



THE MYSTERY OF
**THE PINK
Flamingo**

THE PRESS-KIT

LOS
HERMANOS
POLO



INTRODUCTION

You are still not aware of what you are going to feel in a few minutes. Some people say it's a virus, others say it's just paranoia. After having suffered it, we like to call it "**The Pink Flamingo Effect**".

Once you read this dossier you won't stop seeing them everywhere: on the streets, in stores, t-shirts, phone cases, laptop covers, hotels, bars, commercials, arts, music, etc.
You may be thinking "**Ha, that's not happening to me.**"

Well, we will see in a few days. In fact, we would bet all our money on the fact you'll be as obsessed as we are for this particularly freak bird.

But here's the **cool part**. We have found an antidote to this virus: if you want to stop seeing them, you need to study them and understand the reasons that make this animal so special...

That's a lot of work, hum? Don't worry, we are doing this for you. You will just have to sit down and enjoy this **amazing trip**.

This antidote is our **crazy documentary**. This is **The Mystery of the Pink Flamingo**.

LOGLINE

A square sound engineer employs unusual research efforts to reveal the secrets behind the quintessential icon of kitsch, the **Pink Flamingo**.

His bizarre adventure will unexpectedly turn into a **creative journey to self-discovery**.



SYNOPSIS

Rigo Pex is a serious, logical but eccentric sound engineer who dreams of a strange phenomenon that disturbs him: **The Pink Flamingo**.

The flamingo, this pink, stylized and androgynous bird with a disturbing look possesses an unbelievable **magnetism**. Rigo feels attracted and disgusted. He tries to ignore it, but it is inevitable.

These pink birds seem to follow him everywhere like signs that lead Rigo to an investigation to reveal their mysterious meaning.

He'll study their impact in our society and eventually travel to the US to meet a series of disparate characters who reinforce their personality with the bird's figure: Internet sensation the **Pink Lady of Hollywood**, music guru **Allee Willis**, pop band **Kero Kero Bonito** or cult filmmaker **John Waters**, among many others.

Rigo will be our guide through this journey on how icons can help us finding our own identity and eventually **change our lives**.



MAIN TOPICS

The Mystery of the Pink Flamingo is a feature-length documentary with some scripted sequences that will serve as a guiding thread. Our intention is to make a film that speaks about the animal, but above all, about its socio-cultural repercussion with a comic vision. The main ideas that will follow us during the whole film are:

BE YOURSELF

The search of our own identity is a universal need. It is also a very long process that is born with the person and grows and changes with it. This universal theme produces different conflicts. As the central argument of this film, we want to face the question “Who are you?” and to invite the audiences to ask it to themselves. Through Rigo’s journey, we will find people that have already faced that question and have found the answer in themselves.

THE MYSTERY OF THE PINK FLAMINGO

This second theme will impulse the plot and the narrative. In this documentary we will see the multiple attractions and the charisma of such a peculiar creature. Extravagance and eccentricity are part of the nature of many people, but it is often questioned. This leads many people to feel bad for not being what they think it is expected of them. Therefore, they try to hide part of their personal essence. We want to attack this self-censorship and its prejudices by showing people who have overcome them and have adopted the pink flamingo as their standard. We intend to convert the pink flamingo into an entity, into a symbol of liberation and self-affirmation.

THE TRASCENDENCE OF ENTERTAINMENT

There is a tendency to think that festive and funny people are trivial and banal. We intend to deny this: intelligence is not at odds with joy. Social commitment is not the heritage of serious people. We are going to put special emphasis on demonstrating that being happy in a sad world is crucial.



DIRECTOR'S NOTES

From the Jews to the Egyptians, to the Greeks and the Romans, all have reserved a privileged place for flamingos in their legends and fables. Even in present day, strong admiration for the animal has continued to be developed in the arts through people like Manfred Mann, Neruda, Picasso and John Waters.

And it is in North America where flamingos became a symbol after World War II, particularly in the state of Florida. The American middle class massively visited beaches and palm trees looking for the sun and went back with the pink porcelain birds as souvenirs.

