

2025

Pirotecnia Films GringoMx



CORRIDO RISING

El Regional Mexicano **rompe fronteras**



“They’re trying to
cover the sun
with a finger”

“Y quieren tapar el sol con un dedo”

Natanael Cano

THE SERIES

SERIES FORMAT

KEY FIGURES

EPISODE STRUCTURE

THEMES

WHY NOW?



➤ CORRIDO RISING

A bilingual docuseries that explores the meteoric rise of **Mexican Regional Music**, from its grassroots origins in the barrios to its dominance of global charts.

Through the lens of the musicians, producers and visionaries who created and evolved the genre; this series tells the raw, emotional and inspirational story of how corridos sierrreños and trap corridos went from local street music to a worldwide movement.

Documentary

Episodes 6 to 8

Bilingual (Spanish and English)

- Raw, intimate interviews
- Archival concert and street footage
- Stylized reenactments for key moments (if needed)



SERIES FORMAT

It always seems impossible until it's done.





KEY FIGURES:

NATANAEL CANO –

PESO PLUMA –

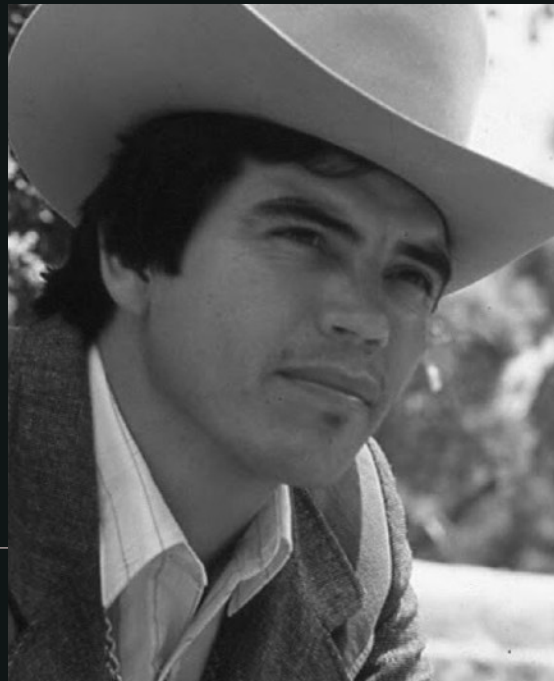
JUNIOR H –

FUERZA REGIDA –

GABITO BALLESTEROS –

TITO DOUBLE P –

JIMMY HUMILDE –



LEGACY:

ARIEL CAMACHO
CHALINO SÁNCHEZ
TIGRES DEL NORTE

Corrido Rising



- Each episode focuses on:
- A key figure or group (artist, producer, executive)
 - A specific sound/subgenre or moment in the genre's history
 - Personal journey and rise
 - Historical/cultural context
 - Global breakthrough moments

EPISODE STRUCTURE



THEMES

ROOTS OF CORRIDO

CORRIDOS TUMBADOS ARE BORN

LABELS AND POWER

GRIEF, ROMANCE AND STREET BALLADS

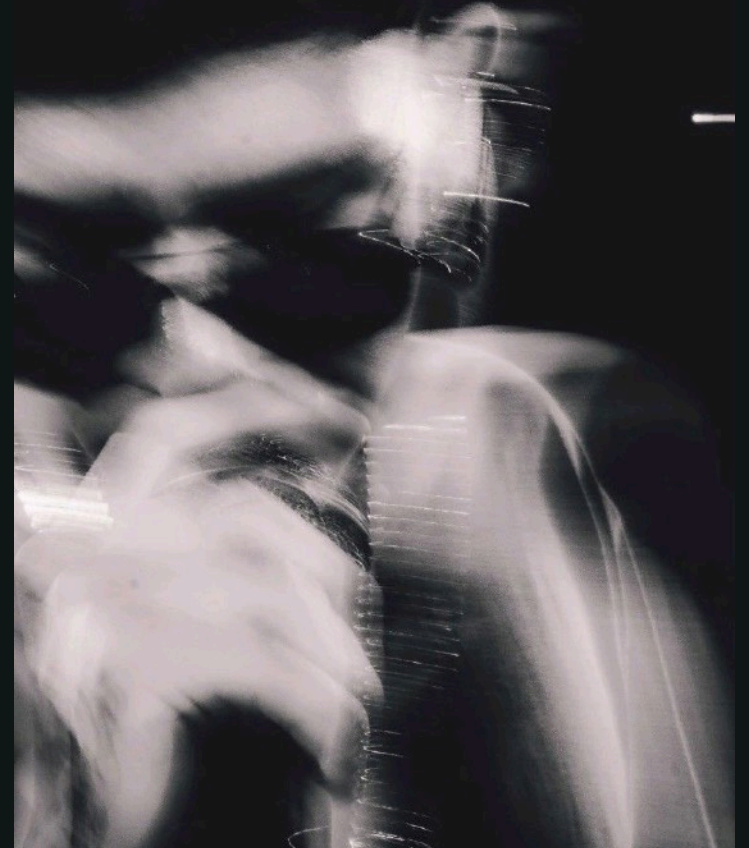
A GLOBAL STAR CROSSING OVER

TIKTOK AND VIRALITY

GOVERNMENT CENSORSHIP

THE FUTURE

THESE ARE JUST
SOME OF THE THEMES
THAT WILL BE
ADDRESSED DURING
THE EPISODES



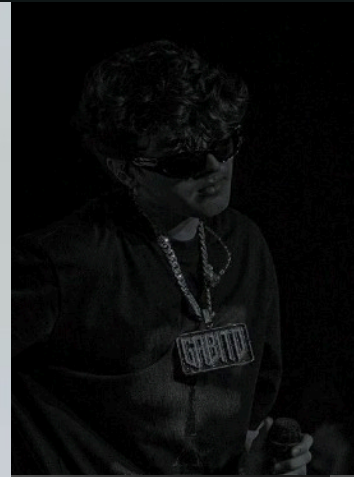


WHY NOW?

Regional Mexican music is no longer niche, it's at the center of Latin Culture and the global music conversation.

Streaming has erased borders. This series offers an unfiltered look at the stars and legends that

made it happen.



MOODBOARD



FOCUS

On the fusion of traditional mexican music with Trap, the adaptation and new use of instruments and the controversial thematics of the songs, discussed by their creators.

Artists, producers, label owners and music researchers.

CRAFTED BY PIROTECNIA FILMS

Film and Music video Company funded in
Mexico City 12 years ago.



WITH MUSIC VIDEOS THAT GATHER



550
MILLION
VIEWS

THANK YOU FOR ATTENTION

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