

THE VILLAGE LIFE



“**The Village Life**” is a fun and enlightening reality show which transports viewers to an idyllic, rural world far from the stresses of urban life, featuring eight women in two teams who compete in entertaining tasks to learn traditional lifestyles.

Genre:
Reality, Entertainment

Duration:
Daily, Daytime



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“The Village Life” is a fun and enlightening reality show contest which transports viewers to an idyllic, rural world, far from the overcrowding, stress and pollution of modern urban life. Eight young women with little experience of the countryside compete each day in two teams, performing tasks that teach them about traditional lifestyles, with entertaining and amusing results.

The show is the perfect antidote for a world overwhelmed by technology and alienated from its traditions, as well as forced into isolation and a reassessment of its values by the COVID-19 pandemic. It provides both an escape and inspiration that will appeal to housewives, students and all people keen to reconnect with more traditional lifestyles and culture.



The daytime show, broadcast five days a week, sets two teams of young women a series of challenges focused on farming, household and cooking chores, under the wise guidance of two experts on rural life skills. The contestants, drawn from various economic, social and cultural backgrounds, will have little experience of country life, having grown up addicted to technology, shopping and home comforts.

The women face farmyard challenges such as milking cows, shearing sheep, cleaning out stables and preparing manure. They must also harvest fruit and vegetables, reap and thresh wheat, collect honey from beehives and take part in rural fairs. Household cleaning chores and farm maintenance work are also among the tasks, all of which are conducted in a competitive atmosphere.



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The show revolves around a farmhouse which serves as a school for the contestants' lessons in rural life, and a large kitchen area where the women prepare traditional, homemade dishes under the guidance of an expert chef. The kitchen features eight workstations at which the contestants compete in cooking challenges.

The winning team each day earns a traditional gift, such as a gold coin, and each Friday the week's most successful team wins a grand prize. The losing team then votes to decide which of them will be sent off the farm, to be replaced the following week by a new competitor.

The contestants live in a minimalist and natural environment, residing in 'tiny houses', as popularized in the movement earlier this century which encouraged people to live in smaller, simpler dwellings. The experience helps them shake off the excesses of modern life and get back in touch with a more authentic, healthy and contented self.

"The Village Life" shows both the contestants and the audiences that they can enrich and enhance their lives by returning to traditions and nature, lessening their dependence on the trappings of an urban, technology-driven world. In an entertaining and exciting format, the show takes viewers on a revealing and rewarding journey of self-discovery.



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