



ENCRUDO

MICRODOCUMENTARY SERIE



ENCRUDO

1. **adj.** Edible adage that is not cooked by the heat of the fire or it is not until the convenient point.
2. **adj.** Adage of the fruit, it is not well seasoned.
3. **adj.** Adage of some stuff that are not well cooked or preserved.
4. **adj.** Adage of a process that is not draw up in the accurate way..

AUDIOVISUAL SERIE CREATED FROM SHORTS VIDEO PORTRAITS, MADE ON ONE CAMERA, MATTERS THAT CAN BE FOUND IN IT ARE, DOCUMENTARY FILM, VIDEO-ART, SOUND DESIGN, ALL USING RESOURCES FROM THE THREE DISCIPLINES SUCH AS STYLISTIC, NARRATIVE, AND ESTHETIC. ENCRUDO PRETENDS TO BE A RECORD OF SEVERAL LATIN AMERICAN CITIES, PLACES WITH CHARACTERS AND STORIES VERY INTERESTING TO DISCOVER.



ENCRUDO

SERIE MICRODOCUMENTAL
LA CASA | SANTA MARTA, COLOMBIA | 2016

TEMPORADA
1

SEASON 1

SANTA MARTA, THE OLDEST CITY OF COLOMBIA AND THE SECOND IN AMERICA, WITH A PRIVILEGED GEOGRAPHICAL POSITION BETWEEN THE CARIBBEAN OCEAN AND THE (SIERRA NEVADA DE SANTA MARTA) "SNOWFALL OF SAINT MARTA". IT IS THE PLACE WHERE THE FIRST OF SIXTEEN CHAPTERS OF **ENCRUDO** PARTAKES. WITH JUST ONE LOCATION (LA CASA) THE HOUSE, WHICH SPEAKS ABOUT A STately PAST WHERE TRACES OF THE REPUBLICANS ARCHITECTURE STILL LAST. TODAY, IT TALKS ABOUT TRANSFORMATION EVEN THOUGH IS ABOUT TO BE DESTROYED SO A PARK LOT CAN BE BUILT UPON IT. IT SPEAKS ABOUT THETRANSFORMATION FOR WHOM IT WAS SUBJECTED AND ITS ADAPTATION TO THE NEW TIMES. ALSO WORKS AS A METAPHOR ABOUT WHAT HAPPEN WITH THE LATIN-AMERICAN CITIES THAT FACE THOSE CHANGES.



CHARACTERS

ANYONE WHO IS LINKED TO HIS/HER COMMUNITY FROM A CREATIVE DIMENSION, WHATSOEVER IT WOULD BE, IS A POSSIBLE PRINCIPAL CHARACTER OF THE SERIE.

ENCRUDO AIMS TO PORTRAY THE "ON FEET" WALKING-CHARACTERS WHICH WITH THEIR CREATIVITY, TALENT AND ENTREPRENEURSHIP, TRANSFORM AND ANONYMOUSLY WRITE THE HISTORY OF THE CITY THEY LIVE AT.



CHARACTERS

THE RECORD OF THE PROTAGONISTS OF EACH MICRO-DOCUMENTAL STAYS AWAY OF:

THE HACKNEYED FORMULAS OF JOURNALISM WHERE THE MISERY, THE SHOW, THE CRUELTY, THE SPECTACLE AND EFFECTS (ALSO USE IN PUBLICITY) WHICH ARE THE VALUES THAT MATTERS THE MOST WHEN YOU NEED TO TURN A REALITY INTO A NEW.

THE LANGUAGES AND SPEECHES OF PUBLICITY (WE DO NOT PRETEND TO EXALT NOR DOES FLATTER THE CONSUMER SOCIETY VALUES SUCH AS MONEY, PRETTINESS, POWER OR SOCIAL STATUS).