After that, the creation of plastic flamingos by Mr. Featherstone in 1957 changed the color of American gardens and backyards to pink, to the point where in America there were more flamingos made of plastic than of feathers and flesh.

Today, the symbol of the pink flamingo has become an international phenomenon found throughout the world. Appearing in advertising, design, fashion, film, music, and countless other places, it is a true ubiquitous icon of pop culture. There are hotels, casinos and bars around the world with the flamingo

name and image, from shirts, to bathing suits, tattoos and infinite printed items with its silhouette, from sculptures to furniture and decorative household objects, artwork, murals and graphic designs, jewelry and high-end products, and so on.

This madness shows no signs of stopping, and therefore there are fetishists addicted to flamingos around the globe. Some have spent their whole lives chasing them, while others have just discovered them, but all of them share the same huge passion. Flamingos can be provocative, funny, tacky, tropical, misbehaving, quirky, enigmatic, ironic, exciting... and so are we, the fans.

I've had the idea of making a documentary about pink flamingos for a long time. They have something wonderful and mysterious all at once, which grabs your attention and may even drive you to obsession. If you pay close attention to the bird, with its sinuous and disproportionate neck, its enigmatic eyes, its abrupt movements and its odd singing, soon you will realize that perhaps it is more alien than bird. It is not surprising, therefore, that like me, many other people, cultures and even civilizations have been so inspired by the flamingo as to

DIRECTOR'S NOTES

develop legends, myths and art. A simple keyword search on Google, Pinterest or Twitter will prove what I am talking about.

Many flamingo fans have compelling reasons to venerate them despite others insisting they are a trend. Everyone has a different idea about the flamingo. These are the interpretations and stories that we wanted to tap into now, while the birds will always be there, unaware, curved and pink.

After finishing Europe in 8 Bits, I wanted to develop a project that was innovative and creative, but more than that, I have been looking for something that excited me as a director. The Mystery of the Pink Flamingo is not only a **revealing trip** and an **exciting visual exercise**, but above all else it is a **story about human beings that have decided to swim upstream without fear of being pointed at or discriminated against**. They are categorized as “weirdo” in society while everybody else behaves as they are supposed to.

How many of us have spent time exploring what it is that makes us truly happy without considering what others might think?

“The one thing that you have that nobody else has is you. Your voice, your mind, your story, your vision. So write and draw and build and play and dance and live as only you can.”

Neil Gaiman

This is the journey that Rigo Pex has decided to begin, and this is also the trip that we should all embark on one day - mine begins today.

Javier Polo

MAIN CAST

RIGO PEX

Rigo Pex is a very prolific character. Musician, producer, presenter and cultural agitator, Pex was born in Guatemala before the time of fax machines. He is a human Tasmanian devil who works as both a presenter and a DJ – one could say the stage is his “thing”. At 7, Pex started studying piano and theatre, later performing in several television commercials until the age of 18, when he decided to go into musicology. During that period he created Tripnótica, the first collective of local electronic dance music. As the civil war ended, he begun co-producing contemporary art soirees, collaborating with artists honored at the Venice Biennale. At 22 years of age, his Democracia Sonora Project won the highest recognition awarded to an emerging art, prompting him to investigate sound installations. In 2005, Pex moved to Barcelona where he created MENEÓ, his most recognized musical project. With Meneo Pex plays around 50 concerts per year, including international festivals such as Transmusicales (France), Fusion (Berlin), Primavera Sound (Spain), Sonar (Spain), Electric Picnic (Ireland), and Monkey Week (Spain), sharing the stage with artists such as Kavinski, Crystal Castles, Digitalism, and Kraftwerk. Based in Madrid since 2012, Pex is currently directing Spanish national radio's podcast Latinator, one of the most up-to-date catalogs of the labels and artists of the new Latin-based genres from the blogosphere. The rest is history.





