



Miss  Tacuarembó.

Someday  
the World  
will be  
Ours

# Cast & Crew

**Director** Martín Sastre  
**Screenplay** Martín Sastre based in the novel “Miss Tacuarembó” by Daniel Umpiérrez

**Producers** Oriental Films (Uruguay)  
Cool Shot Films (Spain)

**Executive Producers** Diego Robino  
María Zanolchi

**Associate Producer** Magdalena García

**Art Director** Gonzalo Delgado Galiana

**Director of Photography** Pedro Luque

**Assistant Director** Klaus Bartram

**Production Manager** Deborah Kaganovicius

**Casting Coordinator** Alan Goldman

**Original Soundtrack** Ale Sergi del Grupo Miranda!  
Interpreted by Natalia Oreiro, Rossy de Palma , Divina Gloria  
and Ale Sergi.

**Cast** Natalia Oreiro as Natalia  
Rossy de Palma as Estela  
Mirella Pascual as Haydee  
Jeannette Rodríguez as Cristal  
Divina Gloria as Mónica

**Length** 90 minutes

**Shooting** RED CAM

**Finished in** 35 mm

**Shooting time** 35 days, during 6 weeks.

# Storyline

Natalia, a girl growing at the 80's under the influence of the Flashdance movie and the soap opera "Cristal" at the far and small city of Tacuarembó, Uruguay, discovers that being crowned as Miss Tacuarembó is the only possibility she has in order to leave her boring native town, and emigrate to a big city where she would be able to be a star; however her adult life, singing for tourists at Holyland a Christian thematic park dedicated to the Bible in Buenos Aires is very far from what she always dreamt: That someday the world would be hers.

*Miss Tacuarembó.*

# Synopsis

Tacuarembó, a little town at the north of Uruguay, the smallest South American country, is the most similar thing to hell for Natalia, a very talented girl who dreams on being a star believing she was born in the wrong place.

Under the influence of the 80's culture, Natalia wants to be famous, and like many girls belonging to her generation, she finds referents at movies like 'Flashdance or soap opera like "Cristal". However, the highest distinction she can seek at her native town is Miss Tacuarembó's Crown.

Natalia's adult life goes on by animating and singing at Holyland, a Christian thematic park dedicated to the Bible in Buenos Aires, Argentina until the day that "Everything for a Dream", a reality show promising to make viewers dreams come true, gets into her life with a great surprise: Natalia's reunion with her mother after ten years who brings back all the unachieved childhood dreams that Natalia thought were already buried.

Miss Tacuarembó is a tribute to all those children grown far from the places where their cultural referents and idols come from, but despite the adversities believe that someday their dreams will come true, because as the Flashdance's central character says: "When you let you dream to die, you die with it"

# THE DIRECTOR

# Martin Sastre

Born in Montevideo in 1976 he lives and works in Madrid. Martín Sastre is well recognized as one of the most influential Latin-American artists of his generation, with individual presentations in England, Spain, Australia, China, Argentina or Brazil among other countries.

He has participated of many International Expositions like the 8th Havana's International Exposition, the 26th Sao Paulo's International Exposition, or the 11th Swiss Image Exposition at Geneva.

In 2004 he won the First Prize at the Madrid's Youth Artist Community ARCO, being highlighted as one of the best artist by the Italian Critics Association at the 51st Venecia's International Exposition.

Advocated to the consolidation of the Martín Sastre Foundation for the Super Poor Art, a web's platform in order to actually support Iberoamerican new ideas, is that in 2005 he created and gave life to the "Be a Latin American Artist" program, by which three artists of the Germany Bauhaus University try to produce and survive with the same monthly income of an average Uruguayan artist, turning around by this means the historical axes of the cultural exchanges between "center and periphery"



