

**Movie Project**

**LAS RAICES NEGRAS DE LA SALSA**

**LA EMANCIPACION DE LA RUMBA CUBANA**

**THE BLACK ROOTS OF SALSA  
THE EMANCIPATION OF CUBAN RUMBA**

**Request for Capital**

**Dear Ladies and Gentlemen**

This is a request for capital support to fund this documentary film, exploring from 2004-2009 the Afro-Cuban culture in Havana. The film, which is two hours in length, showcases the complexity of this culture through many interviews and demonstrates it through its dance scenes and the daily rituals and traditions.

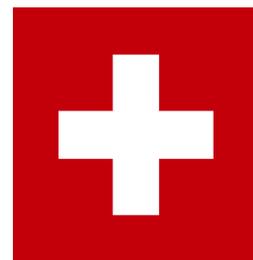
The protagonists are highly-acclaimed by the state of Cuba. Together they provide an overview about their culture as it has not been seen before by the international Salsa community around the world.



**Contact information:**

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**Premiere and marketing**

The documentary will open June, 2010 in New York. Currently, we are arranging for venues in the most culturally diverse cities: New York, Miami, Los Angeles, San Francisco, Washington D.C. as well as in other big cities of the US, Canada, Europe and Japan.

# Historical Journey into Dancing and Music

## Salsa is a marketing product!

A name coming from Cuba, to a music and to dances that were developed in Cuba.

**I need your support to finalize the project as fast as possible!**

**The following resources in an amount of ~200'000 USD are outstanding for a successful introduction**

**publishing rights**  
30'000 USD

**finalization and effects in graphics**  
20'000 USD

**audiomastering**  
10'000 USD

**post-production into common formats**  
500-1000 USD conventional formats  
~10'000 USD into 35mm

**building up the GmbH**  
25'000 USD

**marketing**  
20'000 USD

**internet presentation**  
4'000 USD

**juristical service**  
20'000 USD

**payment of artists**  
60'000 USD open

**travel costs**  
10'000 USD

### Possibilities for donors:

sponsorship

no-interest funding with competitive repayment upon success

no-interest funding

### Direct Deposit Account:

**Christian Liebich**

**Attic Independent Production**

PC: 85-387999-0

IBAN: CH2709 0000 0085 3879 990

SWIFT: POFICHBEXXX

**Current resources for the realisation of the documentary of ~200'000 USD**

**management & direction**  
60'000 USD

**cut**  
20'000 USD

**subtitling EN, DE, ES**  
7'000 USD

**shots and sets**  
40'000 USD

**travel costs**  
10'000 USD

**infrastructure**  
30'000 USD

**support of artists**  
7'000 USD

**insurances**  
3'000 USD

**studio**  
5'000 USD

**channels of online broadcasting**



The DOC is shot and cut after six years of research and working effort. Adonis Calderón as one of the main protagonists acts as a producer on the Cuban side. Together with Jennyselt Galata and Ismaray Chacón we reviewed the Story to meet the high Cuban standards. The risk of financing and successful finalization is covered by my personal workload and through my income from a job as a bank mgmt. support through 2005-2008, as well as by a financial advance of friends and family. The artists absorb part of the risk as payment is dependant on success.

## Why did I make this movie?

### Cultural Assets



As a passionate amateur dancer I am fascinated by the richness of Cuban culture in dance and music.

The cultural assets transmitted visually and through sound is evolving incredibly fast.

The film freezes a step of evolution for the history.

### Journey



The unwinding of the complexity of many traditional and cultural movements is challenging for me as an outsider.

The creative adoption of symmetries and asymmetries in rhythms and moves are inimitable and based on a framework of rules, developed through history.

### Social Responsibility



I want to open up possibilities for artists to enhance their problematic financial situation concerning their families, through the participation and collaboration in the documentary.

### Fair Trade



I want to provide a platform for the cultural protagonists from Cuba to the world.

Today Cuban artists are too often excluded for economic and political reasons to participate in congresses and other events on their culture which are successfully marketed to the entire world without fair compensation for the artists in Cuba.

**Time for Change!**



[www.atticindependent.ch](http://www.atticindependent.ch)

[www.myspace.com/attic\\_chris](http://www.myspace.com/attic_chris)

[www.youtube.com/atticchris](http://www.youtube.com/atticchris)

The political easing between Cuba and the US is enabling the highest rated orchestras from Cuba to tour in the US.

**It is about using the potency of the moment.**

## Focus on Cuba



The cultural outlook of Cuba since 1962 has resulted in the poor production of film material about the culture of the island for the world. The DOC shows how the different afro expressions of Cuba and specially Havana are modernly practiced.

It covers the Timba as evolution of Salsa as well as the presentation of Afro-Cuban religions and cultural practices.

The deeply rooted approach to life of the decents of historically displaced african slaves is expressed in the cuban Rumba.

Through its stamping of the ‚Clave‘ as rhythmical fundament it builds the base of Son, Salsa, Cha-cha-chá, todays popular Timba and many others. On the other side, Rumba is sustained by different afrocuban religions as Yoruba, Palo Congo und Abakuá. These religions represent themselves with an incredible amount of rhythms and moves for integration into Timba.

## Family traditions and the generations



The movie shows how the traditions are carried on through the generations, how they evolve and how they are conserved.

It is the goal of the DOC to show the personal side of the artist to the public and present each ones genius in her/his speciality and the versatility of the expressions.

## Responsibility and thanks

It would be a pleasure for me to give you insight into the film as well as into the budget calculation. I am available to answer questions, respond to queries or comments.

I would honestly like to discuss the kind of support you wish to provide personally and I am committed to using and managing all funds responsibly.

Thank you for the carefull examination of my inquiry and your generous support.

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