



BRONZE ALEXANDER
TRENTOON 2013

FIPRESCI AWARD
INTERNATIONAL FILM FESTIVAL
TRENTOON 2013

ASTOR DE PLATA
BEST DIRECTOR
MAR DEL PLATA FILM FESTIVAL 2013

BEST SCREENPLAY
BEST ACTRESS
TIFFON FILM FESTIVAL 2013

BEST CARIBBEAN FILM
FESTIVAL OF CARIBBEAN FILMS 2013

BEST DIRECTION
MIRA DEL MAR FILM FESTIVAL 2013

BEST PERFORMANCE
FESTIVAL DO MANAHO CINEMA
NOVATEC 2013

tiff
Toronto
International
Film Festival
OFFICIAL SELECTION 2013



OFFICIAL SELECTION
BFI LONDON
FILM FESTIVAL
2013

GOLDEN SHELL
FESTIVAL DE SAN SEBASTIÁN
2013

SUDACA FILMS PRESENTS A FILM BY MARIANA RONDÓN

PELO MALO

BAD HAIR

SUDACA FILMS PRESENTS "PELO MALO" (BAD HAIR) | WRITTEN AND DIRECTED BY MARIANA RONDÓN | PRODUCED BY MARITÉ UGÁS | STARRING SAMUEL LANGE AND SAMANTHA CASTILLO
 CINEMATOGRAPHY MICAELA CAJAHUARINGA | PRODUCTION DESIGNER MATÍAS TIKAS | FILM EDITOR MARITÉ UGÁS | SOUND DESIGNER LENA ESQUENAZI | CAMERA JOHN MÁRQUEZ | CASTING BETO BENITES | MUSIC CAMILO FROIDEVAL | VFX NACHO GORFINKEL | WITH NELLY RAMOS / BETO BENITES / MARIA EMILIA SULBARÁN
 PRODUCED BY SUDACA FILMS IN CO-PRODUCTION WITH IMAGEN LATINA (PERU), LA SOCIEDAD POST (ARGENTINA), HANFERN & UFER FILMPRODUKTION (GERMANY), ARTEFACTOS S.E. (VENEZUELA) & JOSÉ IBÁÑEZ | INTERNATIONAL SALES FIGA FILMS

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SUDACA FILMS | M Ibermedia | FIGA FILMS | World Cinema Fund | THE GLOBAL FILM INITIATIVE | FiGa Films

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PELO MALO
Bad Hair

Written and Directed by
Mariana Rondón

Produced by
Marité Ugás

Starring
Samuel Lange as JUNIOR
&
Samantha Castillo as MARTA

Cinematography: Micaela Cajahuaringa / Production Design: Matías Tikas
Film Editor: Marité Ugás / Sound Design: Lena Esquenazi / Camera: John Márquez
Casting: Beto Benites / Music: Camilo Froideval / VFX: Nacho Gorfinkiel
With: Nelly Ramos / Beto Benites / Maria Emilia Sulbarán

Produced by SUDACA FILMS
In coproduction with Imagen Latina (Perú), HANFGARN & UFER Filmproduktion (Germany)
La Sociedad Post (Argentina), Artefactos S.F.(Venezuela) & José Ibáñez.

With support from Centro Nac Autónomo de Cinematografía CNAC (Venezuela)- Programa
IBERMEDIA - World Cinema Fund- Berlinale (Germany) - Global Film Initiative (USA)

93 minutes – 1.1:85 – DCP 5.1 & 35 mm Dolby Digital

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SHORT SYNOPSIS

JUNIOR is nine years old and has “bad hair.” He wants to have it straightened for his yearbook picture, like a fashionable pop singer. This puts him at odds with his mother MARTA. The more JUNIOR tries to look sharp and make his mother love him, the more she rejects him, until he is cornered, face to face with a painful decision.

SYNOPSIS

JUNIOR is nine years old and has stubbornly curly hair, or “bad hair.” He wants to have it straightened for his yearbook picture, like a fashionable pop singer with long, ironed hair. This puts him at odds with his mother MARTA, a young, unemployed widow.

MARTA, JUNIOR and the baby brother live in a large multi-family building. MARTA, overwhelmed by what it takes to survive in the chaotic city of Caracas, finds it increasingly difficult to tolerate Junior’s fixation with his looks. The more JUNIOR tries to look sharp and make his mother love him, the more she rejects him.

His paternal grandmother, a witness to his rejection, asks MARTA to give her the boy so that he can look after her. MARTA refuses and tries to correct her son’s obsession by “setting an example,” a cruel moment which was meant to be a lesson. JUNIOR finds himself cornered, face to face with a painful decision.

