



“IS VERY IMPORTANT IN THESE PARTICULAR
TIMES THAT PEOPLE SEE THERE IS OTHER
WAY OF LIVING”

ALEJANDRA CORDES

- Green Tara Productions and Green & Film Fest director



the world *we*
would like
UMEPAY'S TALES



Sasha Films

sashofilms.com

01. film information

the world we
would like
UMEPAY'S TALES

FILM TITLE

The world we would like

LOG LINE

Umepay's tales

ENGLISH TRAILER

<https://vimeo.com/519071481>

ORIGINAL TRAILER SPANISH

<https://vimeo.com/406886555>

TECHNICAL

Running time: **60 minutes**

Exhibition format: **digital .mp4 .mov. .DCP**

Aspect ratio: **16:9**

Shooting format: **full HD 1080p**

Languages: **spanish - english**

Year of production: **2020**

Filmed in: **Argentina**

Produced in: **Argentina**

CONTACT

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Córdoba - Argentina

DIEGO GUELER - DIRECTOR

sashofilms.com



SCREENING HISTORY

Quarentine avant premiere in youtube april 2020
(14.000 views in a weekend)

MAFICI Puerto Madryn International Film Festival
september 2020 (Argentina)

Green & Anima Film Fest september 2020 (Argentina)

BioWeek by BioGuia (august 2020)

AWARDS

MAFICI SPECIAL MENTION IN "PANORAMA
AMBIENTAL"

Sasha Films



02.

synopsis

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UMEPAY'S TALES

A group of friends leaves Buenos Aires city to create a different lifestyle in a place like paradise amidst the mountains of Córdoba (Argentina). They are 13 dreamers -including three children- who bet everything on a challenging community organization, where they can experience firsthand how angels and demons would even chase them there in order to live in harmony. The dream of creating an ecovillage manages to materialize, but first they would have to go through deep challenges and learnings as a group.

"The world we would like" is a documentary film made of mountain and sound landscapes with original music by Juanito El Cantor, Leo Cavalcante (Brazil), Micaela Piccirili and Jeremias Fernández. Adrián Berra and Chancha Vía Circuito as guest artists are also involved in this 60 minutes human experience film.



03.

credits

the world we
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UMEPAY'S TALES

PRODUCTION COMPANY: Sasho Films

DIRECTION: Diego Gueler

EXECUTIVE PRODUCER: Constanza Soria

SCRIPT: Diego Gueler

MUSIC DIRECTOR: Juanito El Cantor

ORIGINAL MUSIC: Micaella Piccirilli, Jeremías
Fernández and Leo Cavallante

GUEST ARTISTS: Adrián Berra ("Desaprender")
and Chancha Via Circuito ("Los pastores")

DIGITAL EFFECTS: Claudio Jordá

SOUND EDITING: Matías Córdova

VOICE-OVER: Jada Sirkin

WATERCOLOURIST: Juan Ian

DIRECTOR OF PHOTOGRAPHY: Diego Gueler

PHOTOGRAPHY ASSISTANT: Lucía Martínez

ORIGINAL MATERIAL AUTHOR: Diego Gueler

EXECUTIVE PRODUCER: Umepay founders

COLOUR CORRECTION: Empredevideo

ART DIRECTOR: Natalia Petrizzi

CAMERA OPERATOR: Lucas Riachi

CAMERA ASSISTANT: Emiliano Zayas

SOUND: Ezequiel Molina

SOUND ASSISTANT: Juan Pablo Moretto

CO-SCRIPWRITER: Madre Tierra Evans

TRANSLATION AND SUBTITLES: Virginia D'Angelo



04.

director bio

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UMEPAY'S TALES

DIEGO GUELER is a worldwide traveller, storyteller and passionate filmmaker. He was born in Buenos Aires city (Argentina) in 1979, during the Videla dictatorship days. Their fathers lost many friends in those violent days, but his middle class family went through and lived democracy again in 1983 with no danger.

Early, he was an unusually curious boy about society facts and foreigners cultures. That's why he started to read newspapers at the age of 10 and started to travel alone, he visited Uruguay and Brazil at the age of 14, beginning a world tour over more than 60 countries till today, crossing Latin America, Europe, Africa and Asia, becoming so a polyglot 'voyageur'.

In 2001 he moved to Barcelona and completed his studies as a journalist. Diego Gueler formed as a multimedia journalist for 12 years on TV3 Catalonia, Newsweek, Infobae and Perfil -argentinian newspapers-. He also wrote worldwide travel chronicles for Clarín, La Nacion and La Vanguardia sunday magazines. In 2007 he returned to Argentina.

In 2015, Diego began filming exclusively with Sasho Films comercial spots for tourism companies. Sasho is the spiritual name he received while dreaming from his indian-brazilian gurú, Sri Prem Baba. The contact with this man in 2012 was the beginning of a new life with retreats in Brazil and India.

He loves the cinema estetic and filming signature of Wim Wenders, Stanley Kubrick and Anton Kjobin (especially the '80 video clips and films of U2 and Depeche Mode). He says he lives in the XXI century, but continues focusing his footage as '70 and 80' years, 'la belle epoque du cinema' as he would always say.



Art and music is so a trademark of his productions. In 2017 he filmed the music short film Berlinstation (vimeo.com/281195514), a video art, urban landscapes of German culture capital, which participated at In-Edit musical film festival in 2018. He also filmed videoclips with Paloma del Cerro (Argentina, [Vimeo.com/325009187](https://vimeo.com/325009187)), Istvan Sky (Hungary, vimeo.com/326413621) and Luvi Torres (Argentina), among other artists (vimeo.com/268860577).

In January 2017 he started to film "The world we would like, Umepay tales" in Cordoba mountains, where he finally moved together with his fiancée and son some years later. The film tells a deep human experience about a group of friends who completely quit their lives in the big city, and went and tried a new lifestyle in nature as a community. The movie was finished in 2019.

05.

statement of director

the world we
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UMEPAY'S TALES

"The world we would like" tells a story of shadows and lights on "paradise" many people sometimes is looking for: a healthy life in nature with a group of best friends living in a community. This human experiment on the hills of Córdoba demonstrates that same demons of the big city can appear "in paradise" even for people who know each other from kids.

The economical debates or the extreme experience with a problematic birth showed that is necessary to go through strong experiences to leave in harmony.

Live on peace never is "free". Finally, this group of 13 people built the ecoville of UmePAY that today has...150 members. So anyone can realize his or her dream for a better life on nature. But always will be strong challenges. Is part of the game of life.

We look for special musicians to create a different atmospheres during the movie to express in other language this human challenge. Juanito "El Cantor", the main artist in the film, says in the closing song that "nobody has the world he would like". Nothing more to say.



The background is a watercolor illustration. The top half is a dark, textured wash of blue and grey. Below this, a mountain peak is depicted with soft washes of green and yellow. The foreground is a lighter, textured wash of green and yellow, suggesting a field or valley. The overall style is soft and painterly.

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