



El Elefante

Blanco

PRESS KIT
02/2013

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SYNOPSIS

EL ELEFANTE BLANCO

Documentary Feature, 87min. HD 16:9
OV Spanish/English Subtitles/German Subtitleds
Produced and Directed by Alan Rexroth

A film about life and death and the Mexican soul.

Mercado Adolfo López Mateos (ALM): 6000 merchants, 9000 customers. Each and every day. The gigantic traditional market in Cuernavaca, México is a microcosm of Mexican life and society struggling to shelter its soul under the stormy age of globalization. Once an object of great prestige, today it is besieged by emerging supermarkets, mismanagement and its own degeneration. Crammed to the roof with merchandise, not one meter of space is wasted.

El Elefante Blanco portrays and links various persons, who every day face the challenges of coping with their lives, in close symbiosis with the market: Watch Alberto, who broadcasts music and self-produced commercials via the market's sound system; Hugo and his gang who wait each day for odd jobs; Lauro the grocer, who in 1964 helped found the market and today is a moral authority; Roberto the butcher, who wraps the female clients around his finger; Ariel and his brother Humberto, who make music with the most basic of instruments to provide for their family; Marianela celebrating 'Día de los Muertos', together with her numerous relatives, and the entire village.

All these people are connected by the labyrinth of corridors that traverse ALM. The market itself never sleeps. As soon as the merchants leave for home, the night watchmen's shift begins.

Learn the effect that globalization has on a provincial Mexican town and its inhabitants; and that it's not strong enough to lessen their passion for life.

Built in the year 1964, Mercado Adolfo López Mateos is more than an urban quarter with a remarkable architecture and an eventful history. It is an emporium, living space, curse and chance at the same time.



DIRECTOR'S NOTE

Since I first walked into Adolfo López Mateos market in Cuernavaca, México in 1997 for the first time, I wanted to make a movie about this incredible location. During another, longer stay in Cuernavaca in 2002, the idea took on a life of its own and I decided to make my dream a reality, no matter what happened.

In 2007 everything was ready. Accompanied by the cameraman René Schulz and translator Paula Garibay, we've so to speak lived in the market, together with 6000 amazing merchants and workers. and filmed about 100 hours of material (12 shooting days in March, 22 shooting days in October-November of 2007).

From the beginning I had two goals: First, to examine the Mexican soul and to use Adolfo López Mateos and its people as a metaphor for it. Beyond that I wanted to find a special dramaturgical form for documentary films, which would pave new roads and play with the narrative possibilities of this genre. I am especially fascinated with places that act as magnifying glasses – that spotlight a whole society or culture. These unique places can be anywhere in the world and teach me to understand what is special about the people who live there.

'El Elefante Blanco' follows the concept of the market being the element which links various people who live and work in it. I still think with a smile of some of the charming moments we were able to experience with the people of this market (and not only those who are part of the film). We were deeply impressed by their frankness, pride, and determination never to let anything get them down – no matter the cost. The administration of the market was so kind in opening to us every door we wanted to go through, and arranging a warm and welcoming atmosphere whenever we wanted to speak to someone.

The documentary – 'El Elefante Blanco' – comes from the heart. It is completely self-financed and has been completed with particular care and love by everyone who has worked on this enriching project. It has been a unique and overwhelming experience.

Alan Rexroth, March 2011



TECHNICAL INFO

ORIGINAL TITLE:

El Elefante Blanco

RUNNING TIME:

87 min.