## VIDEOGRAPHY

- "¿Qué pretende Usted de mí? Mensaje de la Argentina al FMI", 2009.
- "Kim x Liz", 2008, 5 min.
- "Madonna x Sor Kitty", 2008. 3 min.
- "Lala x Barney", 2007. Video, 3 min.
- "Fiebre Forever", 2007. Video, 20 min.
- "ROBBIE: Who's behind the Music?", 2006. Video, 20 min.
- "DIANA: The Rose Conspiracy", 2005. Video, 20 min.
- "BOLIVIA 3: Confederation Next" 2004. Video, 15 min.
- "MONTEVIDEO: The Dark Side of the Pop", 2004. Video, 15 min.
- "La mano en el Fuego" 2004. Video 5 min.
- "Nadia Walks With Me" 2003. Video, 15 min.
- "The Martin Sastre Foundation" 2003. Video, 5 min.
- "VIDEOART: The Iberoamerican Legend", 2002. Video, 15 min.
- "The Iberoamerican Videoart Awards" 2002. Video 10 min.
- "The Hotdogs Project", 2001.
- "Masturbated Virgin II" 2001. Video, 5 min.
- "Masturbated Virgin I" 2001. Video, 5 min.
- "Sor Kitty: The Missionary Nun" 2001. Video, 5 min.
- "Heidiboy" 2000. Video, 10 min.
- "The E! True Hollywood Story" 2000. Video, 11 min.
- "The M.A.M. Tour. Official visit of Jacqueline Kennedy Onassis to Uruguay", 1999.

[www.martinsastre.com](http://www.martinsastre.com)

# Director's Notes



*What would have happened if  
Madonna had been born in Uruguay?*


Many children dream of being a star and to shine with their own light. But for Natalia, a girl who grows up in the small town of Tacuarembó, those dreams seem very distant.

"Miss Tacuarembó" tells the childhood, teenage years and present of Natalia, a 28-year-old girl who, like other girls during the 80s, grows up under Reagan's triumphant promises that any person could be famous some day.

The instantaneous success philosophy expanded everywhere through films such as "Flashdance" or "Footloose", reaching also Natalia and her best effeminate friend Carlos. Together they escape from the rigorous Catholic control of the small community where they live, practicing their choreographies at siesta time in front of the "Monument to the World" - a giant cement globe in the outskirts of Tacuarembó - getting ready for the world's applause and ovation; a world they were sure would belong to them someday.

Catholicism and media icons fuse on Natalia's mind. On the one hand, she has a pact with the Christ in her church, who she believes gave her the first color TV set and who she sees smiling at her from the cross; He's her friend and ally. On the other hand, she discovers "Crystal" - The main character of this Venezuelan soap opera, a real mass media phenomenon beating audience records around all Latin America and Spain during the 80s - a heroine and a model to follow after. Crystal is a girl who struggles for a dream against the odds and who, according to Natalia, also sees her through the television set. With Christ and Crystal at her side she is convinced that someday everybody will applaud her, and when she wins the Miss Tacuarembó crown, she will use the award to travel to Buenos Aires where all her dreams will come true.

However Natalia's adult life is unreal and perfectly impersonal. Christ is now a robot and Natalia receives hundreds of tourists at Tierra Santa. There, her spectacular childhood dreams are blurred by a colorless existence and a consistently repeated daily routine where she places her talent at the service of religious tourism and no longer knows what is most improbable: dreams or reality. Nevertheless, Natalia does not give up her expectations and she registers to participate in "All for a Dream", a reality show that makes its viewers' dreams come true and where she looks up of an opportunity: to sing in television.



A childhood with great illusions and a present marked by poor expectations, that is Natalia's life today. Her wonderful childhood dream plagued by media and religious icons existing exclusively for her, with the frustrations of an empty, anonymous and uprooted life, working in a Christian cardboard stone park, where nevertheless, she is not so far from her dream.

Miss Tacuarembó is the story of a girl that wants to be like her film and television heroines and, in spite of the adversities, grows up never giving up because she knows that one day the world will admire her.

This interrelation between media characters and religion is fundamental to the story, where there is a random search for reference icons and idols either on TV or at the Church. At her small-town context, Natalia turns for guidance and help through superior beings like any other person with a marked religious feelings. For her, those beings are not only Christ, the Apostles and saints, but also Rafaella Carrá, Sor Kitty, The 3 Parchis, or the main character in Flashdance.

