



www.cinematropical.com

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Cinema Tropical Today



Cinema Tropical is a 501 (c)(3) non-profit media arts organization that promotes, programs and distributes Latin American cinema in the United States.

- Cinema Tropical serves as a distributor that acquires the top Latin American films and assures the directors and producers a wide exposure to be showcased in theaters, institutions and film festivals.
- Cinema Tropical carefully selects the best available films and serves as a curator of special series and retrospectives to match the needs of a diverse array of theaters, institutions and film festivals
- Cinema Tropical attracts a dedicated audience from among its members and tailors its marketing efforts to effectively target new audiences, maximize attendance to screenings and increase awareness of Latin American cinema.

Accomplishments Since Creation



- Since its creation in 2001, Cinema Tropical has become the leading purveyor of Latin American films in the United States.
- As distributor, has theatrically released 15 Latin American films in New York City (more than any other U.S. distributor).
 - Films released at the city's most prestigious art-house theaters including: Film Forum, IFC Center, Cinema Village, Quad Cinema, and The Pioneer Theater
- Has built a strong library of acclaimed and award-winning Latin American films for the non-theatrical market.
 - Over 35 titles comprise The Cinema Tropical Collection
- Created a distribution circuit with 16 venues in 12 cities across the U.S.
 - Over 100 films have been showcased
- Has participated in the marketing campaigns for the theatrical release of numerous films such as:
 - *Live-In Maid (Cama adentro)* dir. Jorge Gaggero (The Film Sales Company)
 - *The Violin (El violín)*, dir. Francisco Vargas (Film Movement)
 - *Lower City (Cidade baixa)* dir. Sergio Machado (Palm Pictures)
 - *Duck Season (Temporada de patos)*, dir. Fernando Eimbcke (Warner Independent Pictures)
 - *Amores Perros*, dir. Alejandro González Iñárritu (Lions Gate Films)

Accomplishments Since Creation



- Has co-presented special film screenings of Latin American cinema with some of New York's finest cultural institutions
 - The Guggenheim Museum - 'Acción! Mexican Cinema Now' / 'In the Air: Projections of Mexico'
 - MoMA / Festival Do Rio - 'Premiere Brazil!'
 - Museo del Barrio - 'The Golden Era of Mexican Cinema'
 - P.S.1 Contemporary Art Center - 'Cine Móvil'
 - Eyebeam - 'GenMex'
- Has participated in the programming and productions of leading film festivals and series:
 - David Bowie Presents 10 Spanish and Latin American Films from the Las 100 Years / The H&M High Line Festival (New York City)
 - Janeiro in New York / Tribeca Cinemas
 - Film Chile Miami / Colony Theater, Miami Beach Cinematheque and The Wolfsonian Museum (Miami, FL)
 - Cinema Chile / Quad Cinema (New York City)
 - AmericArtes / Kennedy Center for the Performing Arts (Washington, DC)
 - New York International Latino Film Festival
 - Cine Mexico / The Loft Cinema (Tucson, AZ)
 - Latin Wave: New films from Latin America / Museum of Fine Arts (Houston, TX)
- Has presented several special advance screenings with special guests including:
 - *Sin Nombre* with director Cary Fukunaga.
 - *Babel* with director Alejandro González Iñárritu and actors Gael García Bernal and Rinko Kikuchi
 - *The Constant Gardener* with director Fernando Meirelles
 - *Temporada de Patos (Duck Season)* with director Fernando Eimbecke and executive producer Alfonso Cuarón

Value Proposition



- Promotion and distribution of Latin American films in the United States is considerably low, as is the number of these films that are exhibited outside the festival circuit and the non-theatrical spheres.
- In the last 3 years only 36 Latin American films have had a commercial release in the US, for a total box office of approx \$50 million – a small figure considering many Hollywood films gross this amount in their opening weekend.
- Cinema Tropical strengthens the promotion and distribution of Latin American films.

STAKEHOLDERS	WHAT THEY WANT	CINEMA TROPICAL ADDED VALUE
Director / Producer	An audience for their movies Wide exposure Press coverage	We provide a consistent audience We provide wide national exposure We guarantee press coverage
Venues	Quality content A full theater	We select the top Latin American films We maximize attendance through targeted promotional campaigns and grassroots marketing
Audience	Access to good films Reliable information	We select quality films in multiple locations We act as a trusted source of information We list all Spanish language films playing in NYC in our weekly e-mail newsletter

Our Products : Marketing and Publicity Services



Cinema Tropical has proven to be a successful and efficient source for publicizing and marketing films releases, events and concerts. With customized campaigns and grassroots marketing, Cinema Tropical can design and implement a strategy to reach diverse audiences, from targeted email blasts to the design and execution of promotional campaigns for theatrical releases.

