

Audiovisual
from  SPAIN

WHERE
TALENT
IGNITES
FANTASY
KEEPS ON BLAZING

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Where Talent Ignites Fantasy Keeps On Blazing

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WHERE TALENT IGNITES

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The Cause of the Accident that Set the Fire is the centerpiece of the campaign featuring **Berta Prieto, Karla Sofía Gascón, Bárbara Lennie, JA Bayona, Albert Serra, Omar Ayuso y Miguel Herrán.**

“Where Talent Ignites Fantasy Keeps On Blazing” is an initiative launched by **ICEX** to promote and consolidate the image of **Audiovisual from Spain** on the international scene. This campaign aims to highlight the talent, creativity and excellence of professionals in Spain’s audiovisual sector, as it seeks to boost the commercialization of local Spanish productions and expand business opportunities for the industry in an increasingly competitive global setting.

At the heart of the campaign is the short film ***The Cause of the Accident that Set the Fire***, produced by **CANADA**, featuring cameos from notable names such as **JA Bayona, Albert Serra** or **Bárbara Lennie**, among others.

The campaign will launch at the **San Sebastián Film Festival** and will continue in other locations such as **MIPCOM** or **American Film Market**.

Where Talent Ignites Fantasy Keeps On Blazing

1. OBJECTIVE

To promote and strengthen the image of **Audiovisual from Spain** all around the world, ICEX launches the campaign **"Spain, where talent ignites"**, which connects the Spanish audiovisual industry to talent, enhancing its recognition and reputation among international and professional audiences. The goal is to boost the commercialization of Spanish productions and increase business opportunities for the sector in a highly competitive global market.

The campaign places talent at its core, with the slogan **"Spain, Where Talent Ignites"** or **"Where Talent Ignites, Fantasy Keeps on Blazing."** The website dedicated to the project offers additional content, including interviews with creators such as **Victoria Luengo, Juan Diego Botto, and Isabel Coixet**. A comprehensive communication strategy is also in place across social media, alongside a presence at major international specialized markets such as SSIFF, MIPCOM, or AFM - American Film Market.

2. AUDIOVISUAL PIECE

The campaign is centered around the short film *The Cause of the Accident that Set the Fire*, produced by **CANADA**; a stylized and immersive piece that delves into the creative processes. Fire— a cathartic and recurring element— is used to build the narrative of this campaign, focusing on creative ignition, inspiration, and talent. The goal is to emphasize the artistic quality, originality, and uniqueness of our audiovisual industry, while highlighting its leadership and diversity.

Set to the rhythm of Manuel de Falla's *Ritual Fire Dance*, which envelops *The Cause of the Accident that Set the Fire*, the campaign aims to help build an image associated with the country ("Brand Spain"), tied to the cross-disciplinary nature, diversity, and richness of its creativity.

Audiovisual
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*La CAUSA del ACCIDENTE
que PROVOCÓ el INCENDIO*



WHERE TALENT IGNITES

BÁRBARA LENNIE BERTA PRIETO KARLA SOFÍA GASCÓN ALBERT SERRA OMAR AYUSO MIGUEL HERRÁN J.A. BAYONA

A PRODUCTION BY AUDIOVISUAL FROM SPAIN A FILM BY CANADA

COSTUME DESIGN: VIOLETA COMELLA MAKEUP ARTIST: JAVIER CEFERINO HAIR STYLIST: ALBA GUILLEN COREOGRAPHER: ANGELA BOX LORENA NOGAL EDITOR: CARLOS FONT CLOS POSTER ARTWORK: IGNASI MONREAL
VFX: FELIX BERGES - EL RANCHITO GRADE: MARC MORATO - METROPOLITANA SOUND DESIGN: TRAFALGAR 13 ANIMATION STUDIO: BRUT PRODUCTION DESIGNER: ANDREA BATLLO DIRECTOR OF PHOTOGRAPHY: DANIF ABELLO
1ST AD: LLUIS CASACUBERTA DIRECTOR'S ASSISTANT: SANTI RUFFA PRODUCTION MANAGER: DANI MOLINA PRODUCER: CRISTINA SÁNCHEZ EXECUTIVE PRODUCER: MARTA ARGULLÓS HEAD OF PRODUCTION: ALBA BARNEDA
WRITTEN BY: LOPE SERRANO SANTI RUFFA DAVIS SILIUS DIRECTED BY: LOPE SERRANO

 Funded by the European Union NextGenerationEU
 



 **ICEX** España Exportación e Inversión

3. TALENT PARTICIPATING IN THE PROJECT

Bárbara Lennie The restless actress who explores boundaries.



