed when they would exactly be leaving the town. They quickly prepare their suitcases and take off to the luxury retreat. In this first program, through individual interviews and previous VTRs about their lives, the audience will get to know them and their families.
- Episode 2, is when the women arrive to their destination and settle while their left-at-home families already start to struggle with the new order. The women will send video messages online to their families, which will be shown to them in pads/tablets. The messages include directions about the things that need to be done (where is the key to the back garden, how to turn off the central heating ....)
- Episode 3 is their first day at the mansion, and each of them are given a gift: a suitcase full of various items and objects that they would need in their holiday (clothes, cream...) If they wish, they can inform the production team to change those in size, color etc. In the meantime, their relatives are given tasks to handle that they normally wouldn't be doing such as grocery shopping, picking up the kids from school or cooking.
- Episode 4 – 5 – 6 while the women enjoy their holiday either spending time in the mansion or taking trips around, their relatives have to get on with the everyday activities and perform the tasks handed to them

- Episode 7 is the last day of the women in the mansion. They prepare for leaving and going back home while their relatives prepare for their arrival. An online meeting is done between them.
- Episode 8 sees the women arrive back home and they are welcome by their relatives. Interviews are held with each of them.
- Episode 9 takes place a month after the return of the women, the idea is to see the changes, if any, that have taken place following the social experiment.



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