

We are **SentARTE**, we are art *with meaning*

OLOWAGLI

and her seven brothers





Context

“**Olowagli and her seven brothers**”, is the pilot episode of the audiovisual series “**Guardians of the territory; Female power in the origin stories of indigenous peoples**”, that delves into the rich cultural diversity of Colombia (South America). In its first season, the series brings to life powerful female figures present in ancient stories of five indigenous peoples.

With five 12-minute chapters, each dedicated to a part of the country, the project explores and shares the stories of female mythological beings, guardians since their origins

SentArte will cocreate each episode with indigenous peoples, merging their cultural richness with the transformative power of these female figures. The series addresses the intimate connection between spirituality, resistance and environmental preservation, highlighting the importance of these guardians and their relationship with Mother Earth

We are **SentARTE**, we are art *with meaning*





Synopsis



Logline:

Olowagli, a cosmic warrior sent from the stars, faces the darkness to rescue her people and restore their identity.



In a world where darkness threatens to erase the memory and identity of a people, seven brothers and a sister – Olowagli, the mother of the stars – are sent from the cosmos by the creators Nana and Baba. Supported by her cunning, beauty and the forces of Mother Earth, Olowagli fights evil and restores balance.

“Olowagli and her 7 brothers” tells the epic struggle of Olowagli to save her people and become a legend. This is an ancient tale that, while reflecting the current problems of the Gunadule people, inspires the recovery of their cultural and social identity.





Fact sheet

Title: Olowagli and her seven brothers

Genre: Historical fantasy.

Country of origin: Colombia.

Year of production: 2024.

Duration: 12 minutos.

Direction: Olowaili Green Santacruz.

Production company: SentARTE - art with meaning

Production: JuanEs Díaz Puerta.

Format: 4K - 3840 x 2160. 5.1 Surround Sound.

Filming locations: Necoclí - Antioquia.
Caimán Nuevo Community.
Medellín.



A film by
Olowagili Green Santacruz

Produced by
JuanEs Díaz Puerta

A story of the Gunadule indigenous people

Team



Olowaili Green Santacruz
Director - Screenwriter



JuanEs Díaz Puerta
Producer - Editor



Florita Chambers
Field producer



Laura Rave
Director of photography



Kipara Niaza
*Assistant director -
Animator*



Luis Giraldo Burgos
Art Director



We are **SentARTE**, we are art *with meaning*





Advisors



Amelicia Santacruz
*Political leader of the
Gunadule people*



Abadio Green
*Academic of the
Dulegaya language*



**Miguelina Álvarez
Manuel Santacruz**
*Connoisseurs of origin
stories*

Motivation



I am the daughter of the ancestral people called “Olodules”, people of gold today known as Gunadule (Kuna-Tule). We have a great cultural wealth to preserve, safeguard and, at the same time, recover. Since I started making films, I have felt how this art has helped me strengthen my identity, root myself and orient myself, thus connecting me with my deepest essence in this earthly world.

Telling the stories of my people in a co-creative way and from our own perspectives has revolutionized the image that people have of us. We have broken the hegemonic images and external perspectives, and we no longer allow ourselves to be underrepresented. Now, we are the ones who tell our own stories.

The story of “Olowagil and her seven brothers” is part of the origin myth of the Gunadule people. In my journey as an aspiring historian of my people through the audiovisual medium, I have been captivated by the way in which grandmothers and grandfathers transmit stories to new generations and preserve our roots through songs. This story constitutes an invaluable contribution to our culture, as it allows us to continue weaving memory and redefining women’s roles. By showing how at the beginning of time it was a woman who defeated evil among seven brothers, achieving perfect balance on earth, this story reminds all women that we are brave, heroines and valuable.



Olowaili Green Santacruz





Target audience

Primary audience:

- Historical fantasy lovers.
- Fans of female empowerment stories.
- Audiences interested in the stories of indigenous peoples.
- Indigenous peoples of Abya Yala (Latin America).

Secondary audience:

- Young adults.
- Families.
- People interested in environmental issues.
- Defenders of social and cultural justice.
- Academic community.