The search for an abstract and almost mythical notoriety is an evident concept in Natalia, because she wants to be neither a singer, or an actress or a dancer, nothing in particular but everything at the same time. She simply wants to shine, to excel, to stand out above the nameless. After all, mortality is the best way to mediocrity and a star is eternal. Christ is the maximum star of her personal "star-system", and if only for just fifteen minutes, Natalia wants to be immortal and she wants those 15 minutes of fame.

To stand out in a small town is almost a crime and Natalia knows it. But she cannot stop; she wants to accomplish this no matter what. At the Monument to the World, at the city's suburbia, Natalia finds her secret place where she and her best friend Carlos, who is discriminated by all Tacuarembó for being a cissy and whit but with whom she shares a natural aptitude for showmanship. They want to dance, sing, irradiate their light and stand out as their idols do, even if Cándida López, their catechism teacher, says the opposite; assuring that in front of God we are all equal. Natalia and Carlos know that it is a lie; after all, Christ brought them the Color Television Set they asked so hard for.

Miss Tacuarembó could be a Musical, a Religious Musical, a Romantic or Classical Comedy, a Thriller, a Movie, or a Video clip, because that is precisely what it is: everything at the same time. This is possibly a multi-genre audiovisual we could define as a Pop Comedy, directed to a generation of viewers that are used to a more dynamic and multi-referential narrative style.



## NATALIA

Miss Tacuarembó tells the story of Natalia, a girl who always stood out for her talent, charisma and beauty in a small community where standing out is not very well seen, and is rejected by children and adults, don't really knowing why.

Natalia appears in two very different moments of her life

On one side, Natalia, the girl and adolescence, determined and energetic, that never takes no for an answer and stands for what she believes in. And on the other side, Natalia, the adult, that even though she preserves her singing talent and charisma, she is now a fearful and doubtful woman, that feels defeated by a reality that feels really different of what she always dreamt about.

When she gains consciousness of her mediatic-religious dreams, and about her present life that appears to have no future, is that the famous line of Flashdance, that should have never leave her mind, comes right back "if you let your dream to die you will die with it"

*She's an aquarius, vegetarian and she gets late to every place she goes.*

## Characters

### CARLOS

Slim, dark skinned, weak and asthmatic. With big bright eyes that always wear glasses, Carlos is Natalia's dreamer buddy and best friend. He's a big Diva fan, divas like Madonna and Rafaela Carra. A dance and singing lover that's pointed as homosexual in the small community he lives in, and that obliged him to sneak out to play with Natalia

Always ruled by his feelings, Carlos is Natalia's personal support, someone she can rely on and who she sees reflected on. Now a days, dyed as a blond, he's a fashion designer and lives with Natalia in Buenos Aires.

*Carlos is a Libra, he enjoys following different fashion styles and has a gift for dressmaking. Natalia was always Carlos's shelter to a world that feels violent to him.*

### HAYDEE

Natalia's mother. A lady of simple inclinations, her face without make up and her nun smelling perfume, betrays her: she was a catechist.

Frail looking and with soft voice, Haydeé is actually a great woman that's always fighting and working for her daughter's well-being, Natalia is her blessing.

Haydeé holds the most positive and supportive aspects of catholic faith and tries to make Natalia grow in freedom. Nevertheless her Christian values and her taste for insignificant things in life attempt against Natalia's huge aspirations, and was a big reason why she decided to leave her when she reached her legal age.

*Haydeé is also a Libra, dreamer, nature lover and even though she once had dreams of becoming a professional dancer, her faith obliged her to become a catechist*

### CÁNDIDA LOPEZ

Mother of the twins, catechist, a very severe and strict woman. She's always impeccable looking, and it's not strange to see her carrying a woolen coat "just in case it gets cold", she's always expecting the worse.

A bad anal stage is the reason why Cándida is so fearfully demanding and meticulous, and why she freaked out so bad and decided to kill Natalia when she found out she was the one who stole her daughter's Walkie Talkies

Mystic and perverse, murderess and inquisitor, drastic, in Cándida, Natalia finds every fear that religion created in her as a child.

