



# El Elefante Blanca

PRESS KIT  
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[www.elelefanteblanco.de](http://www.elelefanteblanco.de)



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## SYNOPSIS

### **EL ELEFANTE BLANCO**

**Documentary Feature, 87min. HD 16:9  
OV Spanish/English Subtitles/German Subtitled  
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](http://www.elelefanteblanco.de)  
**FACEBOOK:** El Elefante Blanco  
**IMDB:** El Elefante Blanco  
**WEBSITE OF DIRECTOR:** [www.alanrexroth.de](http://www.alanrexroth.de)



## DIRECTOR



Foto\_AlanRexroth\_1.jpg

You can download this picture in high resolution (1772 x1297px, 300dpi) at [www.elelefantebianco.de](http://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](http://www.alanrexroth.de))

**DIRECTOR OF PHOTOGRAPHY:** Alan Rexroth  
  
René Schulz  
([www.reneschulz.com](http://www.reneschulz.com))

**INTERVIEWS:** Paula Garibay

**TRANSLATION:** Mayela Illi  
([www.mayela-illi.de](http://www.mayela-illi.de))  
  
Stephanie Gettings  
(<http://compassidiomas.weebly.com>)

**DIGITAL COLORIST:** André 'Speedy' Froelian  
([www.digital-colorist.com](http://www.digital-colorist.com))

**ARTWORK:** Ramona Stöcker  
([www.ramonastoecker.de](http://www.ramonastoecker.de))

**SOUND DESIGN & MIXING:** Daniel Gilde  
([www.whatasound.de](http://www.whatasound.de))



**CAST**

**Most important cast:**

- |                                     |                                       |
|-------------------------------------|---------------------------------------|
| <b>ALBERTO VILLALOBOS HERNÁNDEZ</b> | <b>Market DJ</b>                      |
| <b>HUGO VARGAS CARDOSO</b>          | <b>Unskilled worker</b>               |
| <b>ALEJANDRA CERVANTES</b>          | <b>Administration</b>                 |
| <b>LAURO FLORES ARIZMENDI</b>       | <b>Greengrocer</b>                    |
| <b>ROBERTO BUSTOS RIVERA</b>        | <b>Chronicler of Cuernavaca, a.D.</b> |
| <b>EMILIO ROSAS RICO</b>            | <b>Association of unions</b>          |
| <b>ROBERTO ESPINOZA CORTEZ</b>      | <b>Butcher</b>                        |
| <b>GUILLERMO SÁNCHEZ VÉLEZ</b>      | <b>Head of administration</b>         |
| <b>MARIANELA CHÁVEZ ÁVILA</b>       | <b>Bereaved</b>                       |



## 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**

**DIRECTOR:** Alan Rexroth  
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**PRODUCTION:** Treue Bilder Filmproduktion UG  
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10405 Berlin  
Germany

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Tel: +49.(0)30.64497010  
film@elefanteblanco.de

**WEBSITE OF FILM:** www.elefanteblanco.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



LaMuerte.tif



Grasshopper.tif



Cat.tif



Beggar.tif



Musicans.tif

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

POSTER



A film about life and death and the Mexican soul.

**El Elefante Blanco**

A Documentary Feature by  
**ALAN REXROTH**

With ALBERTO VILLALOBOS HERNÁNDEZ, HUGO VARGAS CÁRDOSO, ALEJANDRA CERVANTES, LAURO FLORES ARIZUMENDI, ROBERTO BUSTOS RIVERA, CHILIO ROSAS RICO, ROBERTO ESPINOZA CORTEZ, GUILLERMO SÁNCHEZ VELEZ, MARIANELA CHÁVEZ ÁVILA Production: TREUE BILDER Producer, Editor, Director: ALAN REXROTH DoP: ALAN REXROTH, RENE SCHULZ Digital Colour Grading: ANDRÉ 'SPEEDY' FROELIEN Sounddesign & Mixing: DANIEL GILDE Artwork: RAMONA STÖCKER Interviews: PAULA GARIBAY Translation: STEPHANIE GETTINGS Kindly supported by VENIM POSTPRODUCTION, STUDIO FUNK PRODUKTIONSHAUS FÜR AUDIOVISUELLES, 25P \* CINE SUPPORT © 2011 TREUE BILDER FILMPRODUKTION, BERLIN

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EEB\_Poster.jpg

You can download the poster in high resolution (2480 x 3508px, 300dpi) at [www.elefanteblanco.de](http://www.elefanteblanco.de)



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