Promotional Strategy Consulting:

- We help distribution companies, cultural organizations and individual producers create a strategy to promote theatrically-released feature films or film festivals and series.

Promotional Strategy Execution:

- *E-Mail List:* Using our exclusive database of 8,000 individual e-mail addresses for direct e-mails to people with an interest in Latin American cinema.
- *Regular Mailing List:* Using our exclusive database of 3,000 mailing addresses for direct mail campaigns to people with an interest in Latin American cinema.
- *Website:* Advertising in our website, which receives an average of 60,000 hits per month.
- *Grassroots Marketing:* Distributing materials in locations attended by audiences interested in Latin American cinema including community organizations, universities, cultural and educational institutions, etc.
- *Public Relations:* Composing press materials in Spanish and English, sending listings and photos to appropriate editors, and pitching/ following up with press contacts.

Past clients include:

- Warner Independent Pictures, Music Box Films, Maya Entertainment, Film Movement, Palm Pictures, Icarus Films, Empire Pictures, Film Forum, Strand Releasing, The Film Sales Company, Tartan Films, Menemsha Entertainment, Kino International, New Yorker Films, OCESA Presents, First Run Features, The Brazilian Film Festival of New York, King Juan Carlos I Center at New York University, Giant Step, and Wellspring.

Our Products : Theatrical Distribution



Theatrical - Cinema Tropical Film Releases

Cinema Tropical has released 15 films in the past five years in the best and most prestigious art-house theaters including Film Forum, Cinema Village, IFC Center, The Museum of Modern Art and The Pioneer Theater.

Cinema Tropical's theatrical releases comprise a limited engagement of one or two-week runs. Cinema Tropical offers these award-winning and acclaimed films an opportunity to get seen in American theaters and to get coverage and reviews in the country's top publications.

Films theatrically released by Cinema Tropical:

1. **Bolivia** (Israel Adrián Caetano, Argentina, 2003) - [Film Forum](#)
2. **Silvia Prieto** (Martín Rejtman, Argentina, 1999) - [Anthology Film Archives](#)
3. **Los Archivos Secretos de Pablo Escobar** (Marc de Beaufort, Colombia/UK, 2002) - [Pioneer Theater](#)
4. **Dependencia Sexual** (Rodrigo Bellot, Bolivia/US 2002) - [Pioneer Theater](#)
5. **El Carro** (Luis Pérez, Colombia, 2005) - [Pioneer Theater](#)
6. **I Am Cuba, The Siberian Mammoth** (Vicente Ferraz, Brazil/Cuba, 2005) - [Film Forum](#)
7. **La Sierra** -in conjunction with First Run / Icarus Films- (Scott Dalton & Margarita Martínez, Colombia/US, 2005) - [Pioneer Theater](#)
8. **Días de Santiago** (Josué Méndez, Peru, 2004) - [Pioneer Theater](#)
9. **Al Otro Lado** (Natalia Almada, Mexico/US, 2005) - [The Museum of Modern Art](#)
10. **Toro Negro** (Pedro González Rubio & Carlos Armella, Mexico, 2004) - [Pioneer Theater](#)
11. **Suite Habana** (Fernando Pérez, Cuba/Spain, 2004) - [Cinema Village](#)
12. **El Perro** (Carlos Sorín, Argentina, 2004) - [Cinema Village](#)
13. **Los Guantes Mágicos** (Martín Rejtman, Argentina/Germany, 2003) - [IFC Center](#)
14. **Hermanas** (Julia Solomonoff, Argentina/Spain, 2005) - [Pioneer Theater](#)
15. **Cocalero** (Alejandro Landes, Argentina/Bolivia, 2007) - [Cinema Village](#)

Our Products : Non-Theatrical Distribution



Non-Theatrical

Cinema Tropical offers Latin American films for rental in the non-theatrical market under The Cinema Tropical Collection. In the summer of 2006 Cinema Tropical signed an alliance with New Yorker Films and the prestigious distribution house now oversees the booking of the films in our catalogue.

