



SELLING ROSARIO

DESTINY DOES HAVE A PRICE



SELLING ROSARIO

A young girl, a migrant camp, a risky plan and a twist.

genre: coming of age / drama / short narrative [running time: 16:08] country: USA
programming niches: music, family, all Latino cast, female co-writer, co-director & producer

Contacts and Links

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Behind the Scenes: <https://vimeo.com/111566011>

For press kit images please email sellingrosario@gmail.com

Synopsis (short)

A family of migrant workers send their 12-year-old daughter and her outlaw cousin into the night on the promise of a stranger. It's a risky plan, expect to be surprised.

Synopsis (long)

A family of migrant workers send their 12-year-old daughter and her outlaw cousin into the night on the promise of a stranger. Selling Rosario is the story of a young girl growing up in a migrant labor camp and her parents' risky plan to get her out of an unsafe, squalid environment. They believe almost any place else would be better for her to grow up. We meet Rosario and her family on the day this plan will either succeed or fail.

Although she lives only an hour or so from LA, it's a place few of us would recognize. In this uneasy place, Rosario is able to find beauty through sound and music. We see what appears to be a drug deal and hear one side of a telephone conversation her mother has with a stranger, we begin to expect the worst. That evening, Rosario's mother and aunts gets her dressed. She looks pretty, but her outfit is that of a woman not a girl. She's handed off to her gangster cousin who takes her away.

As Rosario is driven into the night, we hope the audience is making all of the wrong assumptions about her fate. Expect to be surprised.

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Director's Statement

While filming a public service campaign on a farm in California's Central Valley, we stumbled across a spooky and ramshackle building with an eviction notice stapled to the front door. Curious, we walked in to discover an empty migrant labor camp. Only days before, its residents had been removed by the owner and police. Fragments of their lives remained, frayed blankets covered the windows, a worn doll rested on the floor, a straw hat sat like a still life on a half-made bed, a bible lay open. We were mesmerized. Making our way through that camp, so recently full of life and now so eerily empty, we wondered what stories it could tell. On the way home from our shoot, our minds reeling from that at-once sad and beautiful experience, we imagined Rosario into existence.



Directors Michael Winokur and Lana Simeonov watch a take while Misael Audelo 1AC, pulls focus. First Assistant Director Rey Godoy and Second Assistant Director Luther McGill, left, keep up with the scene's progress.

About the Production

Selling Rosario is a self-funded indie project with women in most production roles, an all-Latino cast, original music and an historic California location that also inspired Steinbeck's *The Grapes of Wrath*.

After winning the pitch competition at the Napa Valley Film Festival, the San Francisco-based writing/directing team of Lana Simeonov and Michael Winokur determined to make their first film and began convincing friends and colleagues to join the production. Three months later they found themselves ready to shoot with a team of experienced cast and crew and a talented newcomer in the starring role, all brought together by Rosario's story.

Selling Rosario was shot on location at Weedpatch Camp (also known as Arvin Federal Government Camp) in Bakersfield, California. Built in 1936, Weedpatch housed migrant workers during the

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About the Production (cont.)

Great Depression. The camp is among the last remnants of Works Progress Administration projects in California and many objects from the original camp were used in the production design. We are grateful to the Housing Authority of Kern County and the Weedpatch Historical Society for their support of the film and for allowing us to shoot in these beautiful historic buildings.

Music and sound play a central role in *Selling Rosario*. The writers refer to the sound design as a character second only to Rosario herself. The film's original score, including "Weedpatch Mariachi" and "Violinista Mexicana," written by Juilliard-trained composer Ronald Bacardi (pseudonym) incorporates elements of classical violin and Mexican folk music as performed by San Francisco Opera Concertmaster Kay Stern. The film also includes music by one of Mexico's most influential Hip-Hop artists, C-Kan <http://www.vevo.com/artist/c-kan>, courtesy of his label MasteredTrax <http://masteredtrax.com/>.

With the help of LA-based casting director Yvonne Armstrong, the film attracted a remarkable all-Latino cast of emerging and veteran actors. *Selling Rosario* is the debut of the young talent Mia Xitlali, who was subsequently cast in MGM's *MAX*, in theatres June 2015 <http://www.imdb.com/title/tt3369806/>. The production was also lucky to secure Cristina Valle, Robert Renderos and veteran film, television and stage actress Alma Martinez.

Technical Specs

Runtime: 00:16:08

Aspect Ratio: 1.85:1

Language: English

Completed: November 2014

Screening History: Napa Valley Film Festival (Jury and Audience Awards), San Luis Obispo International Film Festival, San Diego Latino Film Festival, Film Score Knoxville, TN, Dances With Films, Los Angeles, CA

Camera: RED Epic

Locations: Weedpatch Historical Site, Bakersfield, California (Kern County)

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Team Bios



Iana Simeonov (Co-Director / Co-Writer / Production Designer), a former art critic and columnist, completed her art history studies in Paris. Over a 10-year career in the arts she worked in Milan, Berlin and New York, ultimately founding an art dealership focused on developing young collectors and producing over 50 exhibitions. Iana is now a researcher and digital health innovation consultant at the Public Health Institute where her work focuses on technology in underserved and immigrant communities.