PRODUCTION TIME:

January 2007 – March 2011

RELEASE DATE:

20 March 2011

PRODUCTION LAND:

Germany, México

LANGUAGE:

Spanish

SUBTITLES:

English, German

SHOOTING FORMAT:

HDV Colour

ASPECT RATIO:

16:9

SOUND FORMAT:

Stereo

CAMERA:

Sony HVR-A1

EDITING TOOL:

Avid Media Composer

COLOUR GRADING TOOL:

Autodesk Lustre

ESTIMATED CASH BUDGET:

€ 40.000

GENRE:

**Culture/ Human interest/ Portrait/
Biography/ Independent**

SCREENING FORMAT:

HDCam, BlueRay

HD FORMAT:

1080/25p

WEBSITE OF FILM:

www.elelefanteblanco.de

FACEBOOK:

El Elefante Blanco

IMDB:

El Elefante Blanco

WEBSITE OF DIRECTOR:

www.alanrexroth.de



DIRECTOR



Foto_AlanRexroth_1.jpg

You can download this picture in high resolution (1772 x1297px, 300dpi) at www.elelefantebianco.de

ALAN REXROTH

Alan was born 1973 in Bruchsal, Germany. Parallel to his studies in Politics and History at Heidelberg University, he made numerous short films, arthouse projects and music videos for local punk bands. Since 1999, he has been working as a awarded freelance editor and director. He lives and works in Berlin.

EL ELEFANTE BLANCO is his debut feature documentary as a director.

Filmography (excerpt)

- 2007 Lambchop is a band - Documentary, 45min. (as Editor)
- 2007 Die großen Kriminalfälle: Dagobert – ARD Documentary, 45min. (as Editor)
- 2011 Überall und Nirgendwo – ARD Documentary, 45min. (as Editor)



CREW

AUTHOR, DIRECTOR, EDITOR:

Alan Rexroth
(www.alanrexroth.de)

DIRECTOR OF PHOTOGRAPHY:

Alan Rexroth

René Schulz
(www.reneschulz.com)

INTERVIEWS:

Paula Garibay

TRANSLATION:

Mayela Illi
(www.mayela-illi.de)

Stephanie Gettings
(<http://compassidiomas.weebly.com>)

DIGITAL COLORIST:

André 'Speedy' Froelian
(www.digital-colorist.com)

ARTWORK:

Ramona Stöcker
(www.ramonastoecker.de)

SOUND DESIGN & MIXING:

Daniel Gilde
(www.whatasound.de)



CAST

Most important cast:

ALBERTO VILLALOBOS HERNÁNDEZ

Market DJ

HUGO VARGAS CARDOSO

Unskilled worker

ALEJANDRA CERVANTES

Administration

LAURO FLORES ARIZMENDI

Greengrocer

ROBERTO BUSTOS RIVERA

Chronicler of Cuernavaca, a.D.

EMILIO ROSAS RICO

Association of unions

ROBERTO ESPINOZA CORTEZ

Butcher

GUILLERMO SÁNCHEZ VÉLEZ

Head of administration

MARIANELA CHÁVEZ ÁVILA

Bereaved



FESTIVALS

ACHTUNG BERLIN – NEW BERLIN FILM AWARD 2011

Official selection · world premiere

13 April – 20 April 2011

DOK MARKET @ DOK LEIPZIG FESTIVAL FOR DOCUMENTARY AND ANIMATED FILM 2011

17 October – 23 October 2011

OAXACA INTERNATIONAL INDEPENDENT FILM AND VIDEO FESTIVAL 2011

Official selection · Best Documentary

12 – 19 November 2011

MICCBO 2012 CIUDAD DE BOGOTÁ INTERNATIONAL FILM SCREENING

Official selection

20 – 28 January 2012

SHANGHAI TV FESTIVAL 2012

Official selection · Best Documentary

11 – 15 June 2012

AUSTIN FILM FESTIVAL 2012

Shortlist

17 – 25 October 2012

RADAR IFF HAMBURG 2012

Winner · Best Documentary

29 October – 03 November 2012



FESTIVALS

RXSM 2013
SELF MEDICATED FILM EXPO
AUSTIN, TEXAS
Official selection
8 – 14 March 2013

VICTORIA TX INDEPENDENT FILM FESTIVAL 2013
Official selection
4 – 7 April 2013

CULTURE UNPLUGGED FESTIVAL 2013
Official selection



CONTACT

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Germany

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WEBSITE OF FILM:

www.elelefanteblanco.de

FACEBOOK:

