

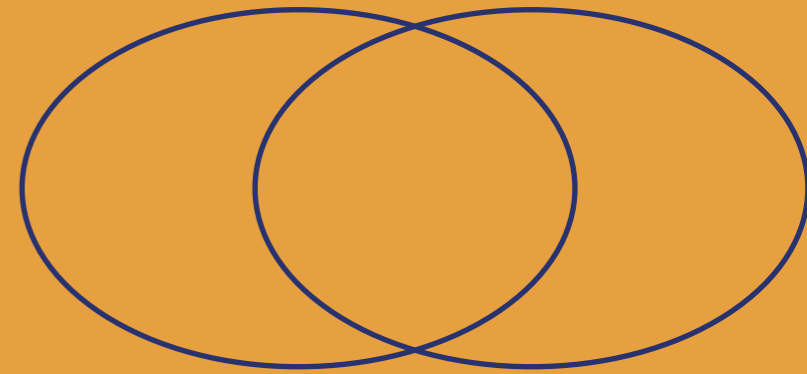


RAÍCES
del RITMO
THE MEXICAN HIP-HOP REVOLUTION

WHAT



A groundbreaking bilingual **DOCUMENTARY SERIES** tracing the rise of Mexican hip-hop from its underground origins to its global domination, showcasing the artists, movements, and cultural forces that have reshaped music worldwide.



SERIES OVERVIEW



THROUGH IN-DEPTH

interviews, archival footage, and exclusive performances, each episode dives into the people and moments that defined generations.

KEY THEMES



* Cultural Fusion:
How **Mexican**
identity and
American hip-hop
culture fused to
create a unique
sound.

KEY THEMES

*** Pioneers & Innovators:**

Profiles of trailblazers who brought Mexican hip-hop to the mainstream.



