

A FILM BY SARAH CLIFT



LA MADRE BUENA

(THE GOOD MOTHER)

ONE MEXICAN MOTHER'S JOURNEY
ACROSS LAND AND THROUGH HER POLITICS.



SHORT SYNOPSIS

A Mexican mother embarks upon an epic journey across land and through her politics, to find her son's birthday request - a Donald Trump piñata.

LONG SYNOPSIS

A Mexican mother is surprised and conflicted by the choice of her young son's birthday wish... a Donald Trump piñata. But driven by the love of her only child, she goes against her politics to search for the controversial piñata. Initially unsuccessful, she takes to her motorbike and travels through the heart of Mexico to find a mystic man in a cave. Not only does he have the elusive effigy, he also performs a cleansing ritual to help rid it of evil. Strapped to the back of the motorbike, the Trump piñata is immersed in the Mexican countryside, wind whistling through its hair, racing back towards the big birthday bash...





DIRECTORS STATEMENT

Spending time between Mexico and the UK , it became increasingly frustrating to see interpretations of Mexico I simply do not agree with. I wanted to create a piece of work that showcased strong women, family unity and the beauty and faith of the Mexican people I have had the pleasure to meet. Humour has always played a strong part in all of my work and seemed a wonderful opportunity to use in creating a simple story about the lengths a mother will go to for her child.

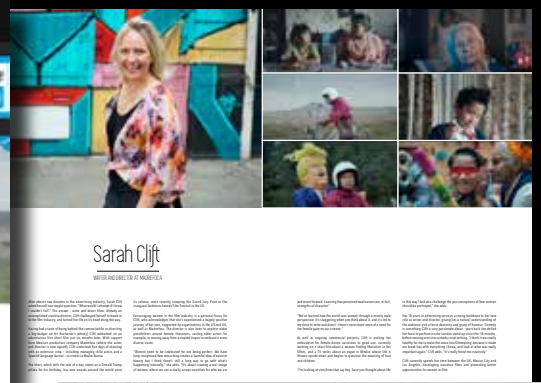


44 x FILM FESTIVAL SCREENINGS
29 x AWARDS AND NOMINATIONS
20 x PRIVATE SCREENINGS
1 x SCREENING AT HOUSE OF COMMONS, LONDON

Best International Short Film - Afrodite Shorts 2016
 Best International New Director - Kinsale Sharks 2016
 Best International Short Film - Kinsale Sharks 2016
 Best International Writing / Idea - Kinsale Sharks 2016
 Best International Director - Kinsale Sharks 2016
 Best Casting - Kinsale Sharks 2016
 Nomination: Best Cinematography - Kinsale Sharks 2016
 Nomination: Best Editing - Kinsale Sharks 2016
 Nomination: Best Colour Grading - Kinsale Sharks 2016
 Nomination: Best Original Music - Kinsale Sharks 2016
 Nomination: Best Sound Design - Kinsale Sharks 2016
 Nomination: Casting - Ciclope 2016
 Nomination: Cinematography - Ciclope 2016
 Nomination: Writing - Ciclope 2016

Gold: Young Director Award - Cannes Advertising Festival 2017
 Shortlist: Cannes Lions Film - 2017
 Best International Short Film - Fastnet Film Festival 2017
 Overall Winner - A&E Networks Lifetime Shorts Competition - 2016
 Grand Jury Prize - The Audience Awards Film Festival 2017
 The Juice Award - The Audience Awards Film Festival 2017
 People's Choice Award - Standing Rock Festival 2017
 Best Directing Comedy - WWA 2017
 Best Non-English Language Comedy - WWA 2017
 Best Music Comedy - WWA 2017
 Best Actor, Comedy - WWA 2017
 Audience Award - VOWSS - 2017
 Bronze: Best Directing - El Ojo de Iberoamerica 2016
 Silver: Best Editing - El Ojo de Iberoamerica 2016
 Silver: Best Art Direction & Cinematography - El Ojo de Iberoamerica 2016





First time filmmaking is always a difficult thing but writer-director Sarah Clift makes it look easy with her new short film *La Madre Buena*. The short centres on the request of a young child living in Mexico who asks his mother for Donald Trump at his birthday. What ensues is a condensed woman-on-a-mission narrative including a piñata and a snapshot of traditional Mexican culture.