"When it comes to approaching a creative process, what ignites me the most is the talent of the people around me; I'm like a talent vampire feeding off others."

Bárbara Lennie

Berta Prieto The director who needs to know the cause of the accident.



"I like to work with the feeling that I'm doing things I'm not supposed to do. To feel like I'm doing something forbidden or that I'm not being compliant."

Berta Prieto

Karla Sofía Gascón The producer who ensures the project moves forward.



"What ignites and inspires me on set is the love my colleagues have for doing their work."

Karla Sofía Gascón

Albert Serra The director who appears in dreams.



"My main motivation when I work is always the artistic challenge against myself. That is, creating something new that surprises even me."

Albert Serra

Omar Ayuso y Miguel Herrán Sparks that ignite everything



"I think what fuels my creativity is that I don't know how to do anything else. In other words, I can't not create."

Omar Ayuso



"Filming really ignites me. I love shooting; it gives me a lot of energy."

Miguel Herrán

Juan Antonio Bayona The director who seeks answers.



"There always has to be a spark that ignites the whole process, a process that one must be passionate about in order to sustain it for such a long time."

Juan Antonio Bayona

Mauro Vélez The technician who doesn't know who is who.



"What ignites me is anything that involves text, something that has playfulness and is interesting."

Mauro Vélez

4. OUTSTANDING ARTISTIC COLLABORATIONS

“Spain, Where Talent Ignites” features artistic collaborations from **Lorena Nogal** and **Ángela Boix** and the illustrator **Ignasi Monreal** (who has worked with luxury brands like Dior, Louis Vuitton, and Gucci), providing a necessary nod to a key figure in the industry, **Pedro Almodóvar**.

5. TECHNICAL TEAM

Director: Lope Serrano

Screenplay: Lope Serrano, Santi Ruffa and Davis Silis

Head of Production Alba Barneda
Executive Producer Marta Argullós

Producer Cristina Sánchez
Director of Photography Dani F. Abelló
Production Manager Dani Molina

1st AD Luis Casacuberta
Directors' Assistant Santi Ruffa
Editor Carlos Font Clos

Production Designer Andrea Batlló
Costume Designer Violeta Comella
Make Up Artist Javier Ceferino

Hair Stylist Alba Guillén
Choreographer Àngela Boix and Lorena Nogal
VFX Félix Bergés @ El Ranchito

Dancers: Ariadna Montfort, Anabel Barotte, Guy Shomroni, Nuria Navarra, Guillem Jiménez, Laura Lliteras, Julia Cambra, Ioar (tanit), Valentín Goniot, Rober Gómez, Ursula Urgeles, Virginia Gimeno, Marina, Fullana, Claudia Bosch, Uxia Pérez, Cora Leiva, Daniel Chamizo, Maria Landibar, Cristina Reolid, Joel Pradas, Elvira Balboa, Iris Borràs, Alexa Moya, Sara Colomino, Berta Contijoch, Mariona Ona, Lautaro Reyes, Vera Palomino, Julia Romero, Nicolas Martinez, Nia Torres, Uma Capellari, Julia Godino, Pau Arnal, Berta Pascual, Lidiya Palacios, Maria Rueda, Miriam Galvez, Ariadna Saltó, Carla Sisteré, Maria Sanchez, Aina Lanas, Sergio Gomez, Gines, Mar García, Sabino Barbieri, Patricia Cisneros

Sound Design Trafalgar 13
Animation Studio Brut
Colorist Marc Morató @ Metropolitana

Orchestra: Orquesta Sinfónica de Sant Cugat

Feature Extra: Gerard Vidal, Fina Rius, Oleguer Falguera, Alexandra Agulló, Alex Galimany, Josep M^a Raventós, Andrea Loto