KEY THEMES

*** Social Impact:**
The genre's role in community building, protest, and social commentary.

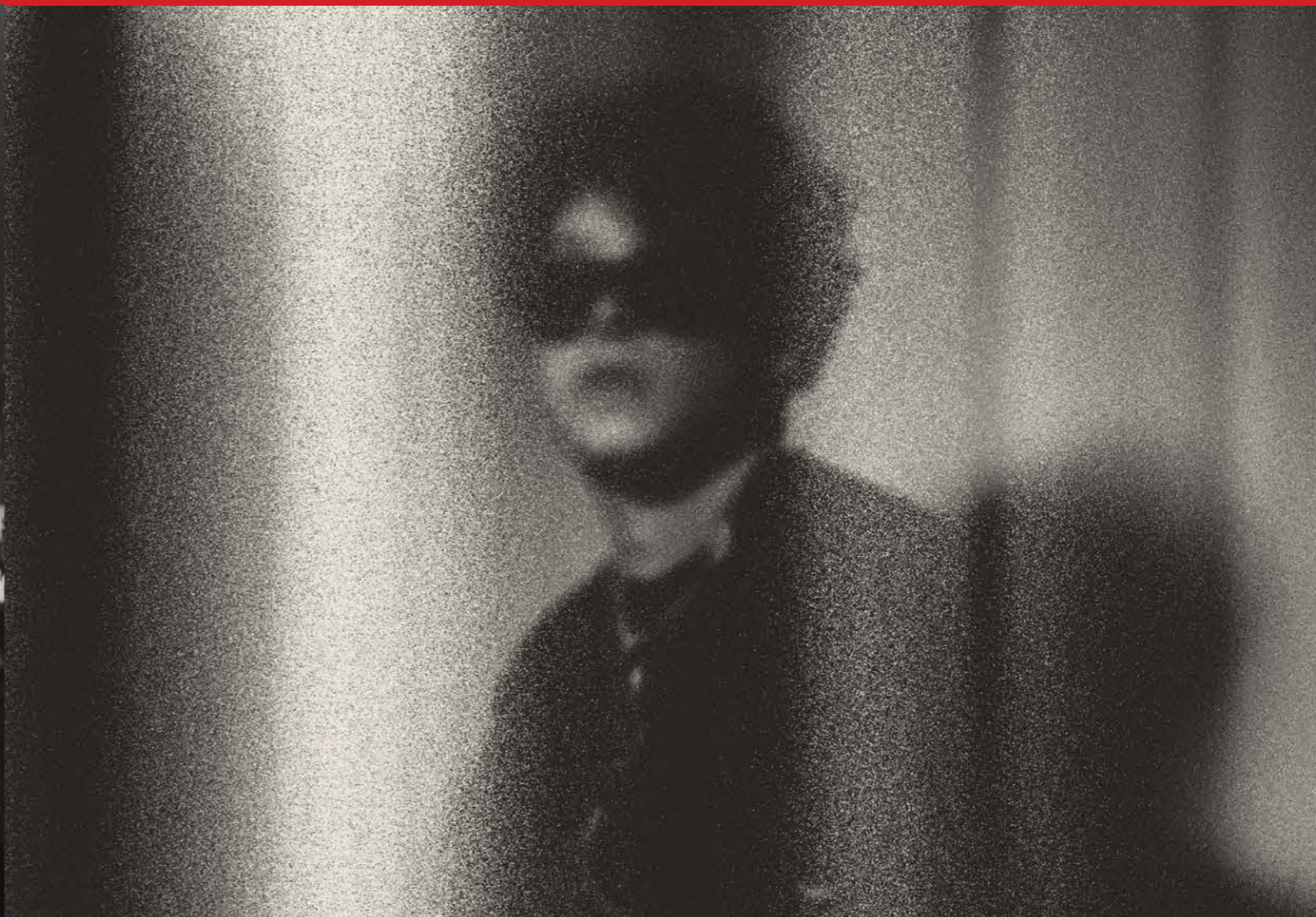



KEY THEMES

*** Modern Revolution:**
The rise of the new wave
of artists of Mexican
hip hop

KEY THEMES

- * Global Reach:**
The world is yours.



A close-up, artistic photograph of a person's face, focusing on the eyes and nose. The lighting is dramatic, with strong highlights and deep shadows, creating a moody atmosphere. The person's eyes are looking slightly to the side. A semi-transparent orange-bordered box with rounded corners is overlaid on the left side of the image, containing white text.

*Target Audience
Ages 18–45, bilingual viewers in
North America and Latin America;
Fans of hip-hop, Latin music, and
cultural documentaries; Music
industry professionals and creators
interested in cross-cultural trends.*

