

LA

SALSAS

WIVE

17 Festival Internacional de
Salsa

22



CALI, WHERE SALSA LIVES!



Description: DOCUMENTARY FEATURE FILM

Duration: 90 MIN

Production Companies: 64A FILMS, CINEMATIC,
SOUTH SHORE FILMS.

Director: JUAN CARVAJAL

Producers: DIEGO F. RAMÍREZ, JUAN CARVAJAL &
KEVIN LÓPEZ.

Executive Producers: NANCY FERNÁNDEZ &
MAXIMILLIAN RE-SUGIURA

Director of Photography: MAURICIO VIDAL

Filming Locations: CALI (COLOMBIA) NUEVA YORK.

Main Characters: YULEISSY MONTAÑO, KEVIN
SANTIAGO QUIÑONEZ, VIVIANA VARGAS, CAMILO
ZAMORA, GARY DOMINGUEZ Y ANGEL LEBRÓN.

Featuring: RUBÉN BLADES, HENRY FIOL, WILLIE
ROSARIO, GILBERTO SANTARROSA, JOSÉ
MANGUAL JR, RAFAEL ITHIER, ENTRE OTROS.





STORYLINE

Cali, Colombia, the world capital of salsa, is one of the happiest cities, filled with music on every corner. It is also one of the most unequal places with significant social disparities on the continent. However, amidst the vibrant colors and shadows, dancers, musicians, singers, and choreographers emerge, using salsa to dance, sing, and live, demonstrating that there is hope and that it is worth dreaming and fighting for. This is their story.





CALI: CITY OF CONTRASTS

CONTEXT

Cali still proudly holds the title of "world capital of salsa." The salsa and the joy of Cali's dance are constantly displayed in any bar or club. However, there is a darker side to the city. Despite its lively atmosphere, Cali is a city plagued by widespread poverty and limited resources. This leads many citizens to turn to crime, creating an unsafe environment. Full of contradictions, Cali is a city that tries to reinvent itself through music and dance while grappling with the cartel era's trauma..





THE PULSE OF THE CITY



Salsa in Cali thrives thanks to a diverse and energetic ecosystem that goes beyond the mere influence of the dancers. This salsa scene flourishes in an economy that now attracts and captivates a global audience. Dancers are central figures, yes, but alongside them, various dynamic individuals from different walks of life and industries actively contribute to the narrative. Dance schools, music enthusiasts, collectors, and, of course, musicians all play a vital role in Cali's salsa ecosystem, striving to keep up with the frenetic pace of the dance and nourish the vitality of this music tradition deeply rooted in the city.



**LA
SALSA
VIVE**



SYNOPSIS





SYNOPSIS



"La Salsa Vive" is a cinematic testimony that immerses the viewer in the lives of various characters in Cali, Colombia. As they confront inequalities and daily challenges, these individuals become passionate guardians of the incandescent flame of salsa. From the dancers and collectors who safeguard the rich musical history to the young music enthusiasts eager to deepen their cultural ties and the veteran dancers of the old guard who persist despite adversity, the film celebrates their tireless dedication and love for music.

Through authentic testimonies and moving experiences, "La Salsa Vive" unravels how this diverse community finds an inexhaustible source of resilience and hope in salsa. The film not only delves into the personal stories of these individuals but also gives voice to living legends of salsa, such as Rubén Blades, Henry Fiol, Willie Rosario, and the Grupo Niche, among others, who add depth and authenticity to the narrative.



Music acts as a bridge between these characters, uniting their efforts to preserve and celebrate a tradition deeply rooted in the city.

As individual stories converge, "La Salsa Vive" paints a complete and passionate picture of the city of Cali, a place whose challenges are countered by undeniable hope and tenacity. Beyond mere entertainment, salsa is a bond that cohesively brings the community together and provides an avenue for escape and expression amidst daily difficulties.