*Cándida is a Virgo, and all her shoes look the same*

### ESTELA

Spanish businesswoman of great entrepreneurial skills, widower and divorced more than once, she inherited a great fortune from her husbands which she decided to invest on a religious thematic park in Buenos Aires.

She never acts without thinking on the economical benefits and return; a manipulative woman, with an obsession for the grotesque, and she always carries a petit handicapped dog in her purse.

Perfume lover, she has a romantic and sentimental side as well, reason why she is always ready to meet the love of her dreams by carrying in her purse a bottle of 'Habana pour Elle' by Aramis, just in case.

*Aries woman, with thyroid problems, always dresses in red, and during the 80's she was part of the Madrilenian Groove.*





As "Natalia"

**Natalia Oreiro**

**BIO.**

# Natalia Oreiro

Was born in Montevideo, Uruguay in 1977, she is actress and singer, she made most of her career in Argentina. She worked at a diversity of soap operas and movies, and she has a parallel career as a singer.

At 16 she moved to Buenos Aires where she started her acting career. She first worked at TV advertisements and the successful soap operas like "Unconquerable Heart", "Sweet Ana", "90-60-90 Models" and "The Rich and The Famous"

In 1998 she was one of the main characters of the movie "An Argentine in New York" and started her pop singing career and she turned to be the first Uruguayan artist who was nominated for the Latino Grammy Awards.

In 1998 she also had a protagonist role at the soap opera "Brave Doll" interpreting Miracles, the "Cholito", that soap opera was very successful in the River plate as well as in Russia, Rumania, and Israel. Natalia Oreiro was nominated as the best actress for the Martin Fierro Awards in those two years.

The soap opera in which her character was an orphan maid, had also her first record's hit "Cambio Dolor" as the musical curtain.

In 2002 she married to Ricardo Mollo, leader of the Argentine Rock Band "Divididos"

In 2006 she returned to work with Facundo Arana, who also had worked at "Brave Doll", at comedy "You are my Life" having very

important rating levels at 9 PM. That program also had with Natalia's version of Gilda's song "Daring Hard" as the musical curtain. The following year she receives the Martin Fierro Award as the "Best Comedy Actress" because of her participation on that soap opera. In 2007 she creates with her sister "Las Oreiro" her own clothes brand.

## FILMOGRAPHY

### Soap Operas

- Sos mi vida (Canal 13, 2006 - Argentina)
- A Ritmo de Tango (2005 - Rusia, Argentina)
- El deseo (Telefe, 2004 - Argentina)
- Kachorra (Telefe, 2002 - Argentina)
- Muñeca brava (Telefe, 1998 y 1999 - Argentina)
- Ricos y famosos (Canal 9, 1997 - Argentina)
- 90-60-90 modelos (Canal 9, 1996- Argentina)
- Dulce Ana (Canal 9, 1995 - Argentina)
- Roto el corazón (Canal 9, 1994 - Argentina)

### TV Series

- Amanda O. (DoriMedia Group) - 2008
- Botines (Canal 13), 2005
- Casablanca (Telefe), 1998

### Movies

- Música en Espera (2007-Argentina)
- La Peli (2006-Argentina)
- La guerra de los gimnasios (2004-Argentina)
- Cleopatra (2003-Argentina)
- Un argentino en Nueva York (1998-Argentina)

## DISCOGRAPHY

- Turmalina (2002)
- Tu veneno (2000)
- Natalia Oreiro (1998)

[www.nataliaoreiro.com](http://www.nataliaoreiro.com)



# As “Estela” Rossy de Palma

Born at Palma de Mallorca. Originally a singer and dancer for the band Peor Imposible, she was discovered by filmmaker Pedro Almodóvar at a café in Madrid in 1986. Now a days se hes one of the most recognizable spanish actresses in the world.

As on of the main referents of '80 s “La movida madrileña” she became an international icon inspiring designers as Jean Paul Gaultier, Karl Lagerfeld, participating in George Michael 's and Brian Ferry videoclips or having her own perfumes line.