FILMMAKERS



SARAH CLIFT | Writer & Director

Sarah Clift has worked in commercial media as an Internationally awarded Creative Director for 18 years, in London and Paris. She recently began writing and directing for film, and *La Madre Buena* (The Good Mother) is her debut short. The topical film has already won and been nominated 19 times including the Gold Young Director Award at Cannes Lions. The film has screened in over 40 festivals around the world and received much high profile attention from the likes of The New York Times, BuzzFeed, Huffington Post, The Monocle and the BBC. Sarah is currently developing new projects for film and Television.



MADREFOCA | Executive Producers

Madrefoca Services are the producers of *La Madre Buena* consisting of partners Jorge Aguilera, Alejandro Saevich, Sarah Clift and Vanessa Hernandez. The production company is a specialised production service provider based in Mexico City, and is one arm of the production company Madrefoca, awarded Mexican production company of the year in 2016. It gives support to clients that produce advertisements, music video, film or television looking to shoot in Mexico. The team is comprised of a group of producers, directors and writers with over 25 years experience in the film industry.



MATÍAS PENACHINO | DOP

Matías Penachino is an established International Cinematographer based in Mexico City. His wide array of work includes film, commercials and music video. He won best international cinematographer at Durban Film Festival for *Halley* in 2012. He is currently shooting *Opus Zero* in Mexico starring Willem Dafoe.



JOHN MAYES | Editor UK

John Mayes is an award winning Film Editor who started his editing career at the age of 19. In 1999 John and his business partner opened the doors to their company Marshall Street Editors - one of London's leading film editing companies. John has edited over 1000 commercials and music videos, and he also loves editing short films and dramas. Some of his prolific award winning work includes films for Adidas, BBC, T-Mobile to name a few and music videos for New Order, Blur and The Prodigy.



TAMARA LEVY | Editor Mexico

Tamara Levy is an independent editor with over 15 years experience. She focuses on storytelling for film, advertising and TV in the Mexico, Latin America and US Latin market.



EDWIN METTERNICH | Colourist

Edwin Metternich came to Framestore in 2007 as a runner, and fast became an integral part of the London Colour team. In 2015 he was acknowledged by *Little Black Book* as a Top Colourist to Watch. Amongst commercial projects Edwin has also worked on independent film projects, notably *Blood Cells* for British directing duo Joseph Bull and Luke Seomore. The job was a real passion project for Edwin, who was able to push his technical skills to the max, with beautiful results. He has also recently partnered with Turner-nominated artist Zarina Bhimji, applying the grade to her latest film, *Jangbar*, and was part of the crew behind BAFTA award-winning British Short Film *Operator*, directed by Caroline Bartlett.

CAST



MONICA DEL CARMEN | Mother

Mónica Del Carmen is a widely celebrated Mexican actress, known for *Babel* (2006), *Leap Year* (2010) and *After Lucia* (2012).



ABRAHAM ESPÍNDOLA | Boy

Abraham Espíndola works in film whilst studying at school. In his previous feature he worked alongside Monica Del Carmen.



FERMÍN MARTÍNEZ | Father

Fermín Martínez is a well-known Mexican actor celebrated for his work in theatre and film.



MARY PAZ MATA | Grandmother

Mary Paz Mata is a celebrated Mexican actress, with an acting career spanning many decades.



ANGEL GARNICA | Mystic Man

Angel Garnica started late into acting, however in the last 10 years has started in a variety of roles including a content film alongside Harvey Keitel and David Beckham.



RUPERT DEGAS | Donald Trump Impersonator

Rupert Degas has provided voices for over thirty animated films and series including *Bob the Builder*, *The Amazing World of Gumball*, *Chop Socky Chooks*, *Planet 51*, *Robotboy*, *Mr Bean*, and the Oscar nominated short film *Badgered*.

A prolific audiobook narrator with over 150 titles to his name, Rupert has also performed in many radio series and video-games, voiced thousands of commercials and promos, and narrated several documentaries.