Our clients include:

- Universities and Colleges
- Film Festivals
- Film Societies
- Museums
- Cinematheques
- Libraries

THE CINEMA TROPICAL COLLECTION

- **25 Watts**
Uruguay, 2001, B&W, 94 minutes. Directed by Juan Pablo Rebella & Pablo Stoll
- **Los Archivos Privados de Pablo Escobar (The Private Archives of Pablo Escobar)**
Colombia, 2002, 70 min. Directed by Marc de Beaufort
- **Bajo California – El Límite del Tiempo (Under California – The Limit of Time)**
Mexico, 1998, 96 min. Directed By Carlos Bolado
- **La Ciénaga**
Argentina, 2001, 102 min. Directed by Lucrecia Martel
- **Bolivia**
Argentina, 2001, 75 min. Directed by Israel Adrián Caetano
- **El Cumple (The Birthday)**
Argentina, 2002, 80 min. Directed by Gustavo Postiglione
- **Un Día de Suerte (A Lucky Day)**
Argentina, 2002, 94 min. Directed by Sandra Gugliotta

Our Products : The Cinema Tropical Collection



THE CINEMA TROPICAL COLLECTION (cont'd)

- **Domésticas (Maids)**
Brazil, 2001, 90 min. Directed by Fernando Meirelles and Nando Olival
- **La Fiebre del Loco (Loco's Fever)**
Chile, 2001, 94 min. Directed by Andrés Wood
- **El Fotógrafo (The Photographer)**
Chile, 2002, 96 min. Directed by Sebastián Alarcón
- **El Leyton**
Chile, 2002, 95 min. Directed by Gonzalo Justiniano
- **Historias de Fútbol (Soccer Stories)**
Chile, 1997, 90 min. Directed by Andrés Wood
- **Más Alla Del Mar (Beyond The Sea)**
USA/Cuba, 2003, 80 min. Directed by Lisandro Pérez-Rey
- **Momentos**
Argentina, 1981, 89 min. Directed by Maria Luisa Bemberg
- **Mundo Grúa (Crane World)**
Argentina, 1999, 90 min. Directed by Pablo Trapero
- **Un Muro de Silencio (A Wall of Silence)**
Argentina, 1993, 107 min. Directed by Lita Stantic
- **Un Oso Rojo (A Red Bear)**
Argentina, 2002, 94 min. Directed by Israel Adrián Caetano
- **La Pena Máxima (Maximum Penalty)**
Colombia, 2000, 82 min. Directed by Jorge Echeverry
- **Rosarigasinos**
Argentina, 2001, 90 min. Directed by Rodrigo Grande
- **Silvia Prieto**
Argentina, 1999, 92 min. Directed by Martín Rejtman
- **Taxi Para Tres (A Cab for Three)**
Chile, 2001, 90 min. Directed by Orlando Lübbert
- **Te Busco (I'm Looking for You)**
Colombia, 2002, 90 min. Directed by Ricardo Coral Dorado

Our Products : The Cinema Tropical Collection



THE CINEMA TROPICAL COLLECTION (cont'd)

- **Ana y los Otros (Ana and the Others)**
Argentina, 2003, 80 min. Directed by Celina Murga
- **Toro Negro**
Mexico, 2005, 87 min. Directed by Pedro González Rubio & Carlos Armella
- **Hermanas**
Argentina/Spain, 2005, 94 min. Directed by Julia Solomonoff
- **Los Guantes Mágicos (The Magic Gloves)**
Argentina/Germany, 2003, 96 min. Directed by Martín Rejtman
- **Mujeres de Brasil (Women of Brazil)**
Brazil, 2003, 113 min. Directed by Malu de Martino
- **Del Olvido al No Me Acuerdo (I Forgot, I Don't Remember)**
Mexico, 1998, 75 min. Directed by Juan Carlos Rulfo
- **El Perro**
Argentina, 2004, 96 min. Directed by Carlos Sorín
- **Suite Habana**
Cuba/Spain, 2003, 80 min. Directed by Fernando Pérez
- **Young Rebels**
USA/Cuba, 2003, 80 min. Directed by Anna Bolden & Ryan Fleck

Our Products : Programming



Cinema Tropical creates original and exciting film programs and series with the aim of showcasing the diversity of Latin American cinema.