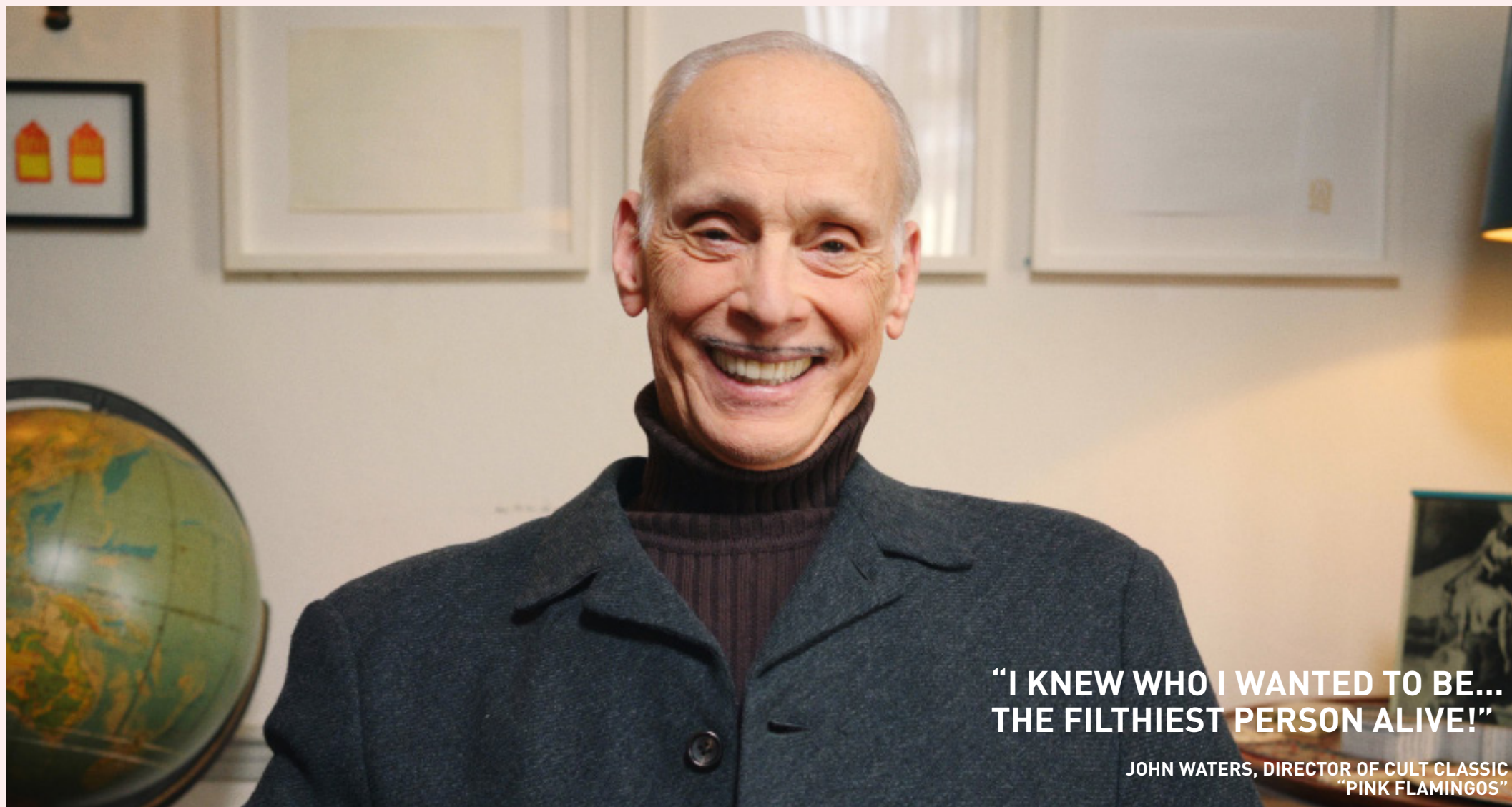
**"I SEE FLAMINGOS.
EVERYWHERE."**

RIGO PEX, PROTAGONIST

JOHN WATERS

Filmmaker, director and writer John Waters was born on April 22, 1946, in Baltimore, Maryland. Sometimes called the “King of Bad Taste” or the “Pope of Trash,” Waters has built a reputation for shocking his audiences. He was never a normal child, always having a flair for the dark and grotesque. Waters started out making short experimental films in the 1960s, often using friends as actors and holding small showings in offbeat locales. Waters started to describe a different world in his creativity, and many of his ideas satirized suburban America as well as many social conventions and attitudes. He has given the world many of its great movies like ‘Pink Flamingos’, ‘Hairspray’, ‘Cry Baby’, ‘Pecker’, etc. His films have been characterized by a sense of exaggeration and over the top unrealistic portrayal of dispositions. He is not just a director of excellent and peculiar taste but has also done cameos in movies and hosted television shows. Waters is also an avid collector of books. Some of his movies have been turned into hit Broadway musicals like ‘Hairspray’ and ‘Cry Baby’, and he was honored at the Provincetown International Film Festival with the Filmmaker on the Edge Award in 1999. Waters has dedicated his time and life to making movies, exhibiting his artwork and installations and materializing his bizarre concepts, like hitchhiking across the United States.





**"I KNEW WHO I WANTED TO BE...
THE FILTHIEST PERSON ALIVE!"**

JOHN WATERS, DIRECTOR OF CULT CLASSIC
"PINK FLAMINGOS"



ALLEE WILLIS

Alee Willis is the Queen of Kitsch and her house in Los Angeles has become the biggest museum of kitsch in the world. In addition of her original tastes, she is internationally known for her career as a music producer. She is a Grammy, Emmy and Tony nominee and is considered a multidisciplinary artist and visionary. Her imagination and productivity has no limits.



KERO KERO BONITO

Kero Kero Bonito is a London group led by the charismatic Sarah Mirodi. We could define them as a pop band that mixes letters in Japanese and English, videogame aesthetics and a pink world. They have released two albums and have a song dedicated to the Pink Flamingo that accumulates more than thirty million views on YouTube.