Rupert also sometimes appears on film, TV and stage, most notably in the original West End productions of *Stones in His Pockets* and *The 39 Steps* - for which he and the team won the 2007 Olivier Award for Best Comedy.

OMAR DANUK | Behind the Scenes Photographer



CAST & CREW

Mother	Monica del Carmen
Son	Abraham Espíndola
Father	Fermín Martínez
Grandmother	Mary Paz Mata
Piñata Seller	Luis Eduardo Yee
Mystic Man	Angel Garnica
Donald Trump Impersonator	Rupert Degas
TV Announcer	Rupert Degas
Director	Sarah Clift
Writer	Sarah Clift
Producer	Madrefoca
Associate Producers	Clever Mule
	Ursus
Director of Photography	Matías Penachino
Editor UK	John Mayes
Editor Mexico	Tamara Levy
Sound Design	Brendan Woithe
	Declan Diacoco
Sound Design & Foley	Brendan Woithe
	Declan Diacoco
Original Score	Brendan Woithe
Production Designer	Pol Agusti
Costume Designer	Ana Presa
Hair & Make-up	Diana Díaz
Executive Producers	Jorge Aguilera
	Alejandro Saevich
	Vanessa Hernandez
	Sarah Clift
Line Producer	Lissy Castillo
Sound on Set	Raúl Locatelli
Casting Director	Ursula Pruneda
Colourist	Edwin Metternich
Stills Photography	Omar Danuk
Unit Production Manager	Israel Mijangos
First Assistant Director	Bernardo Jasso
Second Assistant Director	Alejandro Wirth
Production Coordinator	Sara Fernández
Gaffer	Ernesto Hernández
1st AC	Sergio "Checo" Briseño



Continuity	Aura Getino
Location Manager	Alejandro Lira
Assistant Locations	Anuar "Pequebu" Montiel
	Rodrigo Montes de Oca
Cave Art Director	Oscar Tello
Decorator	Ana Palomino
	Fabiola Herrera
Swing	Julio Luna
Assistant Wardrobe	Gabriela López
Acting Coach	Ricardo White
Extras	Gabriela Meza
Storyboard	Adrián "Conejo" Murguía
Video Assist / DIT	Diego Sánchez
Pick-up Running Shots	Andrés Medina
Moto Vespino	Miguel Becerril
Security	Efrén Hernández
Transportation	Daniel Carranza
Catering	Cecy Estrop
Camera, Lenses & Equipment	EFD
Post Producer	Chris Anthony
Flame Artist	Katie Rhodes
Editing Assistant	Oliver Morgan
Music & Sound Supervision	Rebecca Grierson
Music Consulting	Fabrizio Onetto
	Sergio Acosta

"La Llorona"

Performed by Chavela Vargas

Courtesy of Warner Music México and Warner Music Spain

"La Llorona" Mariachi

Arrangement by Ernesto Anaya

Production and mix by Pablo Valero

Studio producer: Rafael Pérez

Studio: Panoram

Filmed on location in Mexico.

Location thanks:

Fundacion Antonio Haghenbeck y De La Lama I.A.P.

Felipe Borja - Presidente Municipal de Axapusco, Estado de Mexico

Hugo Villa Smith Comision de Filmaciones de la Ciudad de Mexico

Special thanks:

Rodrigo Urenda EFD, Maria Luisa Rivera, Flor Aguilera, Jack Sedgwick, EllieBotwood, Dom Seymour, Kath Sawszak-Pierce and the Marshall St team, Caroline Oliver, Sasha Mantel, Matej Oreskovic, Andy Stewart, Ian Whitewright, Mark Denton, Simon Maniora, Massimo Paradiso, Lorette Nettare, Rankin, Blaise Gaymer & the Simons Muirhead and Burton team.

Madrefoca



KLANG
MUSIC SOUND IDEAS

URSUS

**CLEVER
MULE**



FURTHER ENQUIRIES

Sarah Clift - Writer & Director
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Ale Saevich - Exec Producer
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Jorge Aguilera - Exec Producer
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LaMadreBuenaFilm.com

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