



**THE NU
LATAM
SOUND
PRESENTATION**

#TNLS

Title: The Nu LatAm Sound

Genre: Docuseries

Format: 6 episodes

Duration: 30 minutes

Logline: A journey through the sonic veins of Latin America.

Concept: A documentary series that starts with the roots of traditional Latin American music and shows the most cutting edge forms today, told by the creators themselves.

#MISSION

The TV show

Join us for a road movie through the sonic veins of Latin America. A journey in search of the continent's traditional sounds and performers and the young stars of a new movement bringing together roots and modern music. A conversation about the past, present and future of Latin American musical culture, opening it up to the world and defending its identity.

Exploring new and innovative Latin American bands and producers, told in their own voices in the context of their cities, countries and roots. A movement that is creating a new sound, while rediscovering recordings of traditional instruments and legendary musicians of their homeland.





#STRUCTURE

Proposed format and seasons.

The Nu LatAm Sound is a docuseries of 30-minute episodes, each one focusing on a geographical region and its typical music, looking at the past, present and future of the performing artists that make this music.

Every country included in the series will have about three episodes each, featuring the most significant musical regions.

Our host will be a major music figure from each country, showing us around around their homeland, telling us about its musical history, its contemporary sounds and emerging voices. This artist will also be the artistic director, helping to curate the bands introduced in each episode. The artist will introduce us to the realities of each place, giving us the insiders view and helping us open doors and bring new audiences to the project.

The idea for the first season is to have three episodes dedicated to Colombia and three in Mexico. There is the possibility of adding Argentina to this first season, or whatever audience requirements dictate. The list of countries for the following seasons would be completed with Brazil, Peru, Ecuador, Bolivia, Chile, Puerto Rico, Cuba and Uruguay.





#SYNOPSIS

Latin America is characterized by its magic, its originality and its power of transformation. Beauty and chaos coexist within its mystique. It is an amazing collage where ancestral traditions mix with multiculturalism, flowing into the unknown.

Latin America is a breeding ground where new musical trends genres are coming to life. A new generation of young creatives from different regions are exploring their roots and bringing them bang up to date for these modern times, crossing them over with the latest musical trends and creating a sound that is as unique as it is universal. This movement is generating an archive so big that it won't fit in a museum, a history of music that's never been told before, a cultural record that you won't find on Wikipedia.



The Nu LatAm Sound is a docuseries that travels the different roads from Latin American mega cities to little villages where native music still survives. It is a search for new voices and a search for origins. It is a journey across jungles, deserts, coasts and mountains where the sonic veins of Latin America flow. It is a cultural catalogue bringing the sounds of this region to the world through the universal language of music.

Our journey takes us into new emerging musical scenes and their protagonists, always with a connection to their regions of origin, capturing their essence and beauty, learning about the challenges of being an emerging artist in Latin America from a socioeconomic and cultural perspective.

This is a road movie packed with rehearsals, live shows, studio sessions and unplugged performances in every place we visit. Walking down the street or riding a bicycle, following the characters around their neighborhoods, getting to know their colleagues and friends, we'll tell our stories through these different protagonists who come together in an ensemble-style story woven together by the interviewees.

Join us on this journey in search of traditional sounds and performers with the young leaders of a new movement combining roots and modernity. A conversation about the past, present and future of Latin American musical culture, opening it up to the world and defending its identity.





#DESTINATION_COLOMBIA

The first country we visit is Colombia, a country with an incredible cultural and musical depth, and well-established in the generation of this new sound. As well as major acts like Bomba Estéreo, Frente Cumbiero, Ondatrópica and Sidestepper, there are new bands and producers emerging like Cero 39, Mitu, Ghetto Kumbe, Bleepolar & Leopardo. We go back on the road in search of the new Latin sound.

The presenter of this series will be Simón Mejía, bass guitarist and founder of Bomba Estéreo. As well as introducing each episode, giving us the musical and cultural context for every style of music we come across, he will be the artistic director and curator of the Colombian scene in the series.

Each of the four Colombian episodes will take place in a region of the country connected to a typical musical style. Accompanied by a musician of each genre in its most modern form, we'll travel to the heart of the traditions of each style, touring the places where sounds are being developed, to then return to Bogotá and revisit it with new bands and expressions.

Our first episode will be about cumbia, going deep into the region where it was born, the Momposina depression and its biggest city, Cartagena.



#TNLS_COMPANIES_INVOLVED



An award-winning film, advertising and television production company based in Bogotá, Colombia. Its major productions include *Dog Eat Dog* by Carlos Moreno (Sundance 2008), *One: The Story of a Goal* by Carlos Moreno (Guadalajara 2010), *All Your Dead Ones* by Carlos Moreno (Sundance/Rotterdam 2011), *180 Seconds* by Alex Giraldo (Miami 2012), *Ciudad Delirio* by Chus Gutiérrez (Busan 2014), *Fragments of Love* by Fernando Vallejo (Montreal 2016) and *Killing Jesús* by Laura Mora, which premiered at the Toronto and San Sebastián film festivals in 2017 and have received 22 international awards.



CWA is a network of international production service companies operating in the main strategic hubs of Latin America, the Mediterranean and Southeast Asia. This is the key that allows us to be flexible and dynamic in finding the optimum location and productive solution for every project with the best price and quality. Our job is to take your scripts, analyze them and, using our unique information sources and experience, provide you with the best range of effective solutions to suit your needs and requirements. The experience acquired over the years has allowed CWA to develop a common language among its crew around the world to satisfy clients' needs effectively. CWA has expertise and extensive knowledge in terms of Incentives and tax rebates in the regions it covers.



ZZK is a communications platform using the power of the internet to spread its message. From mixtapes to documentaries, press releases to music videos, tours to vinyl records, ZZK's power lies in its ability to transform ideas into tangible stories. Whether it's playing the Sahara tent at Coachella or accompanying Walter White's mischief on *Breaking Bad*, ZZK's ability to move people to the beat of a different drummer is unparalleled in Latin America. With social media fans numbering 300,000 and growing, partners and colleagues all over the world, the ZZK brand has developed deep cultural ties between Latin America, North America, Europe and the rest of the world.