

Luz Latina

Film
Festival '25

Brand Pitch



Why?

Latin America, a diverse region with rich culture and community, produces high-quality films with unique stories, yet they rarely receive the mainstream recognition of films from other regions.



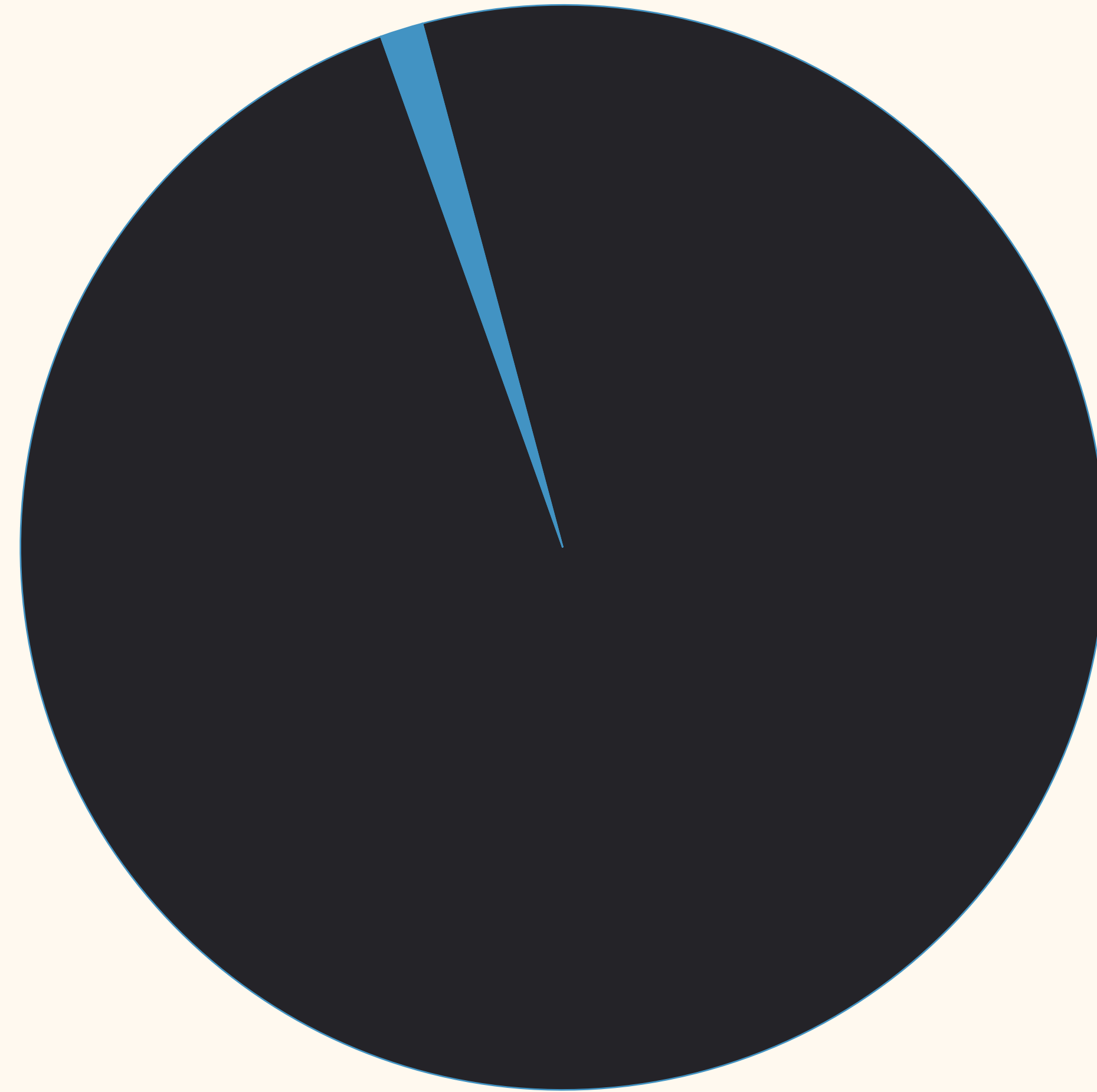


While London film festivals and cinemas do showcase foreign films, they often overlook titles from Central and South America, as well as the Caribbean. Instead, the focus tends to be on European countries like France, Belgium, and Italy.

The BFI London Film Festival 2024 featured just 15 Latin American films out of a lineup of over 160

Where are the Latinos in London?

Although London is a very diverse city, Latin Americans represent only a small fraction of the population, estimated at just **1.28%**



Despite this, Latin American culture still has some presence in the city through culturally themed restaurants and nightlife events



However, the way it is often portrayed leans on stereotypes, lacks authenticity, and reduces Latin America's cultural diversity to a single, narrow identity



Mission

To create an authentic Latin American film festival that celebrates the region's rich heritage and diverse stories while ensuring inclusivity and accessibility for global audiences



Vision

A future where Latin American cinema gains global recognition, breaking barriers in international markets and reshaping narratives about the region's artistic and cultural significance



Values

1. Accessible

The festival should feel equally inviting to Latin Americans and those unfamiliar with Latin American culture. No person should feel alienated at or by the festival. A very inclusive environment.



Values

2. Authentic

Design, identity, and experience should feel very authentically rooted in Latin American culture. An effort is made to establish a cohesive identity while highlighting and celebrating the distinction between different Latin American countries.



Values

3. Joyful

Overall experience should be very joyful at every step possible. Festival should feel like a celebration of culture. As opposed to other film festivals, should not have an elitist feel.

What is Luz Latina?

Fun,	but not	silly
Authentic,	but not	definitive
Conversational,	but not	wordy
Accessible,	but not	dumbed down
Educational,	but not	a classroom
Vibrant,	but not	maximalist
Colorful,	but not	messy
Outgoing,	but not	obnoxious

For Who?

Audience Group 1

Latin Americans in London

Description

Latin American immigrants living in London. People who might feel homesick and want opportunities to connect with their culture or people who haven't had a chance to connect with their roots and feel a bit distant from their cultural heritage.

Interests

Film, Food, Family, Culture, Heritage

Wants & Needs

Connect with other Latin Americans

Watch films that represent their culture on the big screen

Celebrate their culture

Eat food from their or similar cultures that they might not get to eat too often

Attend film festivals

Frustrations

Film festivals feel snobby and exclusive

Struggle to find films to watch from Latin America

Have never seen a Latin American film on the big screen

Encounters with Latin American culture in London feel very superficial and stereotype informed

Want to find events for their children to connect with their culture and roots

Audience Group 2

Non Latin Americans

Description

People of any nationality or ethnicity living in London with an interest in film and/or exploring world cultures.

Interests

Film, Food, Traveling, New Experiences, Exploring Culture

Wants & Needs

Learn about Latin American culture

Try new foods and experiences

Feel welcomed and wanted

Contribute to an authentic cultural depiction and experience

Frustrations

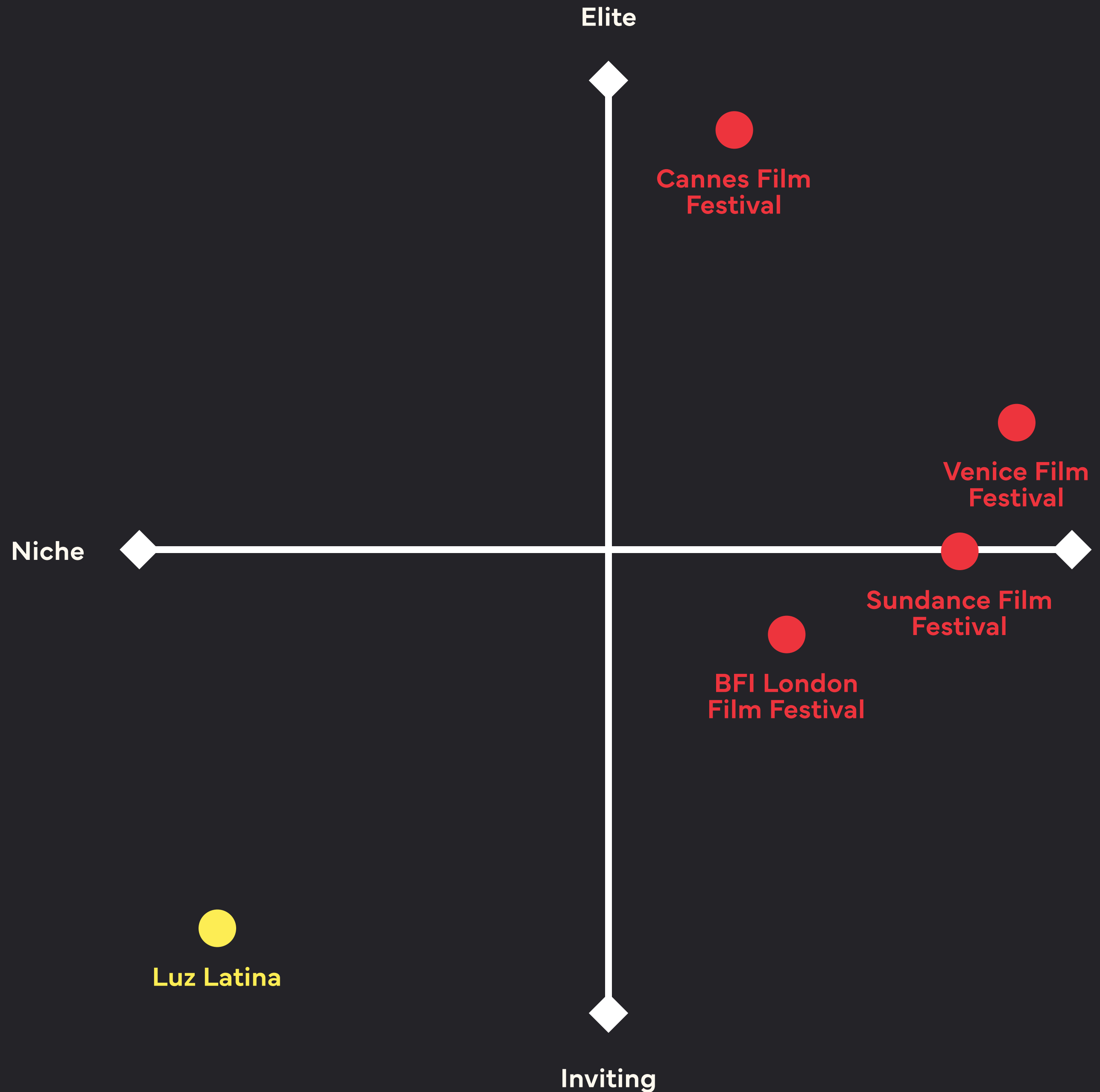
Interested in Latin America but doesn't know where to find authentic cultural experiences