The film captures how salsa has merged with Cali's cultural identity and how its infectious energy is a hope in tough times. In "La Salsa Vive," music becomes a powerful engine of transformation on an individual and community level. Additionally, the film highlights how Cali continues to open its doors to salsa legends, recognizing the city as the last stronghold of this Afro-Caribbean sound born in New York and finding its new home in Cali, where its deep roots extend into the heart of the community.



SYNOPSIS





CELEBRATING AFRO-LATINIDAD

"Race and Identity in Cali, Colombia are deeply explored in *'La Salsa Vive,'* poetically capturing Colombia's 'Chocolate City.' Cali is 70 percent Black, but one wouldn't know it unless venturing outside of the central (mostly White) districts into surrounding areas like the Agua Blanca district, notorious for having the highest homicide rates in Cali.

Systematic neglect has given rise to 'ghettos' in this part of Cali. Cali's status as a majority Black city is also not reflected in its political and economic structure, and certainly not in mainstream media. Despite these challenges, Afro-Latin salsa dancers have become a significant part of a social justice movement, inspiring marginalized communities to tell their own stories and celebrate their culture in a way that was not done in the past through traditional Colombian media. *'La Salsa Vive'* explores this new Black renaissance in Colombia through the lens of world-class Afro-Latin salsa dancers."





CHARACTERS



Due to her mother's work, Yuleissy was raised by her aunt and grandmother. When she was a child, her mother, who loves salsa, shared her passion with her and invited her to join a local salsa school. Yuleissy has been dancing for many years since then, and she recently won the 2022 Cali Salsa Championship with her partner, Kevin Santiago Quiñonez. She wants to continue dancing with Kevin, with whom she has a deep connection.

DANCER

YULEISSY MONTAÑO



KEVIN QUIÑONEZ

DANCER



When Kevin was a child, his mother took him to a soccer school to keep him busy, avoiding the dark and violent reality of their neighborhood. Some years later, she brought him some Salsa DVDs herself, and that's when Kevin decided to learn how to dance, dreaming of competing in international tournaments. In 2022, he and Yuleissy Montaño won the Cali Salsa Championship. Kevin is pursuing his dreams of working as one of the stars at Mulato Cabaret, thinking about dancing in his city and all around the world.

Viviana is a dancer and choreographer. She has been a world salsa champion more than 14 times and was the main star of the Delirio show. Currently, she leads her dance school, Estilo y Sabor, and is the director of the salsa world championship in Cali.

