



**The Ministry of Culture of the State of Puebla,
The National Council for the Culture and Arts
and
Commemorative Commission Puebla 2010
present
a SICOM production**

THE SERDÁN BROTHERS

Secrets of a heroic family

**Mexico
2010**

A film by Paco Álvarez

THE SERDÁN BROTHERS

Host: Arturo González O.

Narrator: Plutarco Haza.

Secrets of a heroic family

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Specifications

Runtime: 50 min aprox.

Format: Full HD 1920x1080 16:9

Production year: 2010

Director: Francisco Álvarez

Narrator: Plutarco Haza

Host: Arturo González O.

**Production company: SICOM, Ministry of Culture of the State of Puebla and
the Commemorative Commission Puebla 2010**

Language: Spanish

Subtitles: English

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Logline

A documentary that gathers evidence and secrets of the Serdán family unknown until now and the facts that triggered the Mexican Revolution

Synopsis

The Serdán Brothers. Secrets of a heroic family, narrates the facts that ended up in the takeover of the house located in Santa Clara Street, in Puebla City. Carmen, Aquiles, Natalia and Máximo Serdán's courage, along the anti-reelectionists, prevail embroidered in this historic facade.

This is a retrospective of the revolutionary origins of the Serdán family and their influence in the happenings of November 1910. These facts are without a doubt the ones that triggered the Mexican Revolution.

The variety in the participants' contributions allows the audience to connect into a reality with such closeness to the facts that they could even become the protagonists. This story belongs to those who tell it.

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Interviewees

Pedro Ángel Palou Pérez

Historian

Eduardo Merlo Juárez

Archaeologist

Patricio Eufrazio Solano

Researcher and Curator

Jesús Márquez

Historian

Gloria Tirado Villegas

Researcher

Elia Cristina Quiterio Montiel

Forensic Medical Doctor

Abigail Báez Madrigal

Criminologist

Carlos de la Calleja Rodríguez

Medical Doctor

Alejandro Montiel Bonilla

Minister of Culture of the State of Puebla

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Manuel Sánchez Cruz

Historian of Izúcar de Matamoros, Puebla

Lilia Sevilla Gutiérrez

Granddaughter of Natalia Serdán Alatraste

María Isabel Serdán Álvarez

Granddaughter of Aquiles Serdán Alatraste

Baraquiél Alatraste Martínez Conde

Great grandson of Miguel Cástulo Alatraste

Fernando Martínez

Nephew of Mucio P. Martínez

Andrés Paz y Puente

Nephew of Manuel Paz y Puente (Martyr of Santa Clara)

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The cast

Aquiles Serdán / Cástulo Alatraste.....Rodrigo Alcántara
Carmen Alatriste.....Adriana Spota
Carmen Serdán.....Karina Eguía
Filomena del Valle.....Aurora Varea
Francisco I. Madero / Manuel Sevilla.....Humberto Feregrino
Gral. Joaquín Pita.....Humberto Solís
Josefa Cuesta.....Georgina González
Manuel Serdán.....Viko Carpinteyro
Máximo Serdán.....Rubén Reyna
Natalia Sevilla.....Raquel Díaz Rivera
Porfirio Díaz / Gral. Miguel Cabrera.....Amancio Orta
Lt. Porfirio Pérez.....Enrique Vásquez

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Biographies

Paco Álvarez

Was born on May 27th 1975. He has worked in local and national radio broadcasting, like the frequency **Radio Mil**. He's also been screenwriter for the music channel **Ritmoson Latino** and **Visat** international network special edition documentaries, for over three years. He's been producer of several TV commercials for **Telesistema Mexicano**. Also been a production coordinator of local channels of Televisa Networks. In 2004 and 2005 he produced the contents of the TV program "**Vida TV**". In 2007 he produced the first reality show ever made in Puebla "**Desafío TV**". In 2008 he became Vice-president of **Canal 26**, along that task; he started his own production company **Albanta Films**, documentaries, concerts and music is its prime line of business. In 2009 Álvarez produced and directed a documentary along the **NASA**, the **Climate Institute of Washington**, **NOAA**, **SICOM** and the **Ministry of Environment of the State of Puebla**, about global warming, climate changing and the new technologies to mitigate it. **Los Serdán. Secretos de una familia de Héroes** is his second documentary and his opportunity to earn a position in this genre.