Worried about intruding on another culture

Film festivals feel snobby and exclusive

Brand Positioning

Luz Latina Film Festival is uniquely positioned in comparison to other well-known film festivals in that the overall experience is just as important as the films being played



Value Proposition for Latin Americans and Non Latin Americans

Value Proposition for
Latin Americans

Functional Benefit

“When I attend Luz Latina Festival, I get to interact with elements of my culture tangibly”

Value Proposition for
Latin Americans



Emotional Benefit

“When I attend Luz Latina
Festival, I feel nostalgia, joy and a
sense of place and community”

Value Proposition for
Latin Americans

Self Expressive Benefit

“When I attend Luz Latina Festival, I feel a connection to my roots and proud of my effort to uphold them”

Value Proposition for
Non Latin Americans

Functional Benefit

“When I attend Luz Latina
Festival, I get to taste, hear, and
watch Latin American culture”

Value Proposition for
Non Latin Americans



Emotional Benefit

“When I attend Luz Latina
Festival, I feel welcomed into an
authentic cultural experience”

Value Proposition for
Non Latin Americans

Self Expressive Benefit

“When I attend Luz Latina Festival, I feel a connection to Latin American culture and feel culturally enriched”

The Festival

a three stage experience

1

Learn

The festival begins with an opportunity to educate and engage audiences about Latin American history and culture.

The goal is to provide context to the films being shown—covering themes, social issues, and cultural influences.

2

Experience

Attendees immerse themselves in the vibrant atmosphere of Latin America through live music, food markets, and games.

Designed to replicate the essence of different Latin American regions, incorporating authentic sounds, scents, and visuals into a fun interactive experience

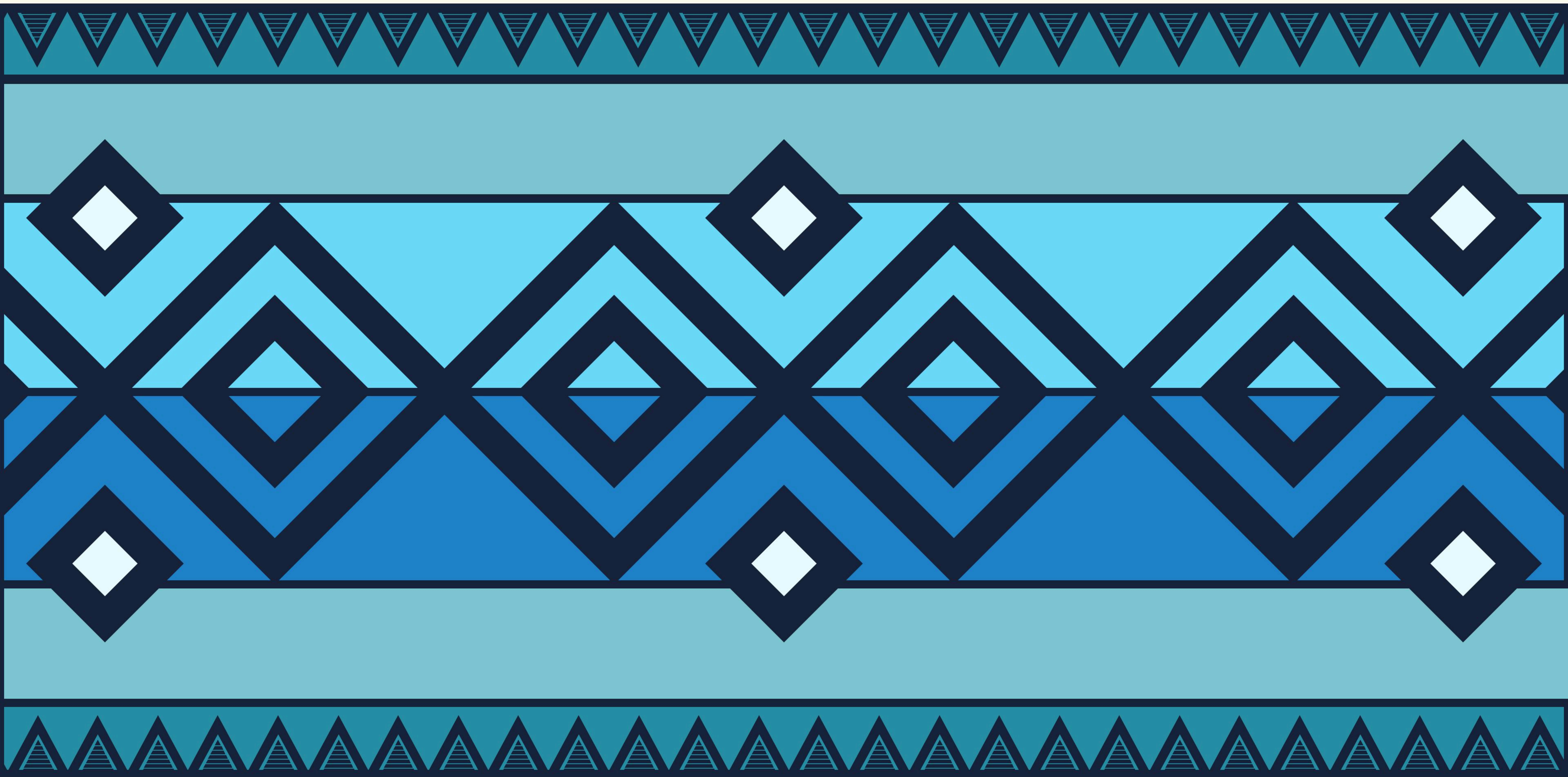
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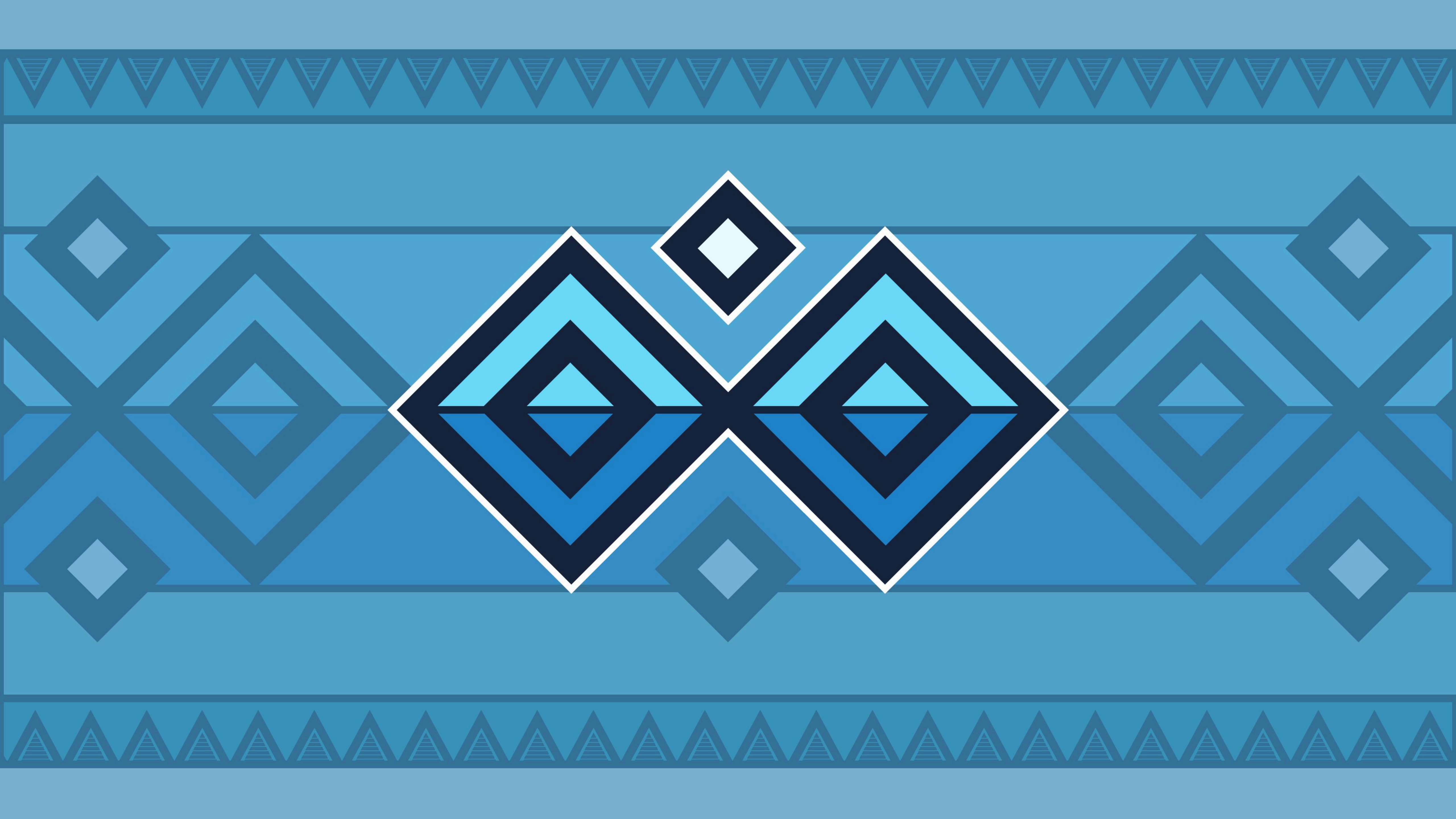
Watch