Stunts: María Fontana, Judit Florensa, Yaiza Hermosilla, Elena Soler, Francisco Javier Pérez, Telva Somoza

Shooting Artist: Ignaci Moreno

Director: Lope Serrano
Directors' Assistant: Santi Ruffa
1st AD: Luis Casacuberta
1st AD 2nd Unit: Carlos Santana
2nd AD: Natalia García
2nd AD 2nd Unit: Juan Jiménez
3rd AD: Miguel Peña
3rd AD: Carlos Urquijo
Script: Marieta Torrent
Direction Trainee: Júlia Ruiz
Direction Trainee: Hermes Frías
Screenplay: Lope Serrano
Screenplay: Santi Ruffa
Screenplay: Davis Silis

Head of Production: Alba Barneda
Executive Producer: Marta Argullós
Producer: Cristina Sánchez
Production Manager: Dani Molina
Production Coordinator: Marta Mur
Production Coordinator: Blanca Esteller
Talent Coordinator: Nerea Soms
Office PA: Nerea Nongrados
Eco Manager: Joaquín Diani
Dressing Room Designer: Marta Sánchez

PA: Toni Corominas
PA: Marc Ros
PA: Raul Fernández
PA: Pau Arévalo
PA: Laura Tarrazona
PA: Marc Senpau
PA: Bernat Canals
PA: Marc Berlanga

DOP: Dani F. Abelló
1st AC: César Villalba
2nd AC: Jose Luis Mendoza
2nd AC: Silvia Vives
VTR: Alex Vallestpin
DIT: Javier Pastor
DIT: Carles Colom
DIT: Ignacio Millet
Director of Photography 2nd Uni: Alvar Riu
1st AC 2nd Unit: Adrià Egea
1st AC 2nd Unit: Héctor Julián
2nd AC 2nd Unit: Irene Moreno
VTR Unit B: Roger Vilà
Photographer: Maria Jou Sol
Making Of: Mateo Bravo
Camera Trainee: Jan Santeugini
Camera Truck: Eric Fernández
Steadycam Operator: Alberto Ojeda
Steadycam Assistant: Manu Rodríguez

Gaffer: David Felices
Gaffer: Javier Carrión
Best Boy: Àlex Narváez
Spark: Juan Planas
Spark: Martí Molas
Spark: Pau Galarza
Spark: Jesús Estarregui
Spark: Nacho García
Spark: Manuel Fernández
Spark: Jose Luis Alonso
Spark: Daniel Cumí
Spark: Eduardo Merino

Key Grip: Xavi Gordi
Grip: Jordi Soms
Grip: Roger Sandaker
Grip: Gil Sala
Grip: Néstor Delseny
Grip: Juanan Del Fresno
Tecno Crane 35: Jordi Galán
Tecno Crane 35: Pere Díez
Tecno Crane Operator: Agustín Casal

Production Designer: Andrea Batlló
Art Director: Xabier Zearra
Art Coordinator Ricard Prat
Set Decorator: Evelin Hernández
Set Decorator Assist: Olga Casas
Props Buyer: Vicent Sanchís

Standby Props: Santiago Mosquera
Standby Props: Sergi Ducet
Props Master: Andrea Pi-Sunyer
Set Dresser: Gerard Martínez
Set Dresser: Àngel Ucles
Set Dresser: Pablo Maldonado
Set Dresser: Sergi Ortiz

Set Dresser Junior: Roc Armengol
Art Trainee: Bruno Laborde
Design Mural Mujeres al borde de un ataque de nervios: Ignasi Monreal

Costume Designer: Violeta Comella
Stylist Coordinator: Natalia Castillo
Stylist Assistant: Aina Santos
Stylist Assistant: Júlia Piqueras
Stylist Assistant: Francisca Torres
Stylist Assistant: Sandra Guitérrez
Stylist Assistant: Claudia Roca
Fitting's Tailor: Rosario Reverte
Prep's Tailor: Mariona Seira
Shoot's Tailor: Silvia Jorda
Dancer's Tailor: Tabata Molina
Dancer's Tailor: Mónica Araujo
Dancer's Tailor: Aitziber Sanz
Dancer's Tailor: Matias Martínez
Dancer's Tailor: Trinidad Molina