TOURING FILM SERIES AVAILABLE FOR 2009 / 2010

El futuro más acá: The Future South of the Border

A quirky and stirring film series featuring four feature films which are some of the most representative Mexican sci-fi films made during the forties through the sixties. Can a Mexican scientist invent a rocketship? Can a local boxer disarm a nuclear bomb? Can El Santo, the wrestling superhero *par excellence*, save Mexico City and thus the planet, from Martian conspiracy? The program will not only offer ingenious answers to these inquiries, but also raise even more significant questions about Mexico's interpretation of the values and ambitions of its northern neighbor. Beyond the exotic kitsch, this film series challenges traditional notions of the B-movie presenting ways the underdevelopment has parodically reappropriated hegemonic cultural icons and representations in defense from the menacing Alien invasion –not necessarily from outer space, but north of the border.

¡Revolución! The New Latin American Left

In the past decade, Latin America has witnessed the emergence of a new generation of democratically-elected left-wing leaders who in most cases have already made history just by winning the presidential elections of their countries. Moreover, and by breaking up with local political inertias, these leaders have helped establish a new political landscape throughout the region. Seen from afar, this political phenomenon appears to have given rise to a homogenous and consistent regional block, however most of these leaders have emerged from the diverse and some times conflicting traditions of the Left in Latin America and from disparate local contexts. Cinema Tropical has created *¡Revolución! The New Latin American Left* an original film series presenting seven documentary films about most of these leaders –nearly all of which made during their electoral campaigns. The aim is to open a constructive and engaging dialogue about the similarities, differences, challenges, and risks of the variegated expressions of the contemporary Left in Latin America, while discussing the immediate and long-term future of the region.

Our Products : Programming



In addition to its own programs, Cinema Tropical offers specialized curating and programming services and consultancy for numerous cultural institutions and festivals.

These services include:

- creating a carefully-selected program by experts in the field
- direct contact and negotiation with film & video directors and producers
- coordinating logistics for material presentation.

Past and current clients include:

- The Solomon R. Guggenheim Museum
- BAMcinémathèque
- Eyebeam
- ProChile
- Kennedy Center for the Performing Arts (Washington, DC)
- Ocularis
- El Museo del Barrio
- Americas Society
- The New York International Latino Film Festival
- Center for Contemporary Arts (Santa Fe, NM)
- Museo Rufino Tamayo (Mexico City)
- The Loft Cinema (Tucson, AZ)
- Yerba Buena Center for the Arts (San Francisco, CA)
- Museo de Arte Moderno de Bogotá - MAMBo (Colombia)

The Tropical Team



Carlos A. Gutiérrez, Co-Founding Director. As a guest curator, Gutiérrez has presented several film/video series at different cultural institutions including the Solomon R. Guggenheim Museum, BAMcinémathèque, Eyebeam, Yerba Buena Center for the Arts (San Francisco, CA), Museo Rufino Tamayo (Mexico City), and Museo de Arte Moderno de Bogotá (MAMBo, Colombia). He co-curated (with Mahen Bonetti, executive director of the African Film Festival) the 53rd edition of the Robert Flaherty Film Seminar in 2007 untitled 'South of the Other.' He has served as both nominator and panelist for the Program for Media Artists in Mexico, funded by the Rockefeller Foundation, and as a screening panelist for the Oscars' Academy Awards for film students and selection panelist for the Lower Manhattan Cultural Council. He served as jury at the 2005 Morelia International Film Festival and as a member of the selection committees of The Hamptons International Film Festival And New Fest: The New York Lesbian and Gay Film Festival. He currently sits in the Board of Advisors of the Hanson Film Institute and the Loft Cinema (Tucson, AZ) and is a contributing editor to BOMB Magazine. He holds an MA in Cinema Studies from New York University and a BA in Communications from Universidad Iberoamericana (Mexico City). carlos@cinematropical.com

Monika Wagenberg, Co-Founder and Director of Acquisitions. Monika received her BA in Comparative Literature and Economics at the University of Pennsylvania and her Cinema Studies Masters Degree from New York University. She worked as a Distribution Associate at New Yorker Films, was the International Curator for the first and third New York International Latino Film Festivals, and for five years was the Director's Liaison for the Film Society of Lincoln Center's New York Film Festival and the Museum of Modern Art and Film Society of Lincoln Center's New Directors/New Films Festival. Currently, Monika is also the Festival Director of Latin Wave, the annual Latin American Film Festival at the Museum of Fine Arts, Houston and the Senior Programmer of the Ibero-American Section of the Miami International Film Festival. monika@cinematropical.com