EL RITMO

MEXICAN HIP



PRODUCTION ELEMENTS

PRODUCTION ELEMENTS

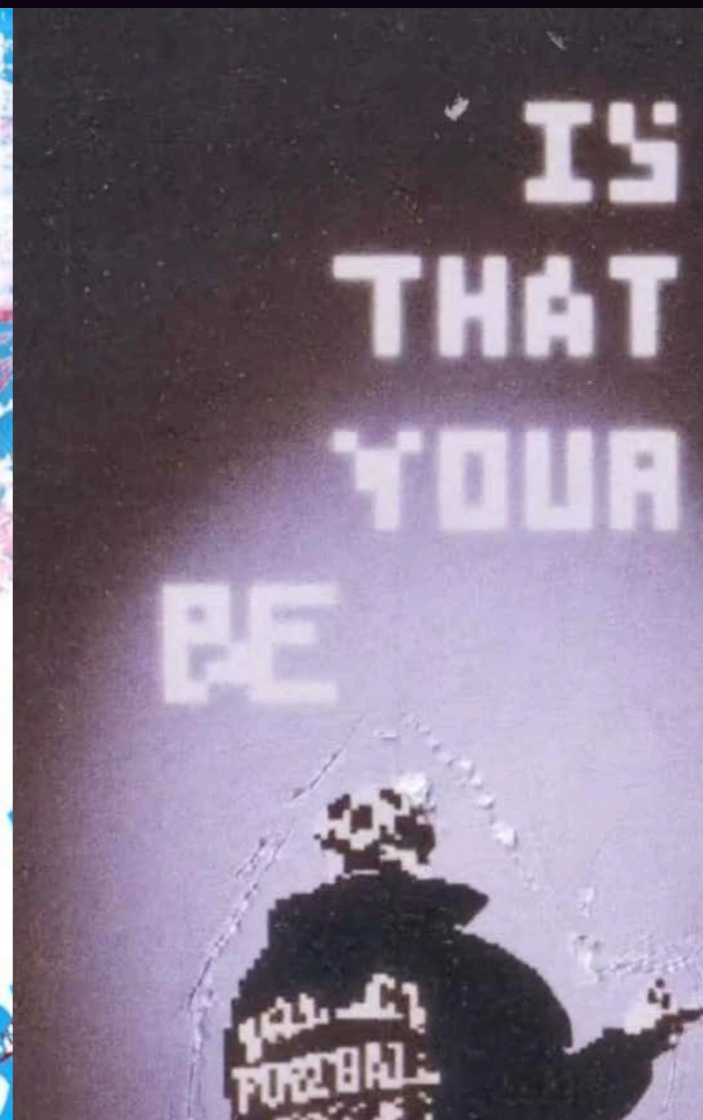
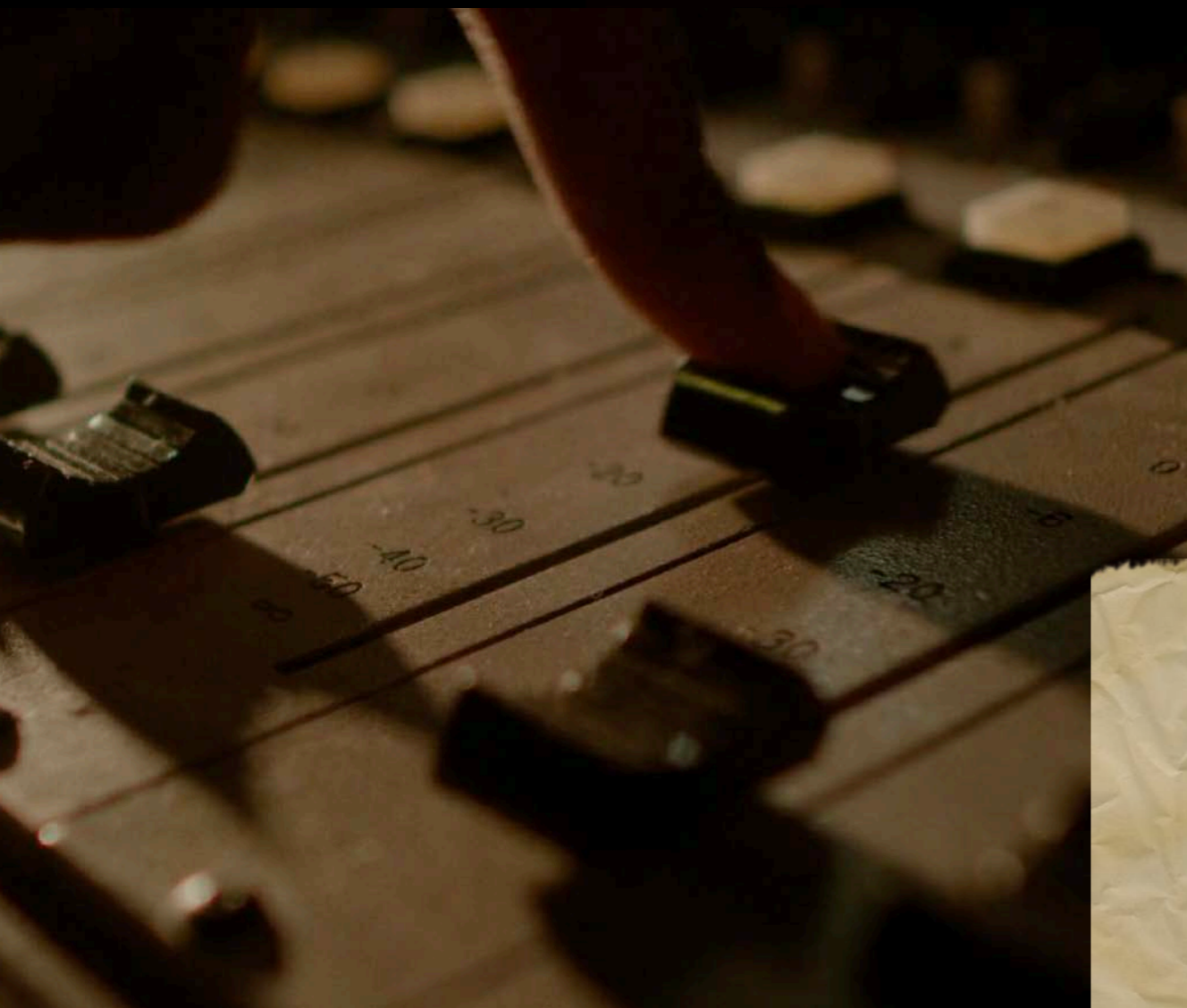
- **INTERVIEW SUBJECTS:** Founders, A&R; executives, cultural scholars, and journalists.



• **NEW MUSIC LICENCED:**
*Partnerships with Beatboy
Records, Warner Music
Mexico, ADA Latin.*



- *mixed with vibrant animation sequences illustrating lyrics.*





EPISODES

EPIISODES

Episode 1: “Orígenes Subterráneos”

Episode 2: “La Calle habla”

Episode 3: “La industria Independiente”

Episode 4: “La nueva escuela”

Episode 5: “Flow sin fronteras”

Episode 6: “Latinizando el mundo”

● **WHY NOW?**

With **Mexican hip-hop** and corridos tumbados breaking global charts and selling out arenas, this is the moment to document a revolution that blends tradition, identity, and innovation.