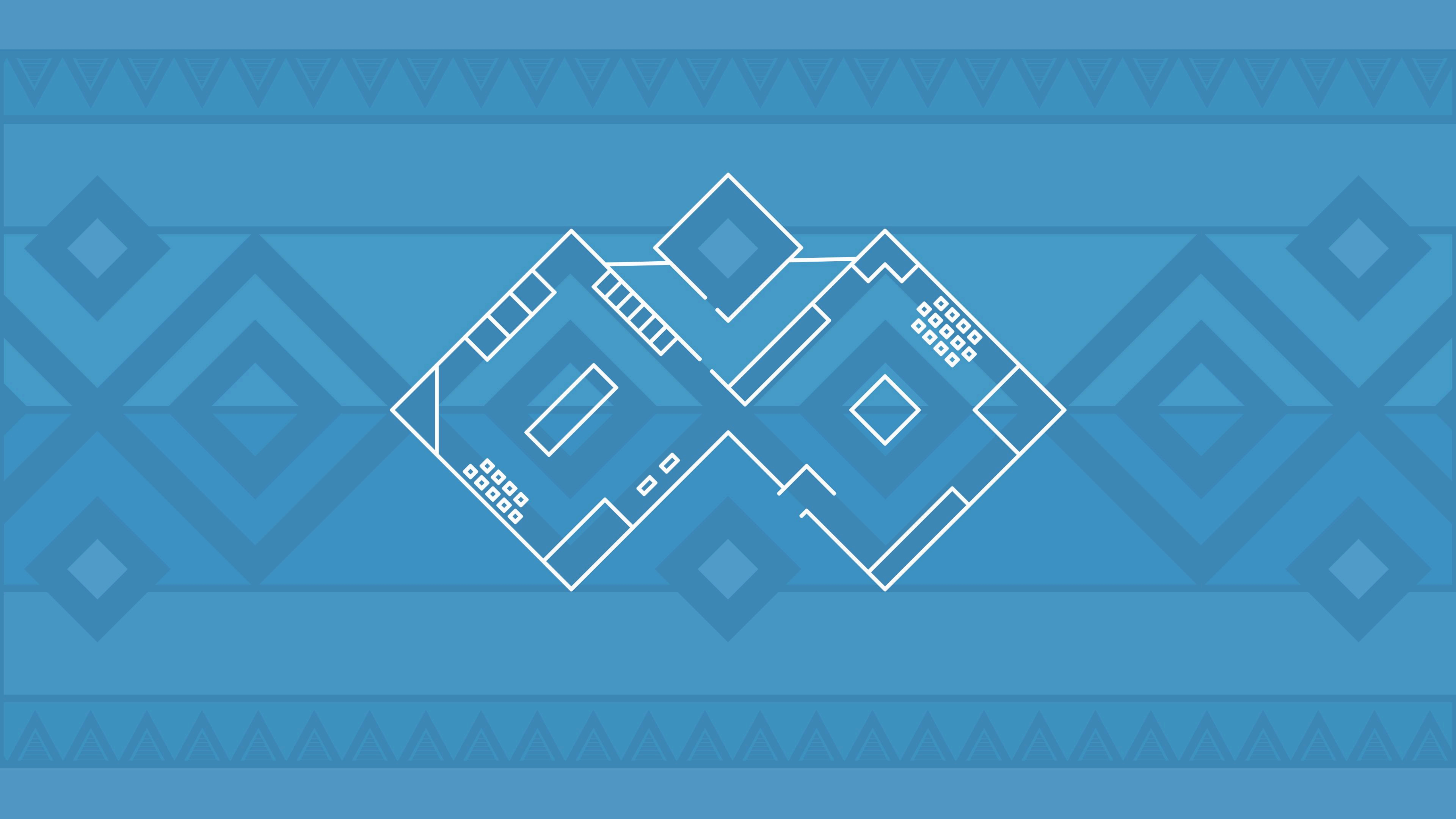
The festival culminates in the screening of curated Latin American films, from contemporary indie gems to classic cinema.

Screenings are followed by Q&A sessions with directors, actors, and critics, fostering insightful discussions about the narratives and creative processes.

The Map



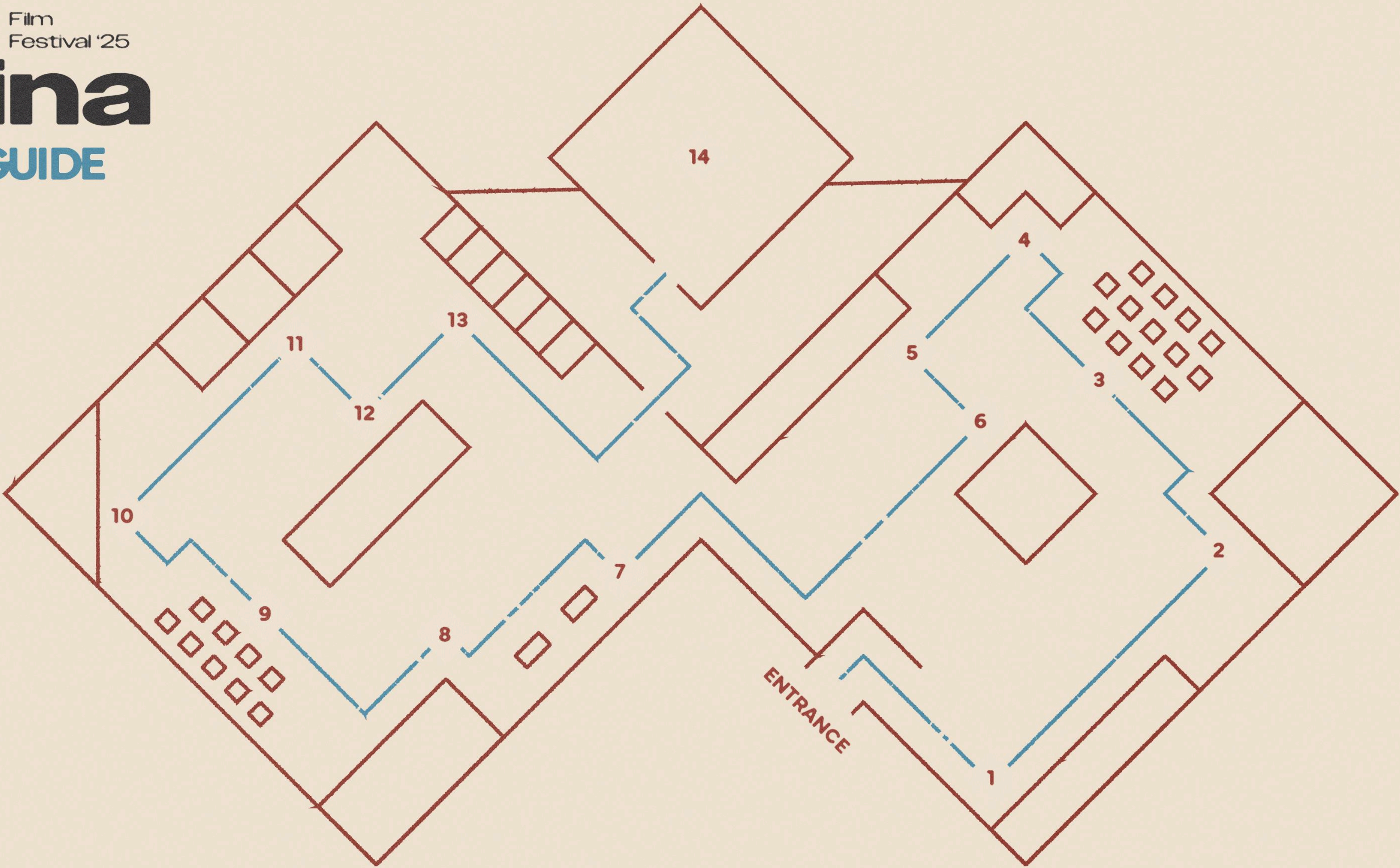




Luz
Latina

Film
Festival '25

FESTIVAL GUIDE



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- 5 Modern Day
- 2 Conquest & Independence
- 4 Cultural Values
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EXPERIENCE

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- 13 Food Market
- 8 Tiendita de la Esquina
- 10 Live Music
- 12 Busito Cafe

WATCH

- 14 Theatre

1

1 Indigenous Civilizations

An informational display focused on the history of early Indigenous civilizations in Central and South America. Explore the achievements of the Maya, Aztec, and Inca, their advanced knowledge in astronomy, agriculture, and architecture, and their lasting influence on Latin American culture.