PHYSICAL UNIVERSE

ENCRUDO PRETENDS TO PORTRAY PLACES THAT ARE IN TRANSFORMATION, LIKE A METAPHOR OF LIFE. PLACES THAT CONTAIN PERSONALITY AND LOCATE THE SPECTATOR ON A CONCRETE LATITUDE WHERE THE MARKS OF TIME CAN TELL A STORY WITHOUT BYPASSING THE FILTER OF LITERALITY. WE BELIEVE THAT THE UNIVERSES WHERE THIS MICRO-DOCUMENTALS DEVELOP, CONTRIBUTE WITH A SENSITIVE INFORMATION ABOUT THE CITY, ABOUT THE MUTATION AND EVOLUTION TO WHICH THEY ARE EXPOSED TO. IN A PERMANENT DIALOG WITH THE PEOPLE.



FORMAT

DOCUMENTARY

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VIDEO ART

+

SOUND DESIGN

THE VIDEO-PORTRAIT DOCUMENTARY DOES NOT TAKE MORE THAN 4 MINUTES PER CHARACTER OR CHARACTERS, WHERE ALSO IS INCLUDED A CARTOGRAPHY OF THE PLACE AS A GRAMMATICAL VISUAL. IT GETS CLOSER TO VIDEO-ART LANGUAGE AS TERMS OF CONCEPT, ESTHETIC AND IMAGE TREATMENT. SOME PROFILES INCLUDE SOUND DESIGN BUT ONLY IF IT'S NEEDED BY THE PORTRAIT.



ARTISTS

JOHN PAUL FASEL IS A NOISE MUSICIAN AND AUDIOVISUAL COMPOSER. BESIDES IS A DOCUMENTARY DIRECTOR EMPHASIZING ON MUSICAL MATTERS. HE HAD WORKED FOR DIFFERENT BRANDS WHERE THE PROPOSALS HAVE A GREAT CONTENT OF DOCUMENTAL LANGUAGE. SOME OF THIS BRANDS ARE JUAN VALDEZ, BAVARIA, PHILIPS AND PEPSI. AS A DIRECTOR HAS LEADED TIC LAB A CHILDREN SERIE IN 2014 (24 CHAPTERS FOR CANAL TRECE) NOMINATED FOR PRIX JEUNESSE. HE CURRENTLY DEVELOPS ALONG WITH MONA HERBE THE DOCUMENTARY **ENCRUDO** AND WORKS IN HIS OWN LONG DOCUMENTAL ARAUCA. FURTHERMORE, COOPERATES WITH MORE ARTIST IN OTHER DISCIPLINES.



ARTISTS

MONA HERBE ARTISTS AND DESIGNER. SHE USES HER KNOWLEDGE TO WORK AROUND IN TERRITORIES THAT GO FROM EXPERIMENTAL PHOTOGRAPHY, AUTHOR, DOCUMENTARY AND FASHION, TO THE CREATION OF PIECES OF ELECTRONIC ART, NET ART, VIDEO-ART AND PLACE-MAKING, ALWAYS WITH A CONCEPTUAL CHARGE. AT LIMA (PERU) SHE CREATED LA DESPENSA (THE PANTRY) 2007 - 2014 A MULTIDISCIPLINARY PROJECT THAT UNITES ARTS AND DESIGN INTO A SPACE WHICH WAS ALSO GALLERY AND SHOP. RIGHT THERE SHE WORKED AS CREATIVE DIRECTOR OF THE IDEAS LABORATORY AS WELL AS THE DESIGN STUDY, CURATOR OF THE GALLERY. SHE HAS RELEASED THREE INDIVIDUAL EXPOSITIONS, ALSO AWARDED AS DESIGN OF PRODUCT AND INDUSTRY AT IBEROAMERICAN BIENNALE OF DESIGN 2013, DESIGN AND PLACE-MAKING AT THE IBEROAMERICAN BIENNALE AWARD 2014 AND HAD PARTICIPATED IN SOME COLLECTIVE INTERNATIONAL ART-WORKS AND PERU'S BIENNALE OF PHOTOGRAPHY AND MUCH MORE.