Make Up Artist: Javier Ceferino
Make Up Assistant: Virginia Marqués
Hair Stylist: Alba Guillén
Hair Stylist Assistant: Alba Pesas
Hair Stylist Assistant: Rodrigo Fernández
Hair Stylist Assistant: Sandra Ordóñez
Hair Stylist Assistant: Patricia Abril
Hair Stylist Assistant: Álvaro Sánchez
Hair Stylist Assistant: Carmen Herrero
Hair Stylist Assistant: Carolina Fernández

Choreographer: Àngela Boix
Choreographer: Lorena Nogal

FX Supervisor: Juan Carlos Dávila
FX: Julián García
FX: Ezequiel López
FX: Roger Méndez
FX: Jesús Durán
FX: Xavi Molas
FX: Victor Macías

Soundman: Albert Gay
Microphonist: Nacho Ybarra

Vehicle Supervisor: Marcos Mier
Vehicle Technician: Jose Carlos Fernández

Projection Technician: José Valiña
Projection Technician: David Ros

Researchers: Álvaro Gimeno
Researchers: Angie Bolea
Researchers: Cristian López
Researchers: Jorge García

Editor: Carlos Font Clos
Editor's Assistant: Bernat Udina

Postproduction Coord.: Marina M. Campomanes
Postproduction Coord.: Javier Botella Pérez

El Ranchito - VFX Studio

VFX Supervisor: Félix Bergés
VFX Supervisor: Ezequiel Larru
Executive VFX Producer: Gonzalo Escudero
VFX Producer: Laura Barge
VFX Bidding Producer: Laura Muro

Head of VFX Operations: Juan José Carretero
Head of VFX Production: Nike Alonso
Head of Compositing: Carlos Trijueque
Head of 3D: Carlos Hernández
Head of FX: David Gacituaga
Head of VFX Editorial: Anibal Del Busto

VFX Production: Rubén Bustos
VFX Production: Erika Feijoo
VFX Production: Alejandro Perdomo
Lead VFX Artists: Segundo Casero
Lead VFX Artists: Yusef El Khadir
Lead VFX Artists: David Blanca
Lead VFX Artists: Borja Utrilla
VFX Artists: Adrián Salazar
VFX Artists: Alejandro Jiménez
VFX Artists: Carlos García
VFX Artists: David Fibla
VFX Artists: Edgar Teba
VFX Artists: Gonzalo Arenas
VFX Artists: Inmaculada Carillo
VFX Artists: Irene Vera
VFX Artists: Joaquin Piñero
VFX Artists: Jose Luis Cardona
VFX Artists: Jose Ramón Lastras
VFX Artists: Juan Luis Gorjon
VFX Artists: Lucas Heras
VFX Artists: Luisa Gómez
VFX Artists: Matthieu Poirey
VFX Artists: Miguel Susaeta
VFX Artists: Nikolas Duque
VFX Artists: Pedro Vidal

Head of Studio: Manuel Ramírez
R&D: Izar Urcelay Azpeitia
Pipeline: Miguel Arribas
Administration: Tatiana Márquez
People & Culture: Elvis Morán Ramírez
Recruiting: Lidia Morla Lopez
Reception: Yolanda Apolinar

Metropolitana - Grade Studio

Colorist: Marc Morató
Colorist: Dani Granada

Trafalgar 13 - Sound Post Production Studio

Original Soundtrack: Toni M. Mir
Sound Mixer: Sergio del Castillo
Sound Designer: Sergio del Castillo
Sound Editor: Joan Manel Fortun
Producer: Ale Salinas
Music Supervision: Trafalgar 13 Music House

Brut - Animation Studio

Executive Creative Director: Martin Allais
Head of Production: Lina Frank
Animation Directors: Martin Allais
Animation Directors: David Borrull
Art director: Alba Prado
Studio Manager: Marga López
Designers: Alba Prado
Designers: Yujia Wang
Designers: Pablo León
Designers: Nico H. Brausch
Designers: Angela Stempel
Designers: Daniel Amdemichael
Animators: Javier Vaquero
Animators: Bujor Stefanescu
Clean Up Artists: Marga López
Clean Up Artists: Alba Prado
Clean Up Artists: David Borrull
Clean Up Artists: Joel Morales Escobar
Clean Up Artists: Margarita Rojas Lopez-Abadia
Clean Up Artists: Juliana Gouvêa
Digital Compositor: Daniel Gómez Lorenzo
Lettering & Typography: Ales Santos