2

2 Conquest & Colonization

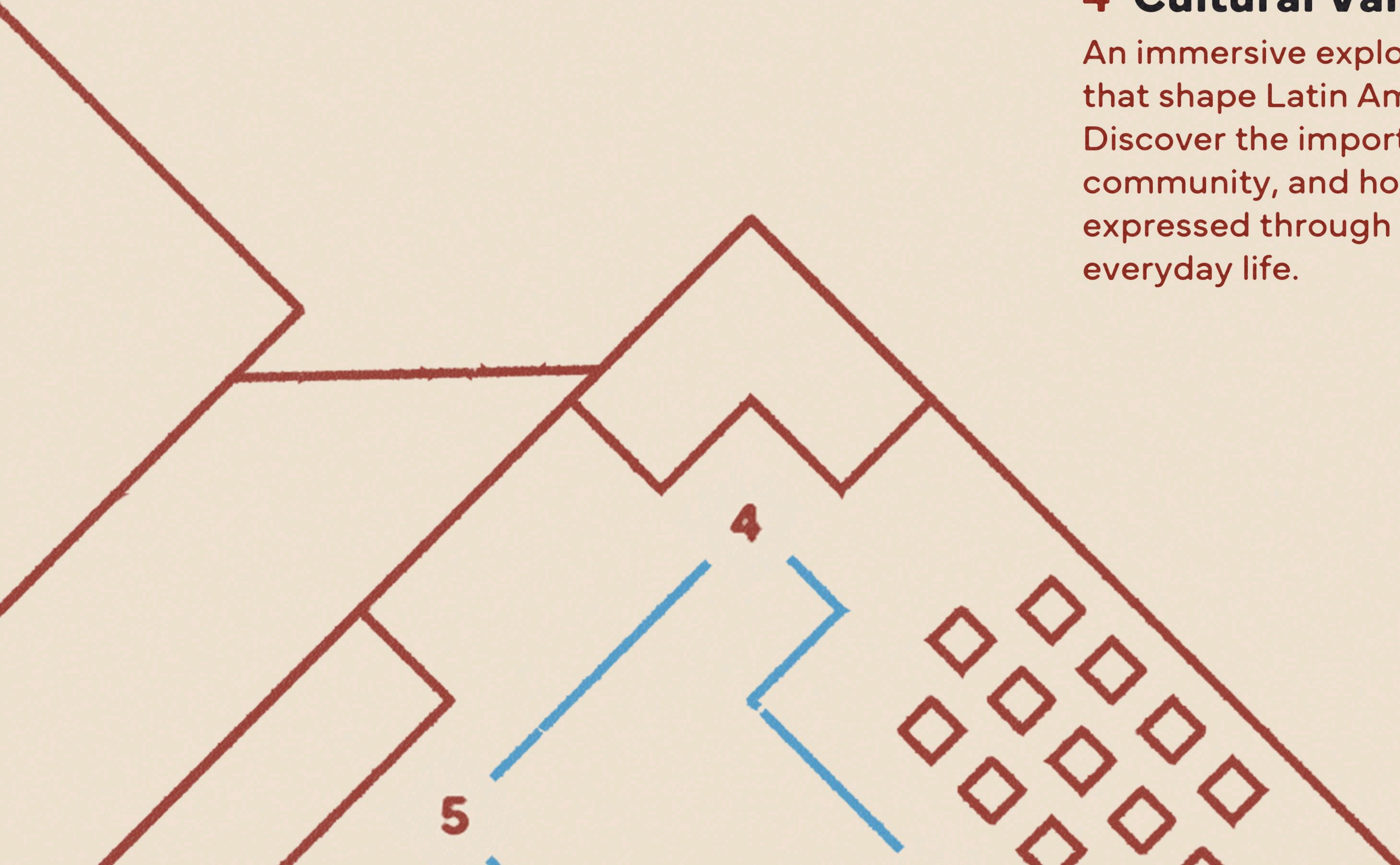
A historical exhibit detailing the European conquest of Latin America and its impact on Indigenous populations. Learn about the arrival of the Spanish and Portuguese, the spread of Christianity, and the formation of colonial societies that blended Indigenous, African, and European traditions.

3 Traditions

An interactive cultural showcase highlighting the rich traditions that define Latin America. From ancient rituals to modern celebrations, this section explores music, dance, festivals, and artisanal crafts that have been passed down through generations.