Distribution plan



Distribution of the series “Guardians of the Territory”

The series will begin its screening (pre-release) in the community where each story was co-created. Subsequently, the series will participate in national and international film festivals and exhibitions. Each chapter also works independently, as a short film, expanding the possibilities of distribution in different spaces.

After 2 years of festival circuit, we will distribute through VOD streaming platforms and local, national and international TV channels.

We will expand the stories through educational booklets, which we will distribute by participating in different cultural, artistic and academic settings, where we will encourage spaces for dialogue, exhibition and exchange of knowledge.

We are **SentARTE**, we are art *with meaning*





Distribution plan

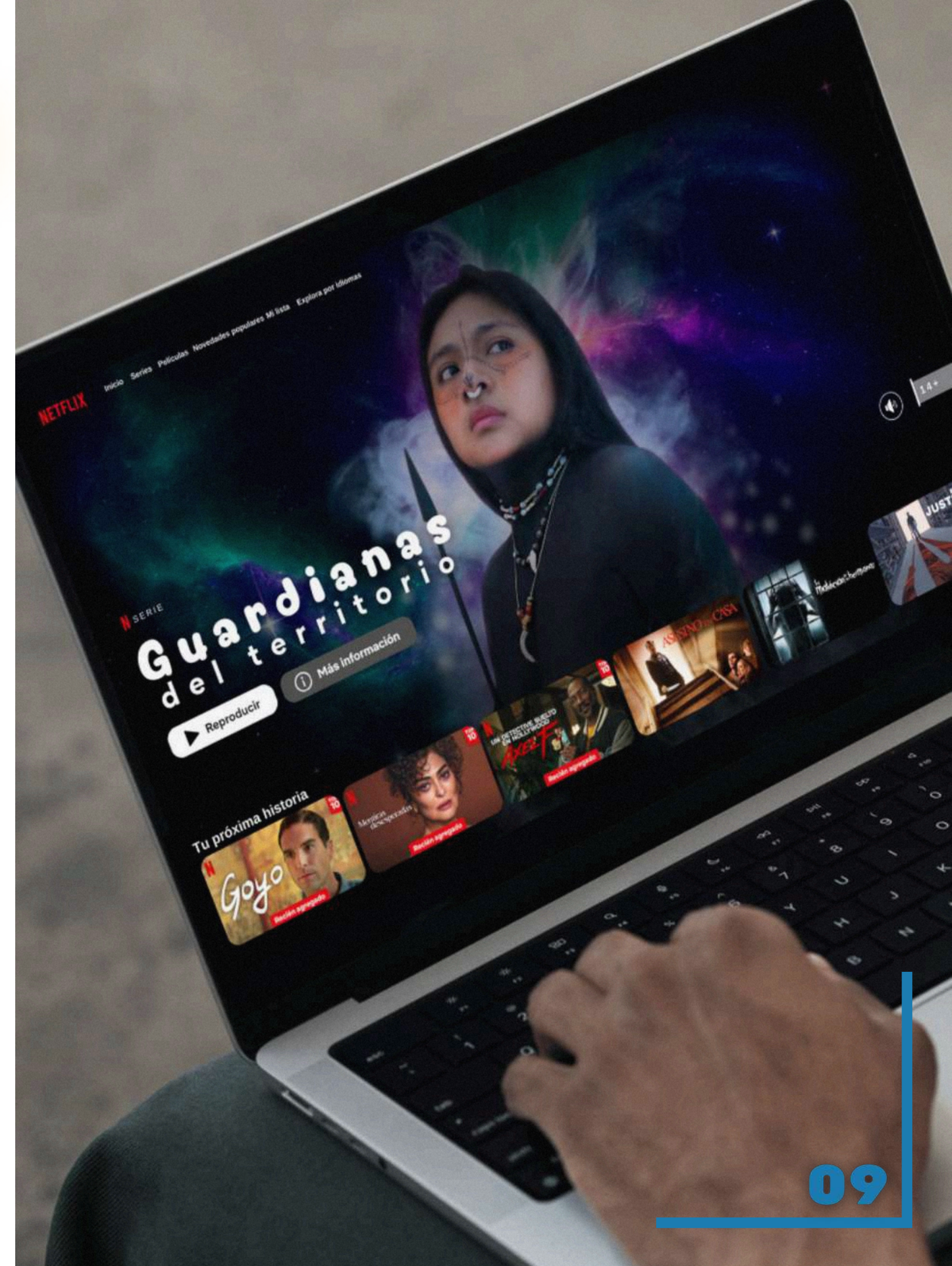
Distribution of “Olowagli and her seven brothers”