## FILMOGRAPHY EXTRACT

- La ley del deseo (1987)
- Mujeres al borde de un ataque de nervios (1988)
- ¡Átame! (1989)
- Don Juan, mi querido fantasma (1990)
- Acción mutante (1993)
- Kika (1993) - Nominada al Goya
- Prêt-à-Porter (1994)
- El porqué de las cosas (1995)
- La flor de mi secreto (1995) - Nominada al Goya
- Cuerpo en el bosque (1996)
- Hors jeu (1998)
- The Loss of Sexual Innocence (1999)
- Esa maldita costilla (1999)
- La mule (2000)
- People (2004)
- 20 centímetros (2005)
- Los abrazos rotos (2009)



# Mirella Pascual

## As "Haydeé"



Uruguayan actress whose leading role and cinematographical debut was with the movie "Whisky" by Pablo Stoll and Juan Pablo Rebella. This role won her numerous international awards as Best Actress: Tokyo International Film Festival, Thessaloniki International Film Festival, International Festival of Latin American Film at Lima, Guadalajara International Film Festival and Gramado's International Film Festival. Her latest film is "El último verano de La Boyita" by Argentinian director Julia Solomonoff.

# Jeannette Rodríguez

## As "Cristal"

Born at Caracas, Venezuela at 1961, she is one of the most important soap opera actresses of all times. Her leading role at "Cristal" (Venezuela, 1986) won her international recognition because that soap opera a true mass phenomenon reaching rating records in countries as Rumania, Russia, Italy and Spain where it was retransmitted seven times, this record has never been reached by other production on this genre.



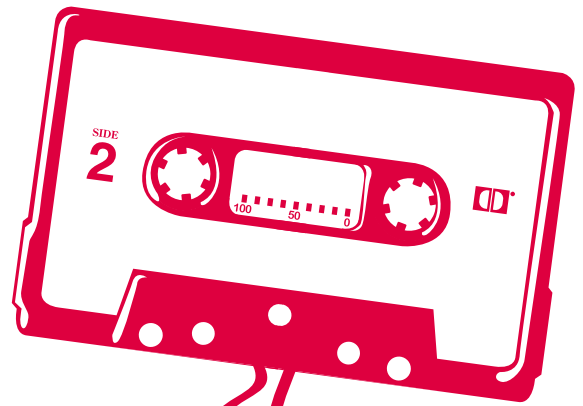
# Divina Gloria

## As "Mónica"

Born at Buenos Aires, she began her career with the recalled Argentinian humorist Alberto Olmedo. Worked on several plays, movies and musicals as Alice in Wonderland, Vivitos y coleando, Locos recuerdos and Sin Compasión among others.

As a singer and musician she has published albums as: Desnuditá es mejor, Bajas pasiones, Caliente, Caníbal, Rosa del Hampa, Mal de amores, Lo divino y lo dorado. She has sung along with such artists as Willy Crook, Fito Páez and Daniel Melingo. Her singing came back in 2008 with Shalom, Baby an idish tango album





## O.S. Original Soundtrack **Alejandro Sergi**



Ale Sergi is the composer and leading singer of the electro pop band Miranda! one of the most successful latin american bands now a days.

At 2002 they released their first album, Es Mentira, which would spawn five singles: Bailarina, Imán, Tu Juego, Agua and Romix.

In 2004 Miranda! edited their second album, entitled Sin Restricciones, which would mean the mainstream breakthrough of the band, with hits like Yo Te Diré or Don, which would go on to be one of the most downloaded ringtones in the world by 2005.

"Prisionero", the first single off their new album "El Disco de tu Corazón", became a #1 hit in their native Argentina. However, the second single "Perfecta" with Mexican singer Julieta Venegas became an even bigger hit worldwide, topping the charts in many Spanish-speaking countries.

The newest single from "El Disco de tu Corazón" is simply-called "Hola", and is the first to be released in 2009. This hit became the soundtrack of the award winning soap opera La Lola.