Michael Winokur (Co-Director / Co-Writer / Cinematographer) has worked as a journalist, photographer, and commercial director. His first narrative script, *Selling Rosario*, draws on experiences he had photographing an in-depth piece on legal immigration. His photography, focused on people and portraiture, has been featured in a variety of publications and received awards from the prestigious *Graphis* and *American Photography* annuals and from American Photographic Artists. www.winokurphotography.com



Emily Miller (Producer) is an independent, award-winning producer of fiction and non-fiction films. For the past decade, she has produced narrative, documentary, and commercial work on six continents. She is a founding member of Panem Pictures, a filmmakers collective. Currently, she is developing a Dutch narrative feature and an Irish documentary feature. www.emilymillerproductions.com



Mia Xitlali [Seet-la-lee] (Rosario) is a Los Angeles native born into a musical family. As a small child she began studying classical piano, Japanese Taiko and Mexican regional music. Although early in her career, Mia has made numerous appearances on stages in and around Los Angeles, including The Hollywood Bowl. Her first acting role as Rosario was quickly followed with a role in the MGM feature film *MAX* (in theaters June 2015) where she plays Carmen. www.facebook.com/pages/Mia-Xitlali



Robert Renderos (Otilio) is a Los Angeles based SAG Actor/Producer. He can be seen on television (*True Detective* 2016 season, *The Bridge* 2014 season) and film (*Captured* 2015/16, *Counter Clockwise* 2016 and *Selling Rosario* 2014). Robert has a Meisner background from Playhouse West and is a member of TAN (The Actor's Network) and NALIP (National Association of Latino Independent Producers) www.robertrenderos.com



Alma Martinez' (Tia) acting career spans 40 years in film, television and theatre. Most recently, she had a recurring role in the premier season of F/X's *The Bridge*. On film, she can be seen in *Cake*, *Strike One*, the award winning short *Selling Rosario* and *Batman v Superman: Dawn of Justice* in 2016. Ms. Martinez holds Ph.D. in Drama from Stanford University, an MFA in Acting from USC and is a member of both the Academy of Motion Picture Arts and Sciences and the Academy of Television Arts and Sciences. www.almamartinez.com

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Credits

Rosario Mia Xitlali
Otilio Robert Renderos
Isabella Cristina Valle
Tia Alma Martinez
Lucia Julieta Ortiz
Luis Carlo Zapata
Juicy Jules Flemming
Music Professor Scott Parkin
Professor's Assistant Shelley K. Booker
Deadbeat Arnoldo Bojorquez, Jr.
Girl in Alley Kelsey Fleet
Man with Package William Guirola
Loan Shark Izais Santiago
Dancer Janalise Gregor
Waitress Yesenia Hernandez
Men in Camp Otilio L. Pesina
Arnulfo Cervantes
Emanuel Quezada
Roman Anthony
Emilio Pesina
Benito Bustamante

Producer Emily Miller
Executive Producers Michael Winokur & Iana Simeonov
Director of Photography Michael Winokur
Production Designer Iana Simeonov
Editors Michael Winokur, Bara Jichova
Associate Producers Rey Godoy
Elida Avina
Composer Ronald Bacardi
Casting Director Yvonne Armstrong
Assistant Director Rey Godoy
2nd Assistant Director Luther C. McGill, Jr.
Costume Designer Anna Elledge
Key Hair & Makeup Artist Veronica Sjoen
Hair & Makeup Artist Claudia Sjoen
Camera/Steadicam Operator Timothy Dolan
1st Assistant Camera Misael G. Audelo
Grip & Electric Blare Media
Little Giant Lighting & Grip
Gaffer Ian McAleece
Key Grips Ryan Najibi
Blake Hooks
Location Sound Brandon Loulias

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Credits (cont.)

Studio Teacher Shelley Booker
BTS Videographer Steven Krebs
Audio post-production services provided by Berkeley Sound Artists, Inc.
Sound Design Jamie Branquinho
Sound Consultant James LeBrecht
Re-recording Mixer Dan Olmsted
Music Recorded at Ex'pression College for Digital Arts
Recording Engineer Daria Karpova
Camp Loop Group Alvaro Portillo
Andy Lopez
Boris Escobar
Color Carey Burens/Spy Post
Title Design Kevin Stokes
Graphic Artist Sky Winchester
Stills Retoucher Chrysta Giffen
Storyboard Artist Andrew Statmiller

Music

"Weedpatch Mariachi"
Written by Ronald Bacardi
Performed by Ronald Bacardi & Ari Micich

"Little Mohee"
Courtesy of the Charles L. Todd and Robert Sonkin migrant workers collection (AFC
1985/001),
American Folklife Center, Library of Congress

"Yo Soy Quien Soy"
Written by Jose Luis Maldonado Ramos & Christina Lopez
Produced by Alexander Puente for 110 South Music
Performed by C-Kan featuring T. Lopez
Courtesy of Mastered Trax

"Voy Por El Sueño de Muchos"
Written by Jose Luis Maldonado Ramos
Produced by Ness Beats
Performed by C-Kan
Courtesy of Mastered Trax

"Violinista Mexicana"
Written by Ronald Bacardi
Performed by Kay Stern

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Film Stills



Mia Xitlali as Rosario



Mia Xitlali as Rosario and Cristina Valle as Rosario's mother Isabella

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Film Stills



Robert Renderos as Otilio and Mia Xitlali as Rosario



Mia Xitlali as Rosario

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Film Stills



Alma Martinez as Tia and Julieta Ortiz as Lucia



Cristina Valle as Rosario's mother Isabella