Millennial to the core and with a really own sense of humor, this year they performed at the most influential music festival in the world, Coachella 2019.



**“IN THE WORLD OF TODAY, IT’S A VERY
DANGEROUS THING NOT TO BELIEVE IN
YOURSELF.”**

ALLEE WILLIS, HIT COMPOSER & QUEEN OF KITSCH



PINK LADY

Kitten Kay Sera, also known as 'The Pink Lady of Hollywood', is a woman who only dresses, wears and decorates her house in pink. She has collaborated with icons such as Beyoncé and has appeared in fashion editorials with people such as Paris Hilton and Lady Gaga. The Hollywood Rose Lady demonstrates personality, open-mindedness and, above all, a lot of freedom. As it could not have been otherwise, her favorite animal and her fetish muse is the Pink Flamingo.



CINDY LUNDLOW

This smiling woman from the small town of Ocala in Florida, holds the great honor of owning the Guinness World Record for the largest collection of pink flamingo figures in the world. Which has allowed her to transform her small store into the first "Official Florida Flamingo Museum", a corner full of color and fantasy that opens its doors to anyone who dares to get lost among its more than 800 different flamingo-shaped items.

A man with a beard and sunglasses, wearing a light blue patterned shirt, holds a large, fuzzy microphone. He is standing outdoors with a tall, modern building in the background. The scene is brightly lit, suggesting a sunny day.

**“IF YOU CROSS AN ARCHAEOPTERYX AND A
DIPLODOCUS, YOU GET A FLAMINGO PRETTY
MUCH.”**

KERO KERO BONITO, POP BAND AND FLAMINGO ENTHUSIASTS



EDUARDO CASANOVA

Eduardo Casanova is an eccentric filmmaker and Spanish actor. He broke with the established canons with his short films, but above all with his first feature film as director, “Pielés” (Skins). An entire film shot in pink, which makes an allegory of love and deformity, by accepting oneself. Critically acclaimed, it was premiered at the Berlinale and today is one of the great bets of Netflix in Spain. Eduardo is passionate about the kitsch world and aesthetic as we can see in his works. Many already define him as the Spanish John Waters and as expected, he is another of the great fans of the Pink Flamingo.