VCB
CB
VF
AL
LES
CB
INT
EXT





**Tone:
Raw,
energetic,
cinematic,
authentic**

THE VISION



[WATCH IN VIMEO](#)

FORMAL INSPIRATIONS



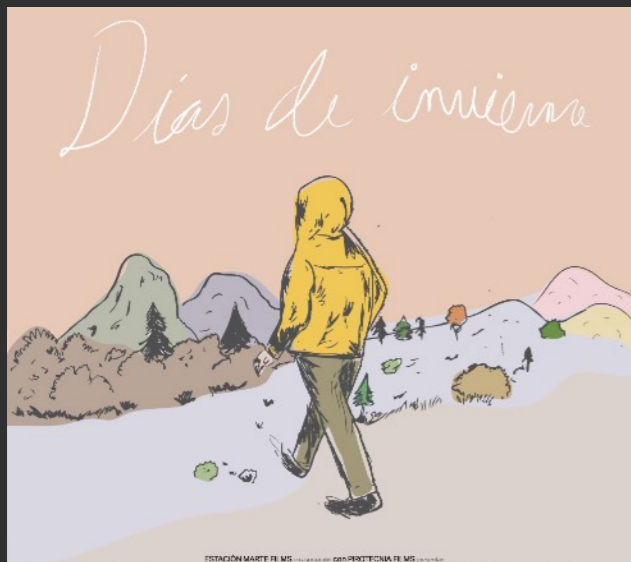
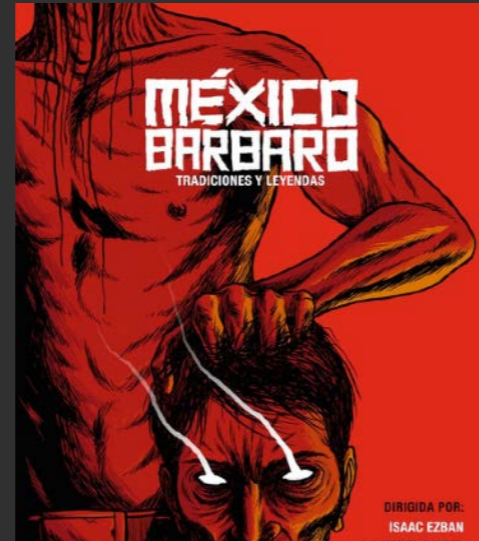
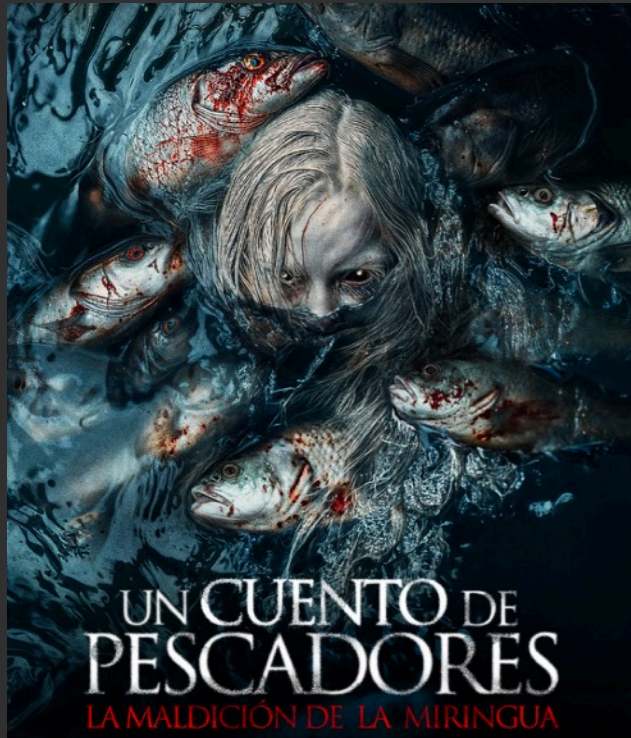
MOODBOARD

CRAFTED BY:



PIROTECNIA
films





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

Their movies had earned prizes at festivals such as Tribeca, Sitges, FICM, Fantaspoa or BIFAN.

Last May "Un cuento de pescadores" was released nation wide to a great run in theaters.

Cine



MUSIC VIDEOS



WITH MUSIC VIDEOS THAT GATHER MORE THAN

**550 MILLION
VIEWS**





NE XT



NEXT STEPS

- Secure access to key artists and archives.
- Research with specialized journalist and staff writers.
- Finalize episode scripts and shooting schedule. Development Stage.
- Film Pilot

THANKS

Gringo_{mx}
Prod.

PIROTECNIA
films