

iBinalogue.

Renata Flores - Pachamama

EPK

Pachamama.

The most sacred deity of the Incas.

Mother of hills and men, ruler of harvests and earthquakes. Nurturer of life.

In her new music video directed by David Carrizales, **Renata Flores embodies the Pachamama and joins the climate change conversation by singing in Spanish and Quechua.**

A woman in traditional Mexican attire, including a red and purple patterned blouse and a white shawl, is performing in a cemetery at night. She is holding a bouquet of white flowers and has her arms outstretched. The background shows tombstones and a building with murals.

Renata Flores

PAOCHA IVAYIVA

[CLICK HERE TO WATCH THE MUSIC VIDEO](#)



Renata Flores.

Artist

21 years old artist born in Huamanga, Perú. Considered as the “Quechua rap Queen” by The New York Times.

Spearhead of a generation of Peruvian musicians that use contemporary beats of Latin trap, rap and reggaeton and sing in Spanish and *Quechua*: a 2.600 BC language from the Andean countryside.

Made famous in Latin America by a viral Quechua cover of Michael Jackson's "*The Way You Make Me Feel*". She translated the song with help from Ada, her 72-year-old grandmother.

Released her first album in March 2021: *Isqun*, a nine-song journey through the struggles of Peruvian women since before the arrival of the Spanish to Latin America. Her second studio album, *Pachamama*, a 5-track EP, will premiere in the coming weeks.



David Carrizales.

Director

Director, CCO and executive producer of Binalogue, a global creative & production company based in Madrid.

Carrizales is the creative mind and director behind *Pachamama* music video. Visually, he played with juxtaposition, a creative technique that stands out in Renata Flores' music, to craft a world of extremes: beauty and strength, aesthetics and raw energy, nature and concrete.

During his career as a live-action and animation director, he's signed commercials, TV idents and digital content mixing all the visual languages available: from handmade, classic 2D to cel animation, 3D and digital integration with live footage.

His first animated short film, "we_sounds", was released in 2019 and has garnered three international awards and more than thirty official selections.



Ana Tafur.

Sake Stylist

Creative Director and owner of Peruvian eco-friendly and sustainable fashion brand Saké.

Designer of the Pachamama styling using culture-respectful garments, sustainable fabrics and a team of collaborators that includes indigenous women, owners of the craft and ancestral ways.

Fashion design graduate at IADE, Madrid, moved to Shanghai to work for multinational fashion brands. After 3 years working closely with manufacturers and factory workers, she began to question the production processes that put fashion as the second most polluting industry worldwide.

With her own brand, Saké, Ana pledges to offer pieces based on traditional techniques and sustainable processes.

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Thnx!

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