



Audiovisual From Spain presented the new phase of the *Where Talent Ignites* campaign at IFFR with the announcement of *Flamenco*, the new piece by Carla Simón

*The event in Rotterdam previewed the upcoming international Audiovisual From Spain campaign and marked one of the final stages of the journey of *The Cause of the Accident That Set the Fire**



Photo: Mercedes Martínez Abarca, programmer at the International Film Festival Rotterdam, introduces Carla Simón. (ICEX).

Rotterdam, February 1, 2026.

Audiovisual From Spain, the international promotion brand of the Spanish audiovisual sector led by **ICEX** Spain Trade and Investment, presented the continuation of the ***Where Talent Ignites*** campaign within the framework of the **International Film Festival Rotterdam (IFFR)** with a special event attended by filmmaker **Carla Simón**. The event took place today, February 1, at the Doelen Van Cappellen Zaal.

The presentation served as a first preview of the new phase of the ***Where Talent Ignites*** campaign, which will be launched soon and **will feature three new pieces**. One of them is

***Flamenco*, directed by Carla Simón, a piece that offers a contemporary and deeply cinematic perspective on flamenco as a living cultural expression, shaped by the tension between tradition and change.** The other two pieces that will complete the campaign will be announced at a later date.

Conceived as an immersive and sensory work, *Flamenco* departs from conventional narrative structures to focus on the physical and emotional power of the body in motion. “*Flamenco comes from my interest in filming the body, movement and ritual, and in thinking of the body as a place where memory lives,*” explained Simón during the presentation. “*I wasn’t interested in making a narrative piece in a classical sense, but rather in creating a very physical experience, something that is felt more than it is explained.*”

For the filmmaker, flamenco transcends its artistic forms to become a vehicle of collective memory and transmission. “*Flamenco is not only music or dance, it is a language and a way of transmitting emotions, memories and heritage from one generation to another,*” she noted. Addressing the creative process behind the piece, Simón highlighted one of the main challenges of the project: “*how to film something so alive and so rooted in the present without falling into a folkloric or illustrative gaze.*”

The event also included a **screening of *The Cause of the Accident That Set the Fire***, a short film that has accompanied the international rollout of *Where Talent Ignites* since its launch and which now reaches the final stage of its journey. The film **has won more than twenty major awards**, including **Bronze at the Cannes Lions** in the Film Craft category, as well as recognition at the **National Creativity Awards CdeC 2025**, the **APCP Awards** and the **ADG Laus Awards 2025**, establishing itself as one of the most acclaimed audiovisual works of the campaign.

After the screening, **Carla Simón took part in a panel discussion presented by Mercedes Martínez Abarca, programmer at the International Film Festival Rotterdam**, in which she expanded on *Flamenco* and shared further details about the upcoming campaign and her creative approach.

This initiative took place within the context of a strong Spanish talent presence at the current edition of IFFR, with titles such as *Like Moths to Light* by Gala Hernández López, *Despois das cidades* by Xacio Baño, *Krakatoa* by Carlos Casas, *The Body of Christ* by Bea Lema, *Ñam* by Elena Duque, *Adarna* by Lois Patiño, *Daughters of the Sea* by Martika Ramírez Escobar and *Romería*, the new feature film by Carla Simón.

With this event in Rotterdam, **Audiovisual From Spain reinforced its commitment to promoting Spanish creative talent at major international festivals and forums**, connecting author-driven creation, cultural identity and global projection.

About Audiovisual From Spain – ICEX

ICEX Spain Trade and Investment is a public business entity under the Ministry of Economy, Commerce and Business, whose mission is to promote the internationalisation of Spanish companies and attract foreign investment. Audiovisual From Spain is the brand created by ICEX to internationally promote the talent, content and capabilities of the Spanish audiovisual industry at major markets, festivals and professional gatherings worldwide.

Contact:

Eva Herrero - eva@madavenue.es

[PRESS MATERIAL](#)