AWARDS 2013



**CONCHA DE ORO
FESTIVAL DE SAN SEBASTIÁN
2013**

- 1. “Golden Shell” Best Film- San Sebastián Film Festival**
- 2. “Silver Astor” Best Direction- Mar del Plata Film Festival**
- 3. “Silver Astor” Best Script - Mar del Plata Film Festival**
- 4. “Bronze Alexander” Jury Award- Thessaloniki Film Fest**
- 5. “Fipresci Award” - Thessaloniki Film Fest**
- 6. “Best Script- Torino Film Festival**
- 7. “Best Actress- Torino Film Festival**
- 8. “Best Caribbean Film- Puerto Rico Film Festival**
- 9. “Best Direction”- Viña del Mar Film Festival, Chile**
- 10. “Best Actor/Actress”- Festival du Nouveau Cinema Motreal, Canadá**
- 11. “Jury Award” Rencontres Cinematographiques Cannes- Hiver**
- 12. “Jury Mention” Habana Film Festival**
- 13. “Jury Mention Prix Sebastiane- collateral-Festival San Sebastián**
- 14. “Jury Mention Prix SIGNIS- collateral-Festival San Sebastián**
- 15. “Prix Holden Best Script”- collateral- Torino Film Festival**
- 16. “Public Prix La Stampa”- collateral- Torino Film Festival**

DIRECTOR'S NOTE

One of the first images that came to me for this movie was a large multi-family building and the thousands of stories that take place behind those walls: heat, nudity, precariousness, fragility, sensuality, sex, violence, family, mother, child. The little, intimate stories I imagined grew more complex and so my characters were born.

They are helpless characters. Wounded and hurtful adults, and children who are learning how to hurt. Marta, the mother, focused on survival, teaches her son Junior to survive just like her, without resources, without freedom. But Junior is different, he fights with everything he's got for his desire: to straighten his hair and to dress as a singer for a picture he wants to give his mother: a picture that would show him as he wishes to be seen.

Junior is going through a difficult initiation in life, marked by his mother's intolerance, who constantly nags him, convinced of his sexual ambiguity. Junior doesn't understand her anger, however, he tries to set her at ease, even by giving up on his desire.

Caracas is also hostile to them, a city of urban, political and family violence. Dreams encapsulated in multi-family buildings- the result of Le Corbusier's "Utopian city" project in the 50s- now turned into massive vertical hells. My characters live surrounded by references that fail to include them. The walls are now a canvas for representations of power, ideological statements; an iconography that feeds them on political messianism and beauty pageants. Empty models that end up bringing them back to their hopelessness.

I'm interested in talking about helpless characters, who lack resources for emotional survival. I also wanted to talk about intolerance in a social context that is riddled with dogmas, which don't embrace otherness, where public affairs extend to the private life of its' inhabitants, highlighting their differences, be they social, political or sexual.

BAD HAIR is the intimate story of a nine-year old child's initiation to life. A child who still plays, but who plays with everyday horror.

MARIANA RONDÓN- Director

Director, screenwriter, visual artist. Born in Barquisimeto, Venezuela. After studying Animated Film in Paris, she graduated at first generation of the Film School EICTV, Cuba. Her short film “STREET 22” received 22 international awards. Her first feature, “AT MIDNIGHT AND A HALF,” (2000) co-directed by Marité Ugás, received 5 “Opera Prima” awards and participated in more than 40 international film festivals. Her last feature “POSTCARDS FROM LENINGRAD” (2007) received 23 international awards, such as FIPRESCI at Kerala, Grand Prix at Biarritz and Revelation Jury Award at the de Sao Paulo Festival.

In Plastic Arts, her robotics installation “YOU CAME WITH THE BREEZE” (Fundación Telefónica Award) has been exhibited in Caracas, México City, Puebla, Gijón, Lima, Santiago and Beijing as part of the Olympics Cultural Project, 2008. She is presently working on the Interactive installation “SUPERBLOQUES.”

SUDACA FILMS

Independent film company founded by Mariana Rondón and Marité Ugás, for the purpose of producing Art House films, with worldwide commercial interest. Both, Directors and Writers, trade off the role of production, project to project. Their last film, “THE KID WHO LIES,” (Marité Ugás, 2011) was premiered at Berlinale- Generation 2011 and received International awards. It also was a huge success at the Venezuelan box office in 2011.

Their productions have received support from foundations, such as World Cinema Fund-Berlinale, Germany; Global Film Initiative, USA; Hubert Bals Fund, The Netherlands; Fonds Sud Cinema, France; EZEZ, Germany, and film institutes & organizations, such as CNAC- Venezuela, Conacine- Perú & IBERMEDIA.

They are presently preparing a new project, to be directed by M.Ugás, entitled “CONTACTEE.”