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Arturo González Orduño

Was born in Puebla on August of 1959; lawyer by profession and journalist by choice, he started his career in **El Sol de Puebla**. As a journalist he's received several mentions and awards for his great performance in the interview and article genres. He has also led presidential stories like the murder of the candidate Luis Donaldo Colosio. In 1994 González obtained the first electronic interview ever granted from the oil leader Joaquín Hernández Galicia "La Quina". He's been reporter, host of the TV news program "Testigo" and News Director of **Organización Radiofónica Estrellas de Oro** (1979-1982). He has also been News Director of **Cooperación Puebla de Radiodifusión** (1992-1993), News Editor of **Núcleo Radio Mil** (1993-1995), host of TV news programs for **Organización Radiorama-México** (1995-1997), News Editor in **MVS Radio** (2001-2004), TV host of "Entorno a la Semana" for **Tele Fórmula** (2004-2006). Since 2007 until now, he's been General Director of **Sistema de Información y Comunicación del Estado de Puebla**.

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Plutarco Haza

Was born in Ciudad Obregón on June 22nd 1972; he was producer and host of the TV show "Bizbirije" which was transmitted through Canal 11 in Mexico. He has taken his career to stage, film and soap opera acting, and has succeeded in each one of them. His biggest soap operas hits are "Mirada de Mujer", "Todo por Amor" and now he is making appearances in Epigmenio Ibarra's "Las Aparicio". Some of his great films are "Cilantro y Perejil" "Atlético San Pancho" and "Bajo la Sal", among others.

In 2006 he wrote and produced his first short film named "Hugo vs. el Mar".

He is currently preparing the "Rain Man" theatrical premiere, where he plays Dustin Hoffman's character in the movie starred by Tom Cruise and the narration of the documentary "Los Serdán. Secretos de una familia de Héroes". For 2011 he has scheduled three more premieres in Mexican and foreign movie theatres.

Some of his films:

2010 Los Serdán. Secretos de una familia de Héroes

2010 Hidalgo - La historia jamás contada

2009 El libro de piedra

2008 Bajo la sal

2008 Amor letra por letra

2007 Entre caníbales

2006 Un mundo maravilloso

2001 Atlético San Pancho

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The filmmakers

Producer and Director: Paco Álvarez

Executive Producer: Arturo González Orduño

Cinematographer: Chemi Romero

Narrator: Plutarco Haza

Production Coordinator: Rosa Torres

Screenplay: Karla Espinoza

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The crew

Research: Karla Espinoza, Rosa Torres and Paco Álvarez

Interviews: Karla Espinoza

Editors: Ángel Flores and Hebert Álvarez

Post Production Supervisor: Ángel Flores

Gaffer and Crane Operator: Fredy Zamudio Barroso

Camera and Lighting Crew: Pablo Cortés Batista, Mario Mitzin Coconi,

Alejandro Méndez Rojas

Music Composer: Helio Huesca

Music Performed by: Orquesta Sinfónica del Estado de Puebla

Musical Supervisor: Manolo Bautista

Digital Design Supervisor: Alma Trujillo

Digital Design Assistant: Orlando Cielo

Marketing: Juan Marín

Graphic Design: Lucy Vázquez

Casting by: Ángel and Refugio Hernández

Costume Supervisor: Mitch Sánchez

Carmen Serdán's Costume Design: Rubí Rosado

Makeup Artist: Viko Carpinteyro

Still Photography: Jonathan Medina

Archive Images: Adriana Quiroz

Folies: David Hernández

Assitant Editor: Abraham Hernández

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