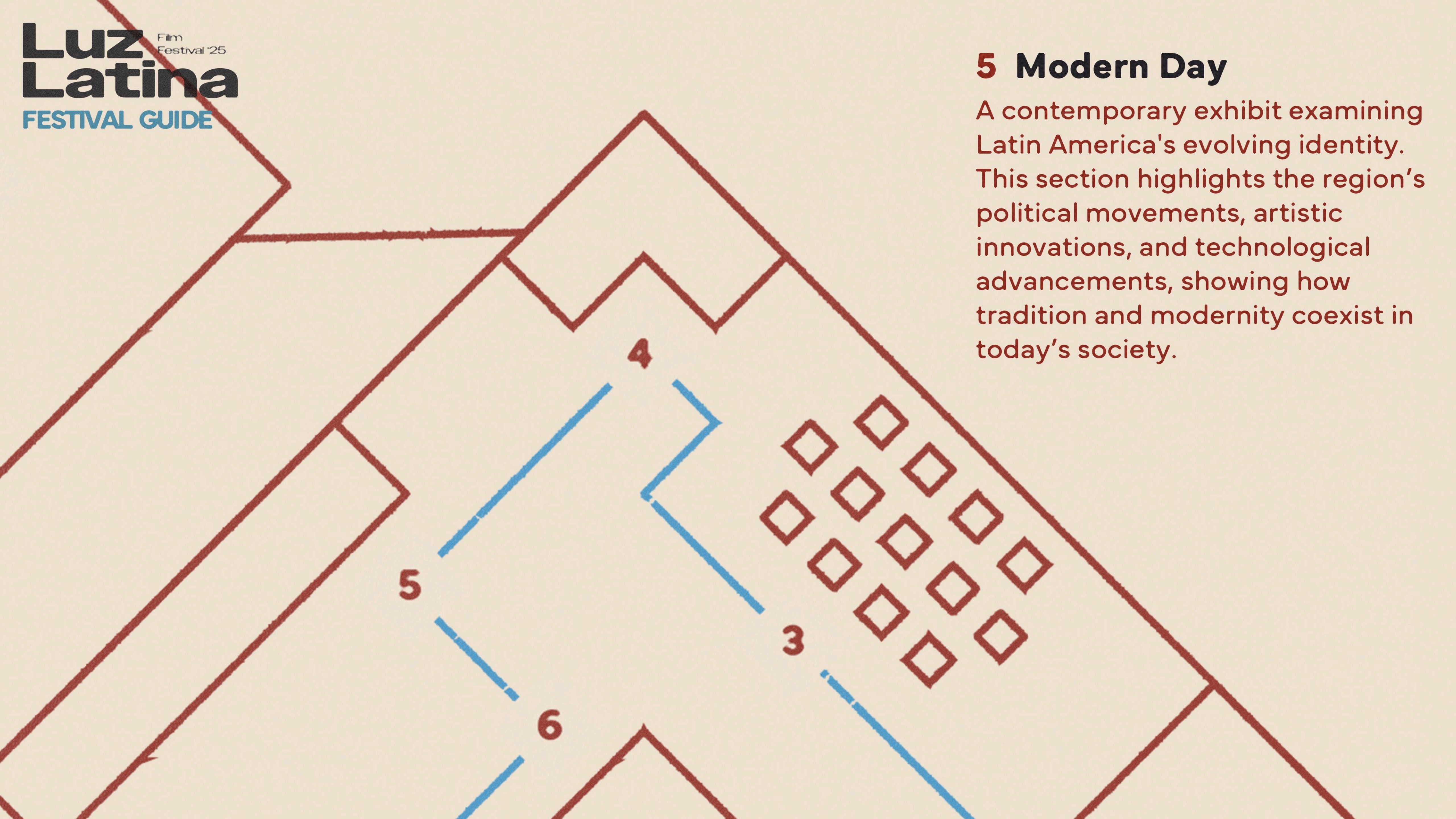
4 Cultural Values

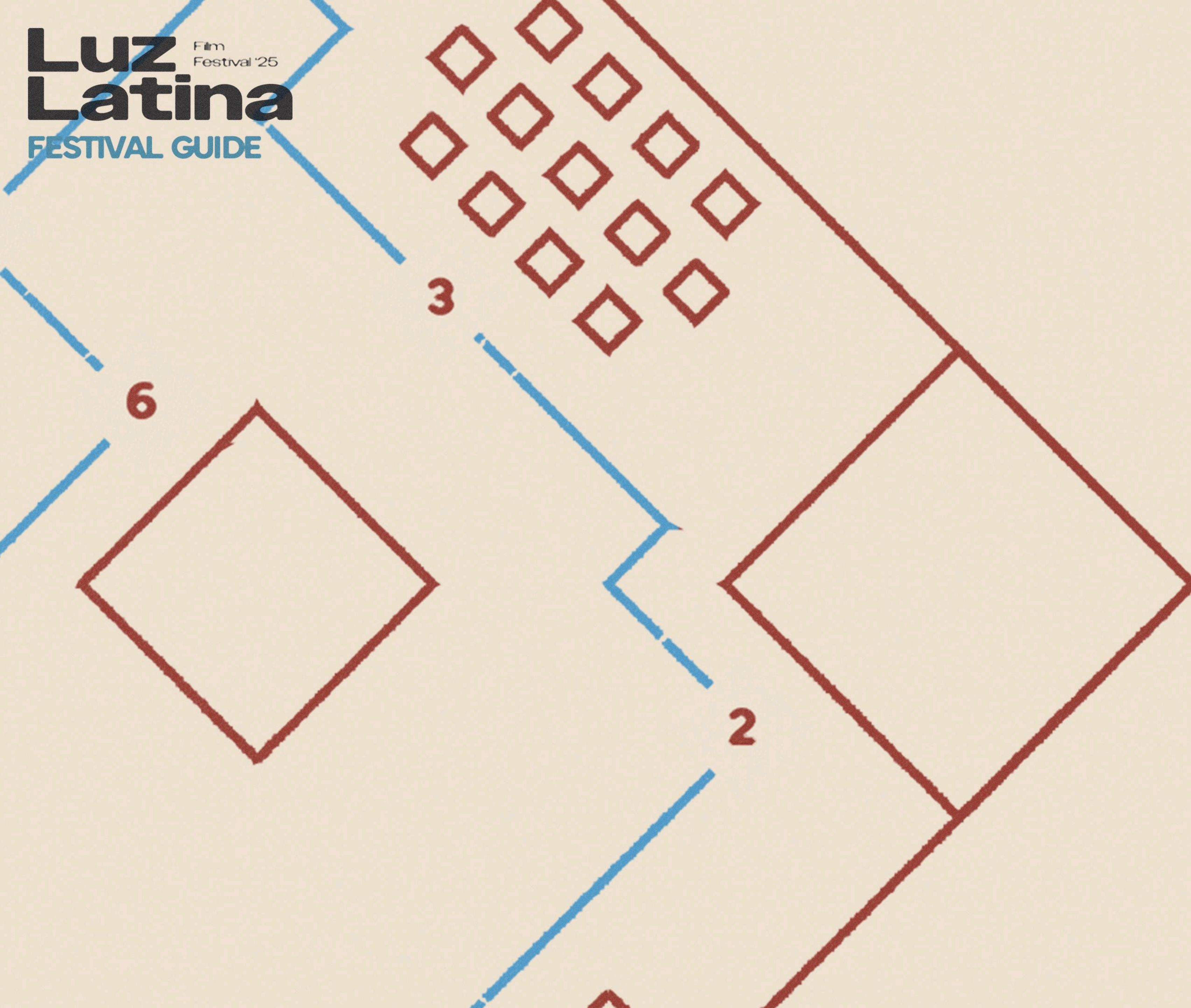
An immersive exploration of the core values that shape Latin American societies. Discover the importance of family, faith, and community, and how these values are expressed through storytelling, art, and everyday life.



5 Modern Day

A contemporary exhibit examining Latin America's evolving identity. This section highlights the region's political movements, artistic innovations, and technological advancements, showing how tradition and modernity coexist in today's society.





6 TV Installation

A multimedia installation showcasing the role of television in shaping Latin American culture. Through telenovelas, news, and entertainment, this display examines how TV has reflected and influenced social and political change in the region.

7 Carretas

Latin American street vendor carts selling traditional street food snacks such as elote (corn), granizadas (snowcones), fruta (fresh fruit), and tostones (fried plantain).

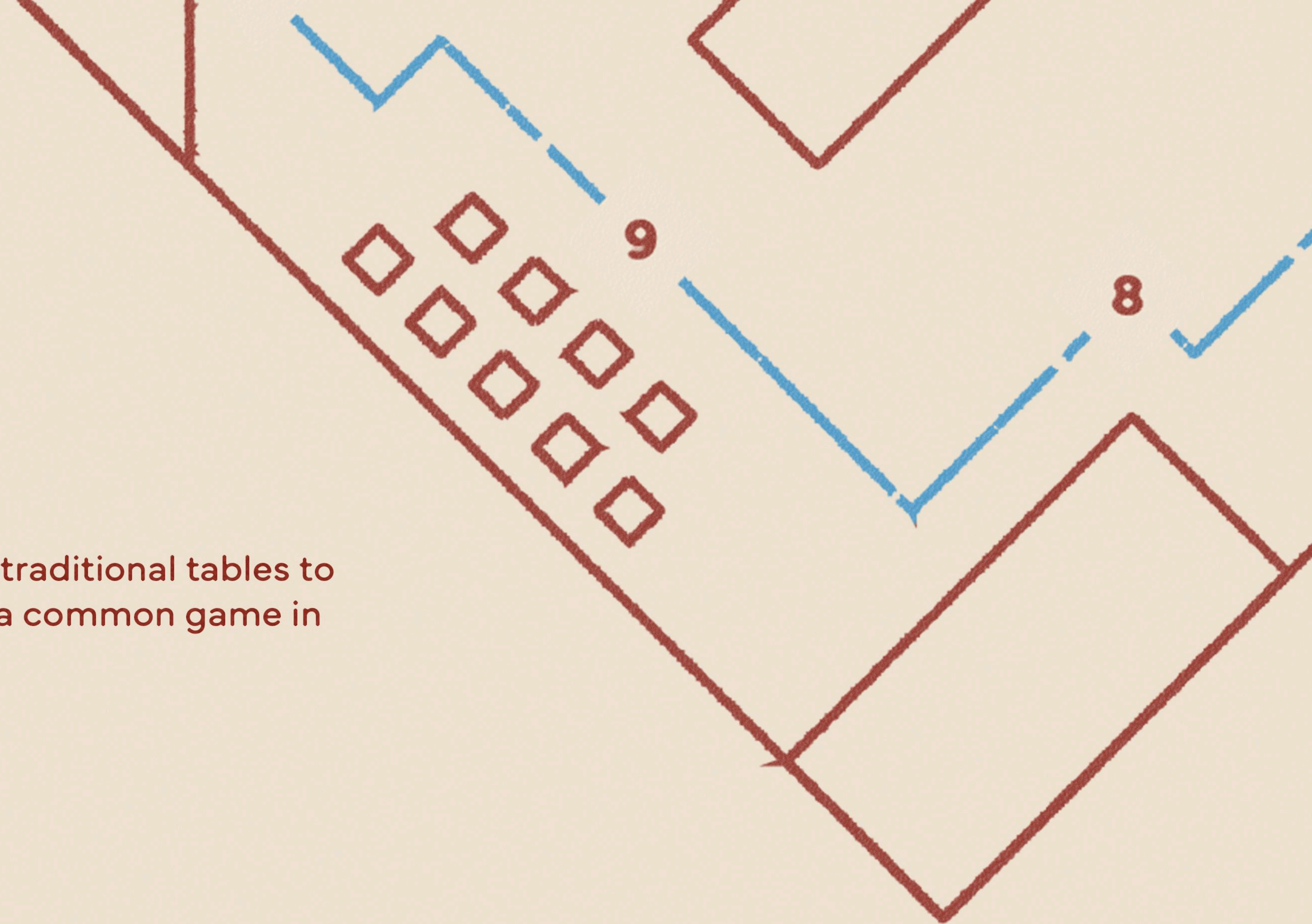


8 Tiendita de la Esquina

A typical Latin American corner shop. Sells soft drinks, snacks, and merchandise.