**DANCER AND
CHOREOGRAPHER**

VIVIANA VARGAS



CAMILO ZAMORA

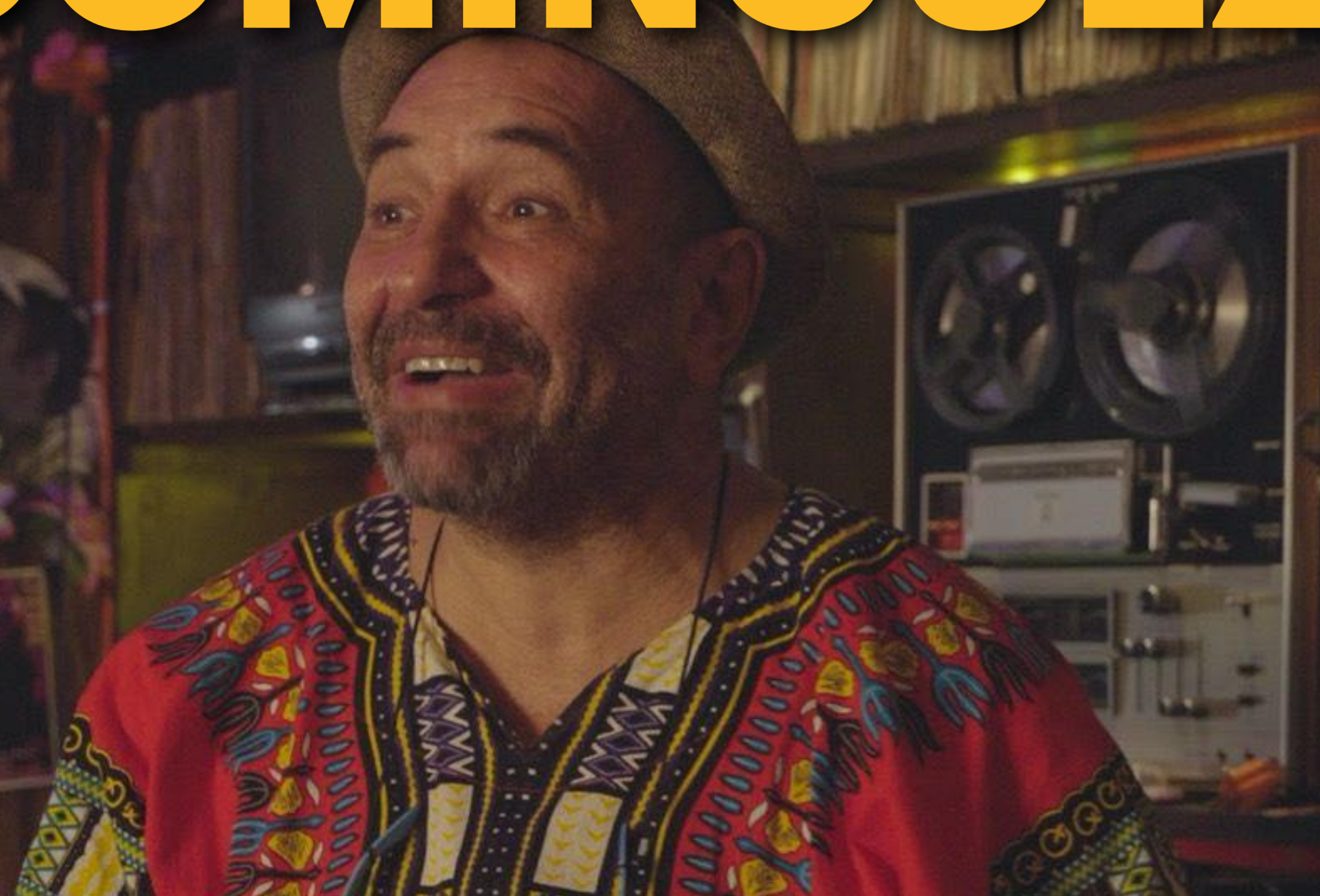
**DANCER AND
FASHION DESIGNER**

Camilo is a dancer and a fashion designer specializing in costumes for performances. He has been a dancer at Delirio for over a decade and is now the main presenter of the show. He has been the face of the Cali Fair on several occasions.

Known as the Wandering DJ, he was a pioneer of the taverns in Cali where salsa legends would come to enjoy tributes through musical video auditions, which began with the projection of now completely extinct slides due to the technological revolution. Today, he continues to welcome salsa enthusiasts in his Latin house..

**FOUNDER OF MELOMANIAC
GATHERING**

GARY DOMINGUEZ

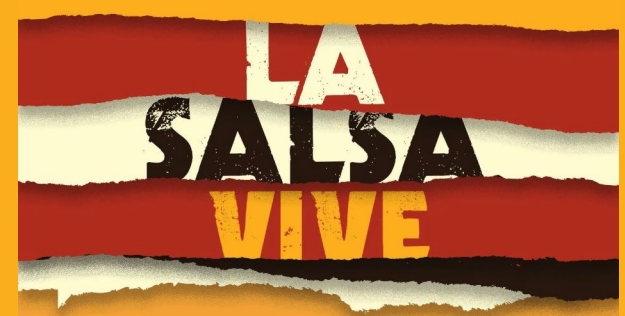


ANGEL LEBRÓN

**FOUNDER AND LEADER
OF LOS HERMANOS
LEBRÓN ORCHESTRA.**

Founder and leader of the Los Hermanos Lebrón orchestra, which is celebrating its 55th anniversary. Composer of today's Salsa classics: "Diez Lágrimas," "Cuídala," "Sin Negro No Hay Guaguancó," "Me voy de viaje," "Summertime blues," "Pensando," "Pena y dolor," among many others.