El Elefante Blanco

WEBSITE OF DIRECTOR:

www.alanrexroth.de



FILM STILLS



Market_Outside1.tif



Market_Inside.tif



Outside_area.tif



Women.tif



Skale.tif



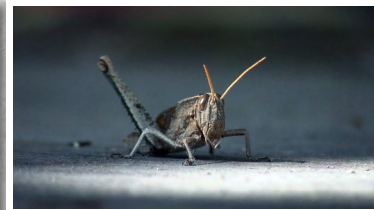
Old_man.tif



Monster.tif



LaMuerite.tif



Grasshopper.tif



Cat.tif



Beggar.tif

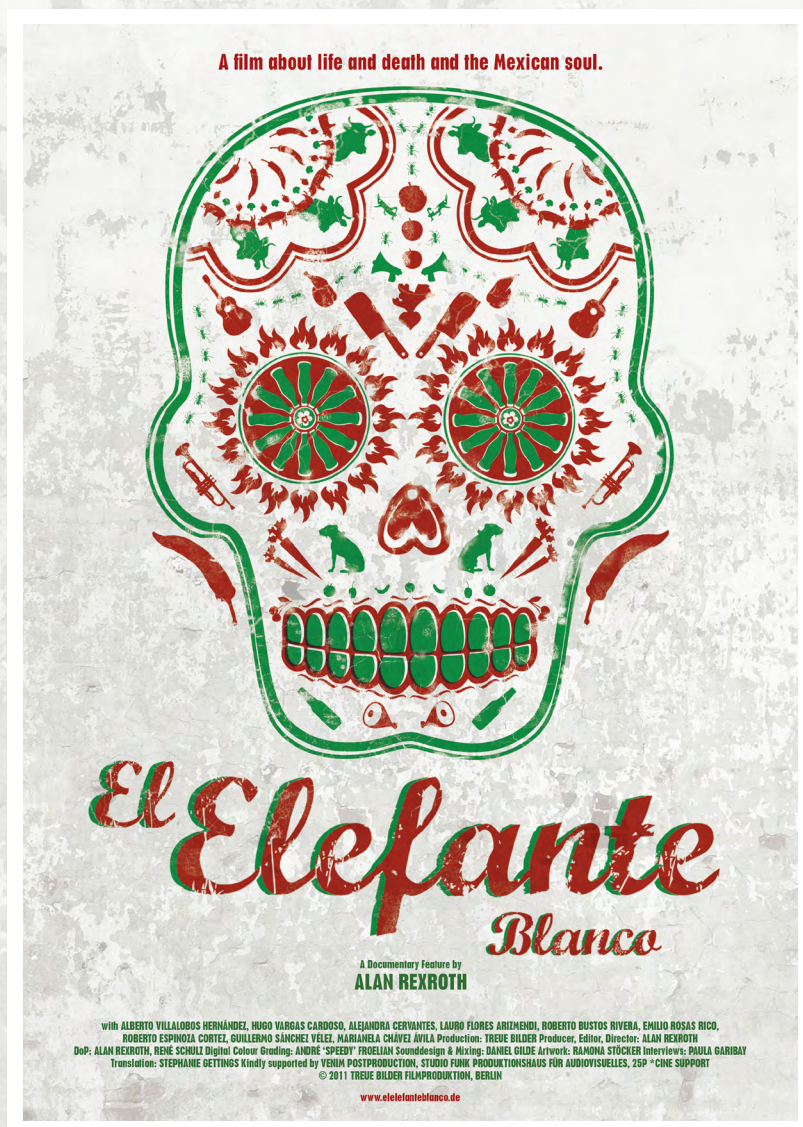


Musicians.tif

You can download all pictures in high resolution (1920 x 1080px, jpeg:300dpi) at www.elefanteblanco.de



POSTER



EEB_Poster.jpg

You can download the poster in high resolution (2480 x 3508px, 300dpi)
at www.elefantebianco.de



El Elefante *Blanco*

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