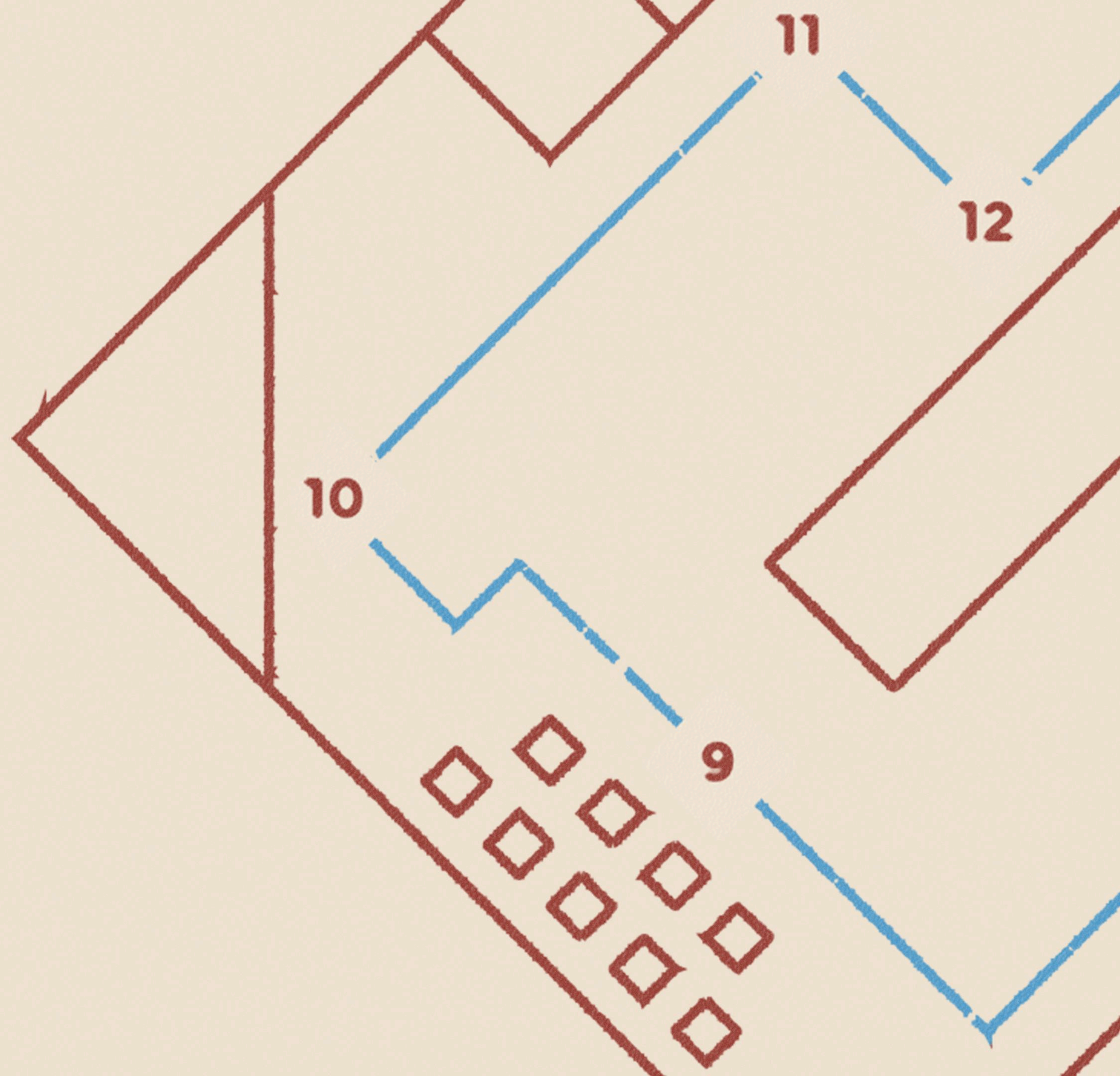
9 Domino

A section full of traditional tables to play dominoes, a common game in Latin America.



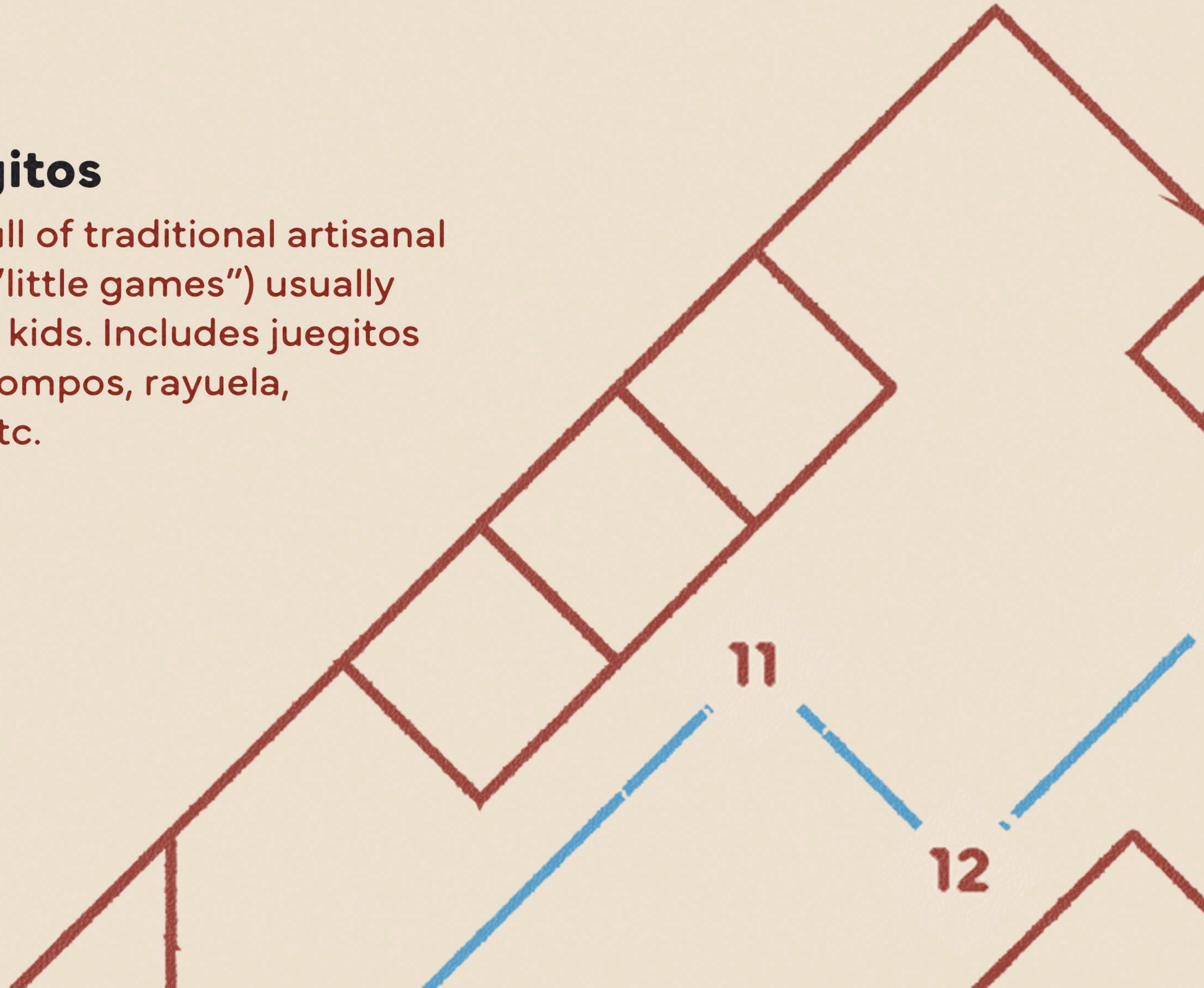
10 Live Music

Live music performances playing a range of different types of Latin American music such as salsa, bachata, cumbia, corridos, dembow, bossa nova, reggaeton, merengue, etc.



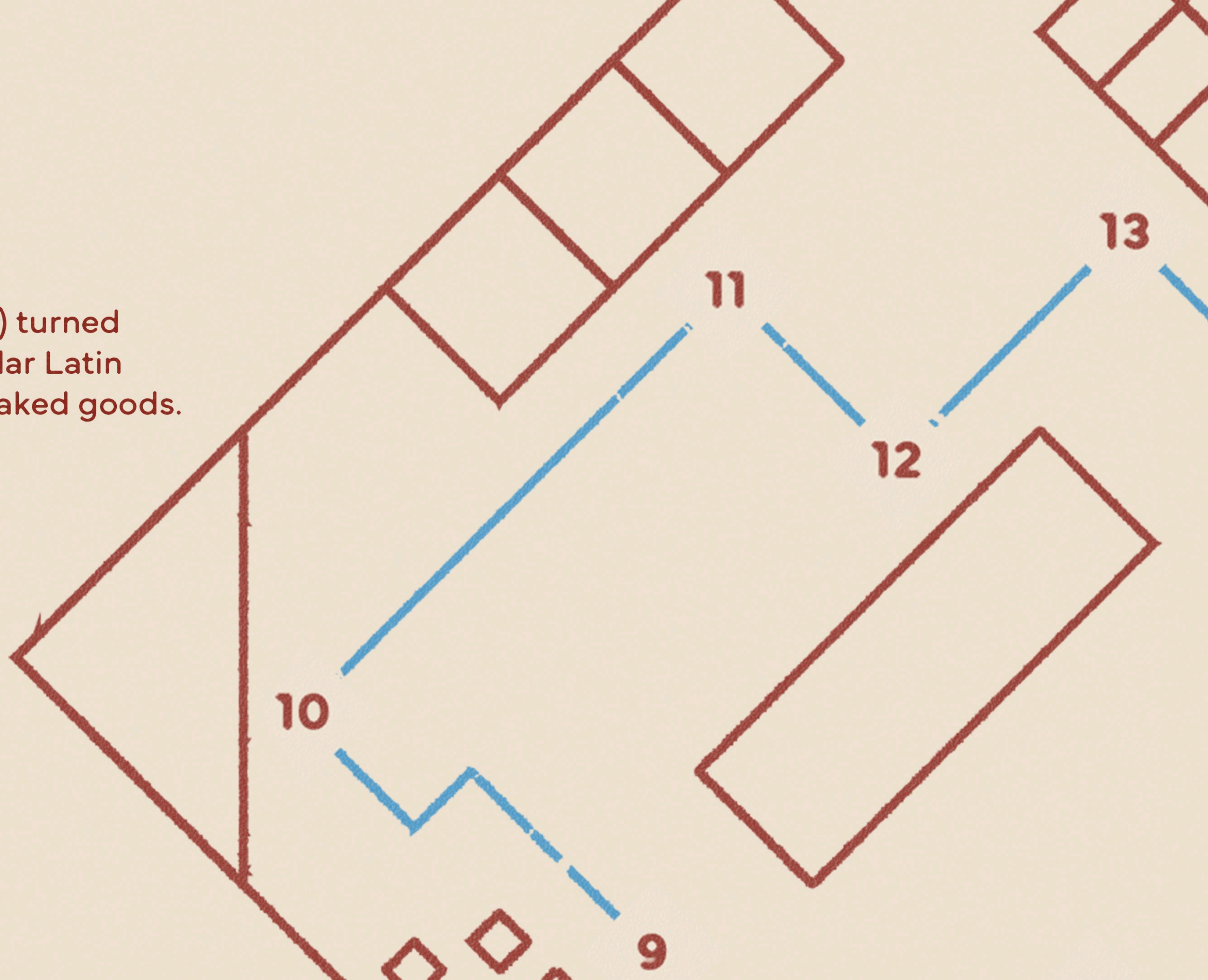
11 Juegitos

An area full of traditional artisanal juegitos ("little games") usually played by kids. Includes juegitos such as trompos, rayuela, baleros, etc.