BBO Subtitles Studio

Language Services: Bbo Subtitulado
Translation and subtitles: Amy Sue Bennett
Revision: Isabel Martínez
Project Manager: Claudia Caballero

The Social Vim Collective Strategy & Campaign Claim

Campaign Art Direction & Strategy: Antònia Arrom Crespí
Campaign Creative Content & Strategy: Esther Belvis Pons

Creative Consultant: Christian López

CANADA

Post Production: Álvaro Posadas
Post Production: Marta Ferrero

CANADA Goods: Alex Fillat
CANADA Goods: Alicia Camps

CFO: Roger Mora
Accounting: Deborah Pons
Accounting Assistant: Dolors Martinez
Labor: Sara Martínez
Labor Assistant: Nerea Gili

Suppliers: Service Vision, Zeferino, Grip Support, Quadis, Soulfood, WRS, Ricard Hidalgo, FT Service, In Extremis, Tyreaction, Juan Montoya, Mrs. Greenfilm, Grupo La Veronal, El Ranchito, Brut, Trafalgar 13, Metropolitana, Cinevent, Cinelab London, Geseme, María Rodrigo

6. CAMPAIGN WEBSITE

On the “**Where Talent Ignites**” campaign website (www.spainwheretalentignites.com) you can watch the audiovisual piece *La causa del accidente que provocó el incendio* as well as interviews on creativity with industry professionals such as **Vicky Luengo, Juan Diego Botto, Isabel Coixet, Elena Martín, and Rodrigo Sorogoyen.**

In addition, the website offers an extensive behind-the-scenes look at the project, including a synchronized viewing montage where you can watch the piece alongside footage of how each scene was filmed. The site also features details about the shooting schedule, the storyboard, interviews with different departments during filming, and interesting insights that describe the technical and artistic aspects of the creative process.

The website will include news and updates on international fairs and events where the campaign and Spanish talent are showcased. In this way, the website will continue to add relevant content about the Spanish audiovisual sector.

7. SOCIAL MEDIA AND OTHER FORMAT DISTRIBUTION STRATEGY

To reach the largest target audience possible, the campaign includes a strong social media presence strategy, as well as the activation of other formats, such as screenings of the piece in strategic venues and cinemas in various cities around the world.

8. INTERNATIONAL PRESENTATIONS

SAN SEBASTIÁN - SSIFF

Global Presentation of the Campaign and Screening of **The Cause of the Accident that Set the Fire**.

LAS VEGAS - AFM

Presentation to the Market and International Press at the American Film Market.

CANNES - MIPCOM

Spain is the *honored guest country* at MIPCOM 2024. The campaign will be one of the central activities of Spain's participation.

NEW YORK - SOHO HOUSE

Presentation event and screening of the short film at Soho House NY, directed to press, society and industry.

9. ABOUT ICEX - AUDIOVISUAL FROM SPAIN

"Spain, where talent ignites" is part of the promotion and internationalization program for the audiovisual sector under the **"Spain Audiovisual Hub"** from the Spanish Government within the framework of the **Recovery, Transformation and Resilience Plan**.

Since 2021, in collaboration with the Secretary of State for Telecommunications, ICEX has significantly strengthened its activities in various audiovisual industries: increasing its presence and visibility in international markets, promoting a unique brand image, organizing technical workshops - including co-productions sessions—and conducting direct and reverse missions among others.

The brand that will be enhanced by this campaign is **"Audiovisual from Spain,"** through which ICEX promotes the Spanish audiovisual sector in international markets, a parent brand that encompasses the sub-brands "Cinema from Spain" and "Docs from Spain," "Animation from Spain," "Games from Spain," and "XR from Spain."

10. MATERIALS DOWNLOAD

[DOWNLOAD](#)