## **Locations Tacuarembó**



# Locations Tierra Santa





# Production Company

## ORIENTAL FILMS

Oriental Films is already one of the most prestigious and sought production houses in the region, in spite of the fact that it has just been opened in February of 2008. By today, it is leader on the latin market and has been recognized as the best production company in Uruguay by "El Ojo de Iberoamérica". By october we had already opened our first branch office at México DF.

The reason for such a speedy success is the well known track of its executive team, the bold and memorable showreel of its directors, and the reliability of the company when it comes to providing production services for clients abroad.

Oriental Films crew is composed by artists, designers and producers interested on the creative expression. Even though our main activity is advertising, we are involved on diverse cultural projects. We have sponsored several artists exhibitions as the visual artist and director Pablo Casacuberta and the dancer Andrea Arobba among others.

Diego Robino, the head of the executive production team, has had a rocket-fast career, tackling very early in his life executive and managerial roles and being involved in literally hundreds of commercials and content projects meant for the most diverse markets of Latin America. His solid understanding on how to establish cooperative relations with his clients and his ability to connect with a broad base of producers and technicians has established Oriental Films as a company that is regarded as easy to work with, and that has both the solid structure and relaxed atmosphere.

On this first year, we have achieved our first film coproduction in Uruguay with the feature film "Mal día para pescar" (Bad day to go fishing) with the also Uruguayan production company Expresso Films, and the international participation of Telespan and Baobab Films. With the shooting of our first feature film we have opened an area of contents for film and tv.

Our production house is very solid structured and has a relaxed atmosphere as well. Despite of being a very young company, we have been working together for several years always stimulated by the challenges to come.

**[www.orientalfilms.tv](http://www.orientalfilms.tv)**



# Associate Production Company

*coolShot\**

Cool shot es una productora española de cine publicitario que inició su actividad en el año 1999. Su principal actividad es la producción de spots publicitarios, aunque también ha incursionado en la realización de videoclips y cortometrajes por los que ha ganado diversos premios en festivales como el de Alcalá de Henares o el de Medina del Campo.

En sus numerosas películas publicitarias ha trabajado con las más importantes agencias de publicidad españolas, realizando piezas para marcas de primer nivel como Festina, Orange, Telefónica, Vodafone, Coca Cola, Multiópticas, Ssang Yong, Banesto, Mitsubishi, Calvo, Siemens, Nike, Repsol, Ford y Jeep entre otras.

BANJACA



TRINA



CALVO



ORANJE



GASOL



# Target Audience

Teenagers: The plot of the history, the musical component, the esthetics, Natalia Oreiro's presence and a yet not confirmed handsome argentinian actor present an attractive platform for this rank of the audience. Adolescents since a low sociocultural stratum to highly one are going to be fans of Miss Tacuarembó.

## YOUNG ADULTS:

The audiences between 25 and 35 years will be the main public of our box office. Those who grew in the eighties as the main character of the movie influenced by icons as Madonna and Michael Jackson, and were touched by movies like The Gonnies or Back to the future will find at Miss Tacuarembó a new referent.

## WOMEN:

In every segment of the audience, there will be a greater female presence. The participation of the actress Jeannette Rodríguez, playing again Cristal, the character of the soap opera of equal name, assures that fans of the kind will watch the movie. The statistics show that the female opinion is more taken in count at the moment of deciding what move to go see.

Women of cultural and socioeconomic sectors among high and middle low will be interested on seen this movie.

## GENERAL CONSIDERATIONS:

Miss Tacuarembó makes an statement about the need to respect artistic dreams, personal vocations and spiritual and sexual options.

It will take to the theatres segments of the audience related to art, music, communications, pop culture; different groups of reference and formadores of opinion.

Miss Tacuarembó is a movie for every public; tells a universal history, with an accessible theme and winks for people of different origins and generations.



## CONTACT

**Diego Robino**  
*diego@orientalfilms.tv*  
(+598) 95448877

**Maria Zanocchi**  
*maria@orientalfilms.tv*  
(+5982) 7123817  
(+598) 94 234429