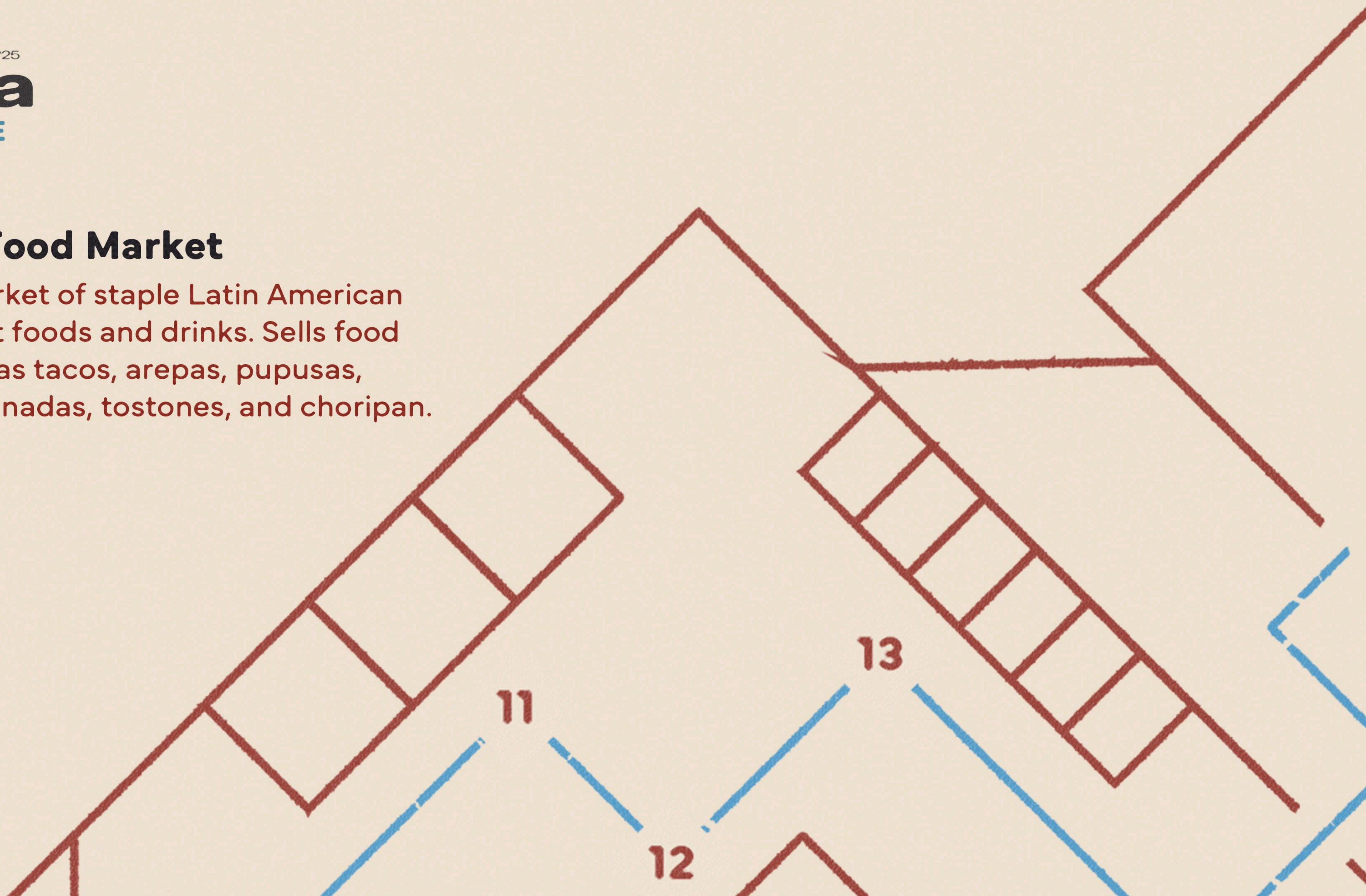
12 Busito Cafe

A traditional busito (bus) turned into a cafe. Serves popular Latin American coffees and baked goods.



13 Food Market

A market of staple Latin American street foods and drinks. Sells food such as tacos, arepas, pupusas, empanadas, tostones, and choripan.



14 Theatre

The theatre screen that will play the selected film.



Visual Language

Logotype

Luz Film
Festival '25
Latina

Luz Film
Festival '25
Latina

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Mundial

Color Palette

#4C98C5



#EE353D



#518C4A



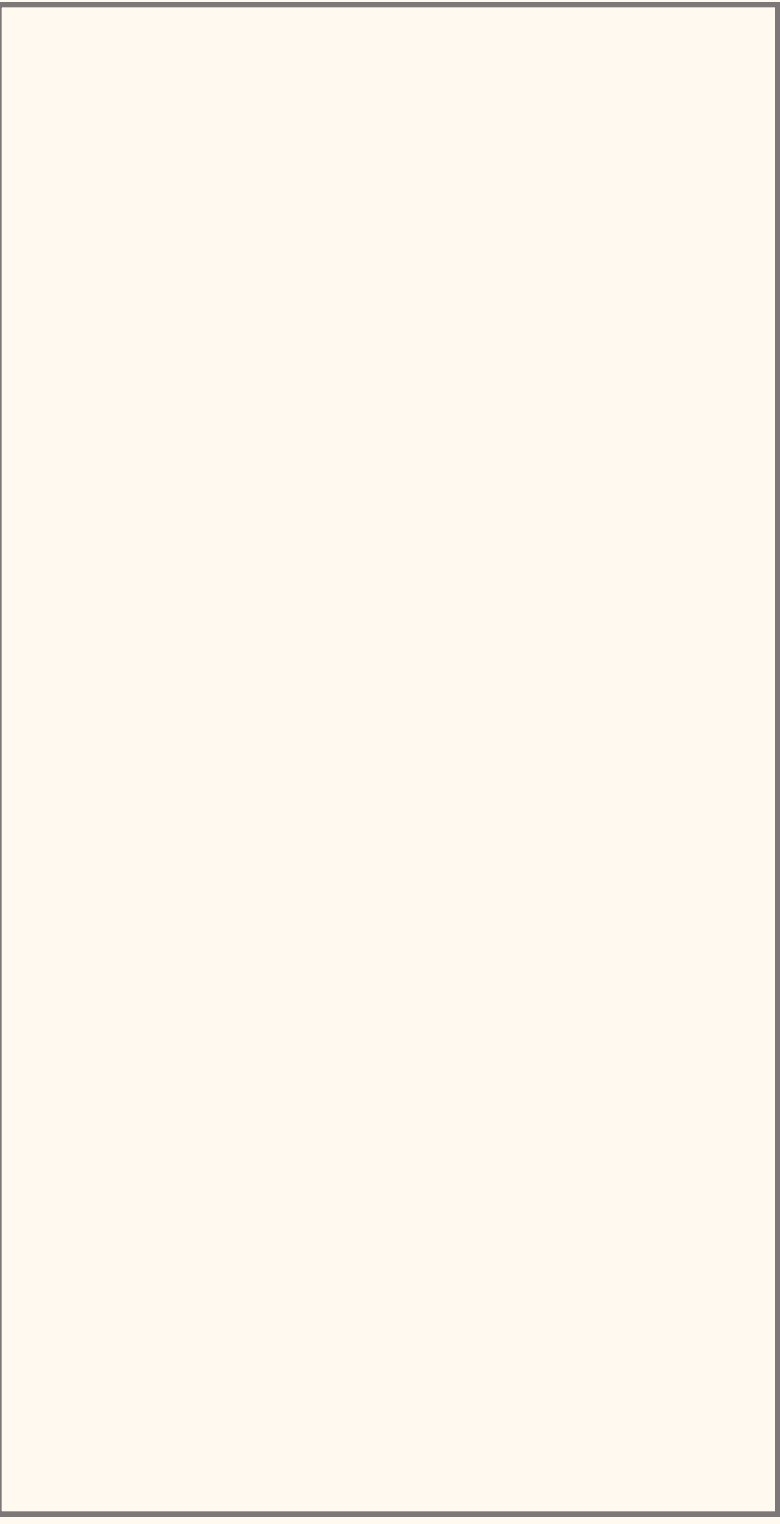
#FDED55



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Activation

A billboard for the Luz Latina Film Festival '25. The billboard has a blue background on the left and a white background on the right. The text "Luz Latina" is in large red letters. Above it, "Film Festival '25" is in smaller red letters. Below "Luz Latina", the tagline "CINE QUE SE SIENTE ||| CINEMA YOU CAN FEEL" is in white. At the bottom left, the dates "6 * 7 * 8" and "JUNE 2025" are in white. At the bottom right, the social media handle "@LUZLATINAFEST" and the website "LUZLATINA.COM" are in blue. The billboard is set against a backdrop of lush green trees and foliage.

Luz Latina

Film
Festival '25

CINE QUE SE SIENTE ||| CINEMA YOU CAN FEEL

6 * 7 * 8 | JUNE 2025

@LUZLATINAFEST | LUZLATINA.COM

CINEMA THAT
SHINES.
CULTURE THAT
SPEAKS!