WITH THE PARTICIPATION OF





RUBEN BLADES

Singer-songwriter, musician



SAMUEL FORMELL

Los Van Van Orchestra Director



JORGE HERRERA

La Misma Gente Orchestra Director



HENRY FIOL

Singer



WILLIE ROSARIO

Musician, songwriter

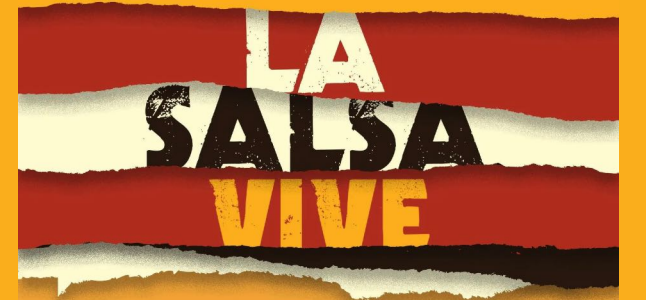
CURRENT STATUS OF THE PROJECT

2023

“La Salsa Vive” is a documentary in production that divides its shooting into six parts. Five parts have been filmed so far, starting in October 2022 at the World Salsa Festival in Cali, followed by the Cali Fair in December. In January 2023, interviews with salsa figures in New York, including Rubén Blades, were conducted, and in July 2023, the origins of salsa were explored at an event in NYC. In September 2023, the project is in its final shooting stage.

[View teaser here](#)

Password: Salsa64A



**CURRENT STATUS OF
THE PROJECT**



THE DIRECTOR'S VOICE



"I was born in Cali, Colombia, a city of contrasts that has suffered a lot but has always maintained the joy of music, perhaps seeking those moments of leisure to shake off its sorrows. Although I left many years ago, I was able to experience the terrible era of drug trafficking that left scars that still seem impossible to overcome today. But amid all the social differences, inherited violence, and constant migration that causes the city to mutate and change dramatically, some people decide to stay and face adversity in search of a better path and new opportunities. They are, as Rubén Blades says in his song "Las Calles," **"small, beautiful, and blessed islands that never surrendered."** These blessed islands are the heirs of son, montuno, guaracha, and guaguancó, which were cooked up in New York to be reborn under the name of Salsa. These blessed islands are joyfully young people who, through dance and the speed of their strong legs, are the ones who introduce Cali to the world; they are Salsa, they are the dancers who carry the montuno's fire fueled by their desires for a better future. This film is for them."





PRODUCTION COMPANY





64A FILMS



64A FILMS

Award-winning film and television production company based in Colombia. Among our films are: PERRO COME PERRO, CIUDAD DELIRIO, MATAR A JESÚS, FRAGMENTOS DE AMOR, LAVAPERROS, 180 SEGUNDOS, TODOS TUS MUERTOS, LLEGARON DE NOCHE, among others. In series: LEONOR, JUGAR CON FUEGO, ASÍ ES LA VUELTA, TURBIA, and UN SUEÑO LLAMADO DELIRIO.

Our productions have been featured in festivals such as Toronto, Sundance, San Sebastián, Rotterdam, Montreal, La Habana, Goa, Tokyo, Busan, Guadalajara, Miami, and can be seen on platforms and channels such as Netflix, HBOmax, AmazonPrime, Telemundo, Vix+, Televisión Española, Sony, Telemundo, Canal+, RCN, and Caracol.

SOUTH SHORE





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SOUTH
SHORE