The Tropical Team



Andrew Vargas, *Assistant Director*. Andrew Vargas Stehney graduated with a B.A. in Art History and Film Studies from Haverford College in Haverford, PA and is currently pursuing a Certificate in Film Production from CUNY Brooklyn College. His undergraduate thesis focused on the cinematic output of Puerto Rico's Division of Community Education, the cultural wing of the broad modernization campaign known as Operation Bootstrap. Previously, he worked as a research assistant for the multimedia exhibition *íFraming Photographs: Contexts and Transpositionsí*, held at Haverford College's Magill Library, and spent several years on the staff of the Hurford Humanities Center in Haverford, PA. He has lived and studied in Ecuador, Bolivia, Puerto Rico and Mexico City.
andrew@cinematropical.com

Mara Behrens, *Art Director*. Born and raised in Venezuela, in 1991, she moved to Mexico City where she completed a BA in Design at Universidad Iberoamericana. She lived in Paris, where she took Fine Art courses at George Pompidou Center. Between 1996 and 1999, she worked as Art Director in Editorial Televisa in Mexico City, where she was in charge of the design supervision of Harper's Bazaar. In 1999 she moved to New York City where she worked as Senior Art Director at the advertising agency Reynardus & Moya and as Creative Director at Venaca.com, a digital design firm. mara@cinematropical.com

Mary Jane Marcasiano, *Special Projects & Events Coordinator*, is the president of her eponymous design company in New York City and actively involved in the arts and non-profit community. She is a graduate of Parsons School of Design/The New School and the recipient of the Cartier, DuPont, Cutty Sark and Wool Knit Awards. Marcasiano has designed costumes for DanceBrazil, the New York City Ballet, RythMEK at Jacob's Pillow and Cleo Parker Robinson as well as a short film in Brazil. For three years she served as the President of the Board of Directors of DanceBrazil, a non-profit foundation dedicated to cultural exchange between Brazil and the United States. In 2004 she produced a documentary film about Capoeira with director Gustavo Moraes. Drawing on her background in non-profit, Marcasiano recently launched "Made With Love in Brazil" in conjunction with "Fashion With a Heart," a groundbreaking program dedicated to producing and selling socially-responsible fashion that benefits NGO's in Brazil and the US. maryjane@cinematropical.com

Our Audience



Composition of communities that form Cinema Tropical's audience

Students

- Foreign Students- Latin American & other
- American students of Latin American descent
- American Students enrolled in Latin American studies or Liberal Arts

Professionals

- Latin American professionals living in US
- Professionals working in Hispanic/ Latin American related jobs
- Multicultural professionals interested in Latin American culture

Arts & Culture Savvy

- Artists
- Intellectuals
- Scholars
- Individuals working in cultural institutions
- Cinephiles

Film Community

- Critics
- Filmmakers
- Distributors
- Producers

Other

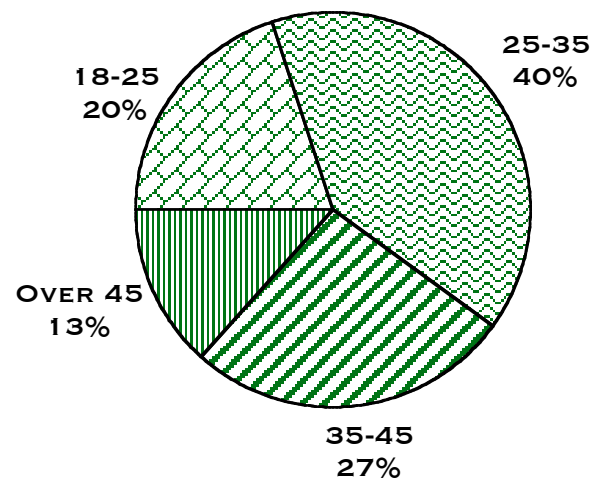
- Members of Latino communities

Our Audience



Cinema Tropical serves a young and dynamic multicultural audience with an interest in Latin American cinema.

AUDIENCE AGE RANGE



AUDIENCE COMMUNITIES