CINE QUE
BRILLA.
CULTURA QUE
HABLA.

Luz
Latina

Film
Festival '25

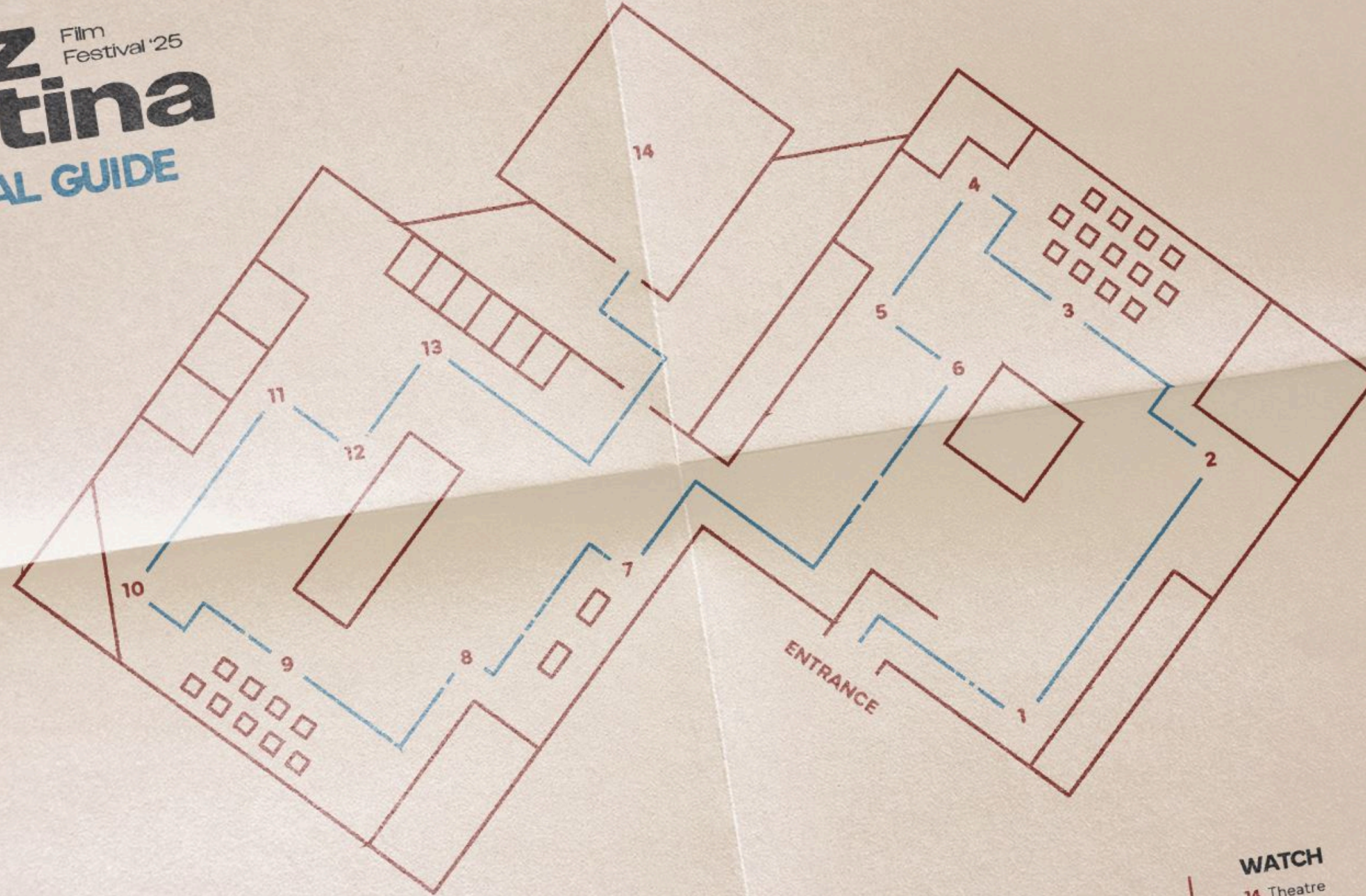
6 - 8 JUNE

LUZLATINA.COM

Luz Latina

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WATCH

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**FESTIVAL
PROGRAMME**

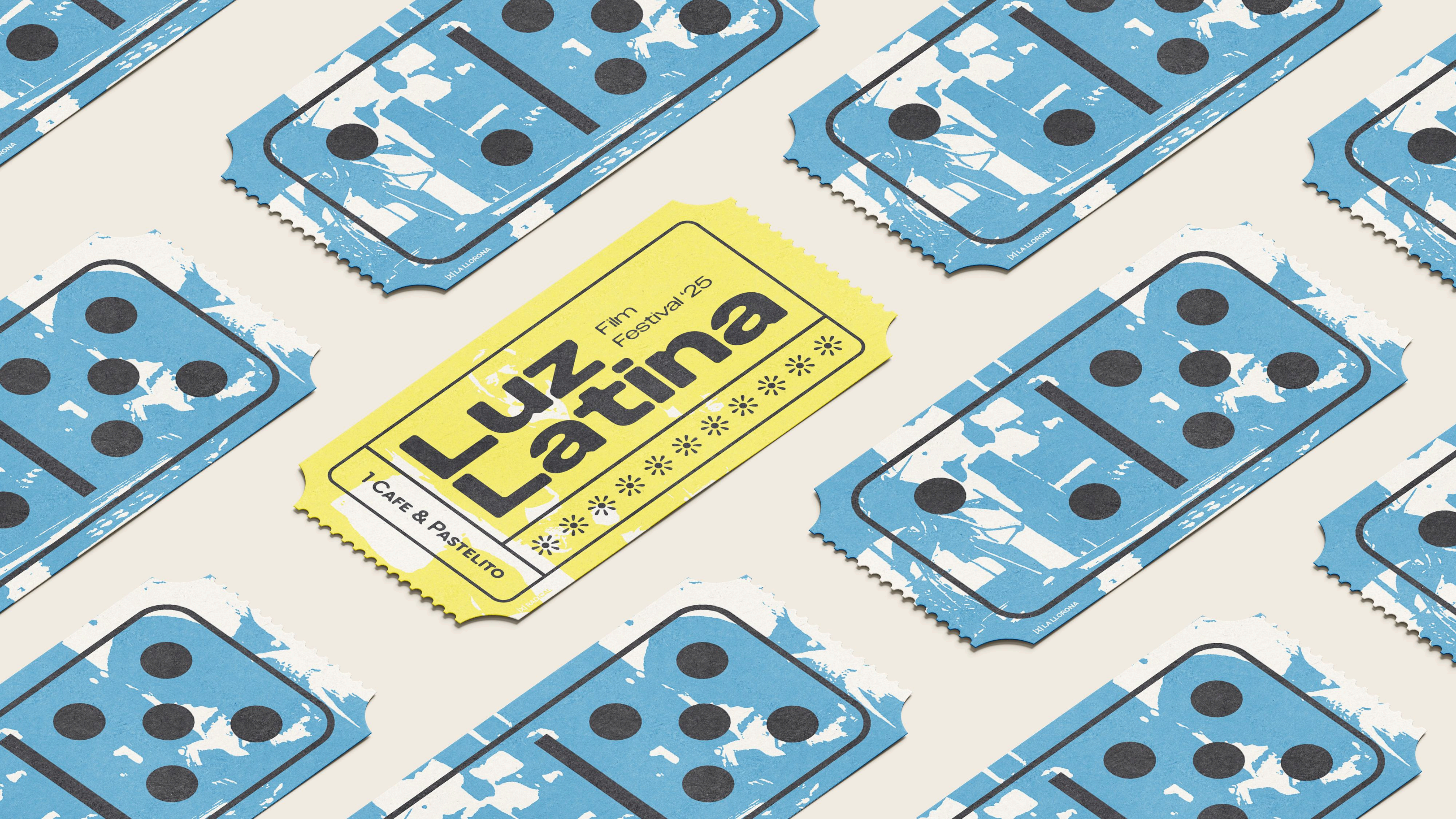


A CELEBRATION OF
LATIN AMERICAN
CINEMA — BOLD,
INTIMATE, AND
UNFORGETTABLE. FROM
WHISPERED MEMORIES
TO REVOLUTIONARY
DREAMS, THESE ARE
STORIES THAT SHINE.

Luz Film
Latina Festival '25

JUNE 6 - 8
LUZLATINA.COM

FINAL DRAFT
February 7, 2025
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Film Festival '25

Latina

1 CAFE & PASTELITO

WILADORONA

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Film
Festival '25

ARE FULL OF PASIÓN (PASSION — PAH-SEE-ÓN), CORAJE (COURAGE — COH-RAH-HEH), AND RAÍZ (ROOTS — RAH-EES). EACH STORY REVEALS REALIDADES (REALITIES — RE-ah-EE-dahs), WE DREAM OF (DREAMS — SWEH-NYOHS) TOO WILD TO FORGET. FROM QUIET PUEBLOS (VILLAGES — PWEH-BLOHS) TO ROARING CIUDADES (CITIES — SEE-OO-DAH-DEHS), WE FIND OUR VOICES (VOICES — VOY-SEEZ) AND FORM. LUZ LATINA IS MORE THAN FILM—IT'S IDENTIDAD (IDENTITY — EE-DEN-TEE-DAHD), RESISTENCIA (RESISTANCE — REH-SEES-TEN-SYAH), AND ALEGRÍA (JOY — AH-LEH-GREE-ah).



Thank You!