This chapter will begin its exhibition in the communities of Caimán Bajo and Caimán Alto in Necoclí – Antioquia (Colombia, South America). Then, it will participate in national and international film festivals and exhibitions.

Note that in 2025 the Indigenous Film and Video Exhibition in Colombia - Daupará will be held in the territory of the Gunadule people (Colombia and Panama), and there SentARTE will present all the works it has made with the Gunadule people, including Olowagli.

As part of the “Guardians of the territory” series, this chapter, like the others, will be distributed on VOD streaming platforms and through local, national and international TV channels.

We are **SentARTE**, we are art *with meaning*



Budget “Guardians of the territory”



Budget summary			
Audiovisual creation			
Production	Chapter	Value Colombian Pesos (COP)	Value USD*
			4000
Includes: Development, pre-production, production and post-production	1	\$90,000,000	\$22,500.00
	2	\$90,000,000	\$22,500.00
	3	\$90,000,000	\$22,500.00
	4	\$90,000,000	\$22,500.00
	5	\$90,000,000	\$22,500.00
Total		\$450,000,000	\$112,500.00
Training			
Training	Chapter	Value Colombian Pesos (COP)	Value USD*
			4000
Includes: Fees, travel and other logistics costs	1	\$40,000,000	\$10,000.00
	2	\$40,000,000	\$10,000.00
	3	\$40,000,000	\$10,000.00
	4	\$40,000,000	\$10,000.00
	5	\$40,000,000	\$10,000.00
Total		\$200,000,000	\$50,000.00
Totals			
Total audiovisual creation		\$450,000,000	\$112,500.00
Total training		\$200,000,000	\$50,000.00
Total		\$650,000,000	\$162,500.00



Co-creative workshops



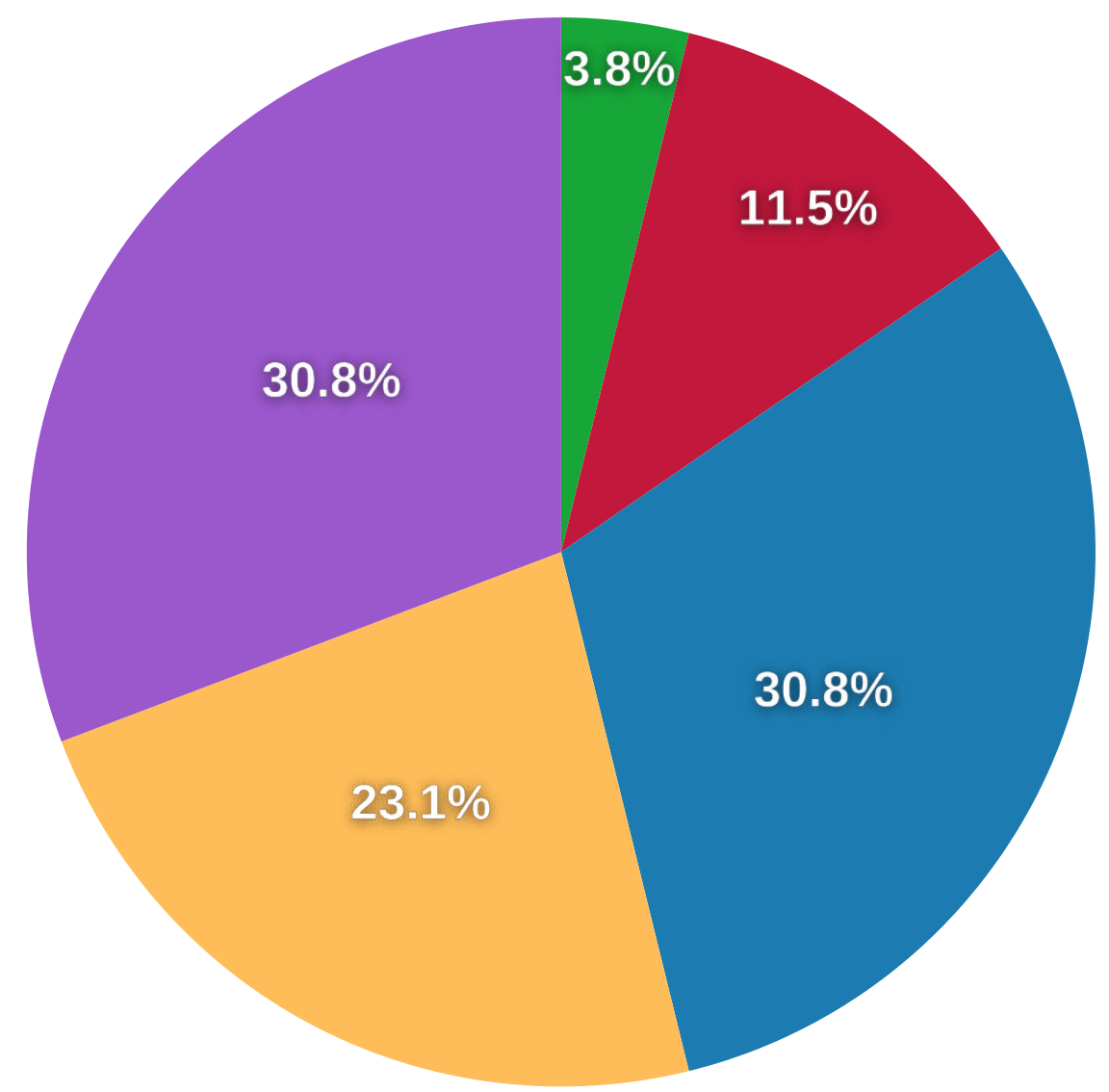
**Community
Filming**



**Community
showcases**



Budget Olowagli and her seven brothers

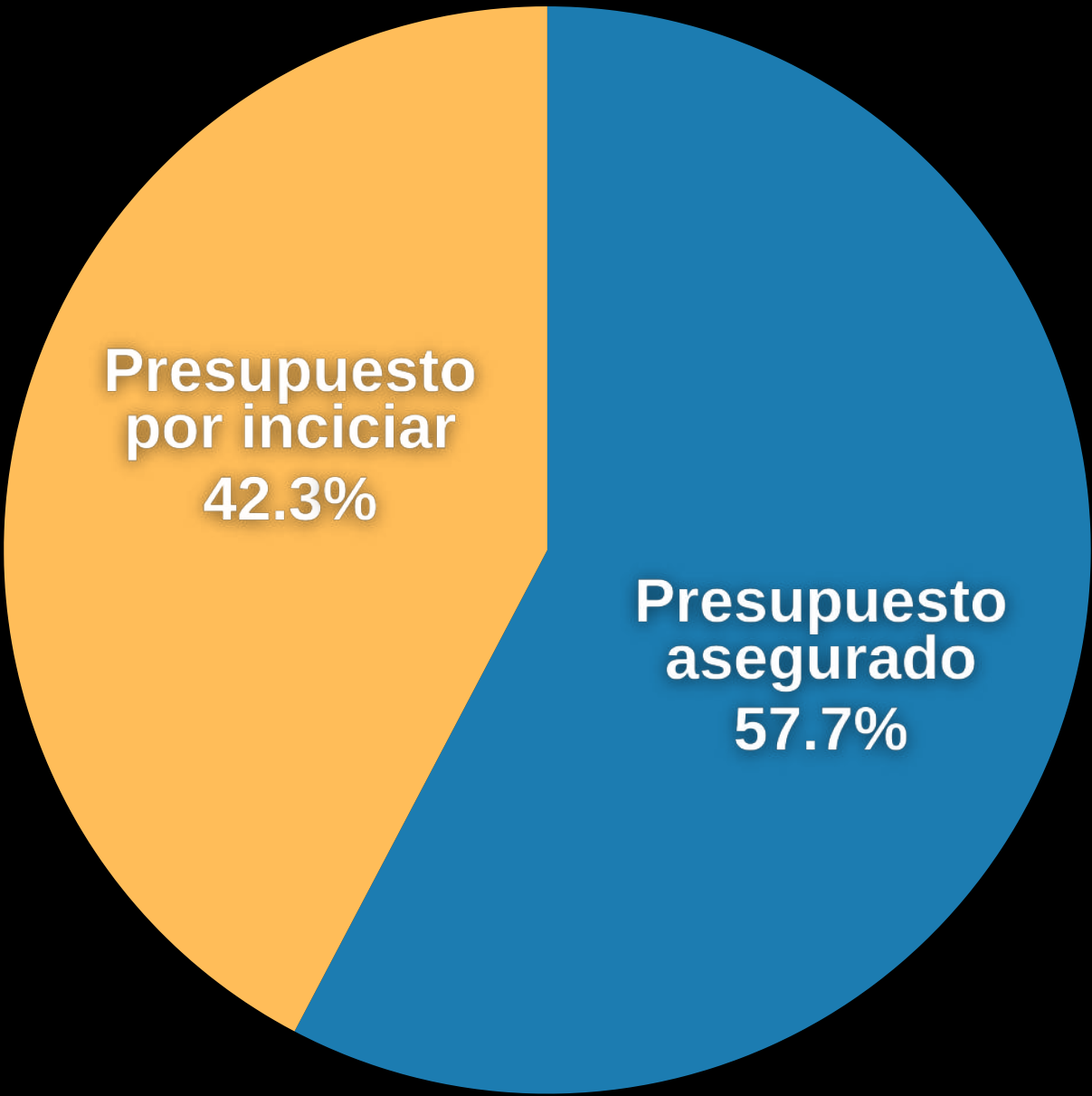


Budget summary OLOWAGLI AND HER SEVEN BROTHERS		
STAGE	VALUE (COP)	VALUE (USD)
Development	\$5.000.000	\$1.250
Preproduction	\$15.000.000	\$3.750
Production	\$40.000.000	\$10.000
Postproduction	\$30.000.000	\$7.500
Community training	\$40.000.000	\$10.000

Financing plan Olowagli



FINANCING PLAN				
Olowagli and her seven brothers				
Total	\$130,000,000			
	\$32,500			
The financing plan focuses on taking advantage of specific laws and calls for proposals, as well as third-party contributions in cash or in kind				
Producers	Value of the contribution (COP)	Value of the contribution (USD)	%	STATUS
Sentarte (Stage of development)	\$5,000,000	\$1,250	3.8%	Obtained
Sentarte (Stage development)	\$10,000,000	\$2,500	7.7%	Obtained
Colombian stimuli and funds		\$0		
Incentives for art and culture 2024. Ministry of Cultures, arts and knowledge	\$60,000,000	\$15,000	46.2%	Obtained
Automatic stimuli - Proimágenes	\$20,000,000	\$5,000	15.4%	To start
In motion fund - Lunaria Fund	\$8,000,000	\$2,000	6.2%	To start
Third-party contributions in cash or		\$0		
Third party contributions	\$20,000,000	\$5,000	15.4%	To start
Donations	\$7,000,000	\$1,750	5.4%	To start
Total	\$130,000,000	\$32,500	100.00%	





Consideration for contributions

All partner companies will have their brand on the work and in the communication materials:

- Logos in the credits of the chapter “Olowagli and her seven brothers”.
- Presence in posters, trailers and other promotional pieces.
- Visibility on social networks, previews and national launches.

Individual people who donate will be mentioned in the credits under the category: Donor.

Benefits for companies and donors:

- Association with a cinematographic work that empowers women.
- Wide visibility in various communication channels.
- Strengthening of their brand image as an ally of culture and the community.





**Join us and let's weave
stories together that inspire
and empower women!**

**Join Guardians of the
Territory!**

Juan Esteban Díaz Puerta
General Producer - Guardians of the territory

+573053029148

sentarte.producciones@gmail.com

Learn more at:
<https://sentarte.co/olowagli>