ANTONYO MAREST

The Spanish artist Antonio Marest incorporates classical influences, tributes to artistic movements such as Art Deco and Pop Art, as well as references to the Kitsch of the fifties to his own art. Antonio Marest owns his own vibrant and eccentric cartography, with indisputable forcefulness, within the artistic panorama of Spanish urban art. Great lover and persecutor of the Pink Flamingo, he uses it as an icon regularly in his work and has one tattooed on his right arm. He is now preparing a 30-meters mural of the pink flamingo in Barcelona.

**“BAD TASTE IS A WAY OF LIFE,
AN ACT OF REBELLION”**

EDUARDO CASANOVA, DIRECTOR OF “SKINS”



KEY CREATIVE CREW



DIRECTOR // JAVIER POLO

Javier Polo is a young Valencian filmmaker that shares his passion for documentaries and fiction productions with the world of advertising. He has received several awards for his innovative work in diverse formats, having shot films on four different continents. His penchant for music and travel has influenced his life, from his early career until today, and as is evident in his first feature documentary, **Europe in 8 Bits**.

The film has been honored with several prizes and has been screened at some of the globe's major film festivals, including the **International Film Festival of Amsterdam (IDFA)**, the **Miami International Film Festival**, **Jecheon International Music & Film Festival in South Korea**, the **Milano Film Festival**, and **Docville in Belgium**, as well as broadcast on television in more than twenty countries. His short film "**The Lift**", has also been gaining exposure since its recent release to international film festivals. "The Lift" has picked up a few awards and has also been aired on French national TV. Finally, his last short film, "**Catharsis**", co-directed with his brother Guillermo, has been premiered in **Berlin InterFilm** and featured in Nowness.

He also co-directed "**Tot Anirà Bé**", TV series for Catalonia's main TV.

www.javierpolo.es

<http://www.imdb.com/name/nm6260210/>

PRODUCER // GERARD RODRIGUEZ

Gerard started his film career in 2014 as a production coordinator in **Zentropa** Spain and worked alongside producers David Matamoros and Angeles Hernandez in films such as *Vulcania* (2015), *Grimsey* (2017) or *The Year of the Plague* (2017).

In January 2017, he moved to Los Angeles where he worked in **Buffalo 8** Productions in the development of series for networks such as Netflix or HBO and independent films.

In June 2017, he returned to Barcelona to found **Japonica Films** alongside director Frank Lucas, to develop unique and compelling projects and bet on young auteurs applying the know-how learned in Hollywood.

In January 2019, he attended the prestigious **Rotterdam Lab**, a workshop for international young producers during IFFR.

Now, he spends most of his time making **Japonica** grow and developing its ongoing projects, while he works as Professor of Film Producing at **ESCAC**.

PRODUCER// MERLI FEIXA

Merli studied Political Sciences at the University of Barcelona and the IEP Toulouse.

She worked at EU institutions in Brussels until 2008. After coordinating European political and cultural issues at the International Expo 2008, she continued working at European level as a film programmer and producer, carrying out projects with various Institutions and Cultural and Film Festivals such as the **Brussels Cinemathèque** and the **Offscreen Film Festival**.

After that she started to produce films and creative content for various producer companies such as **Story We Produce** and Pandora for 5 years.

Having always been connected to the world of film and music, she founded "**Action! Collective**", with whom she created and organized the "Go! Lleida Music and Film festival" for 10 years, and produced concerts and music events. She also works as a sixties music DJ and has a record label "Marlowe Records".

She also the creator and show-runner of the TV series "**Tot Anirà Bé**".

PRODUCER// FRANK LUCAS

Frank started working in media advertising and strategic consulting, always focusing in the visual field. The years he spent in permanent contact with the filmmaking and media production world made him realize that he wanted to spend his life telling stories.

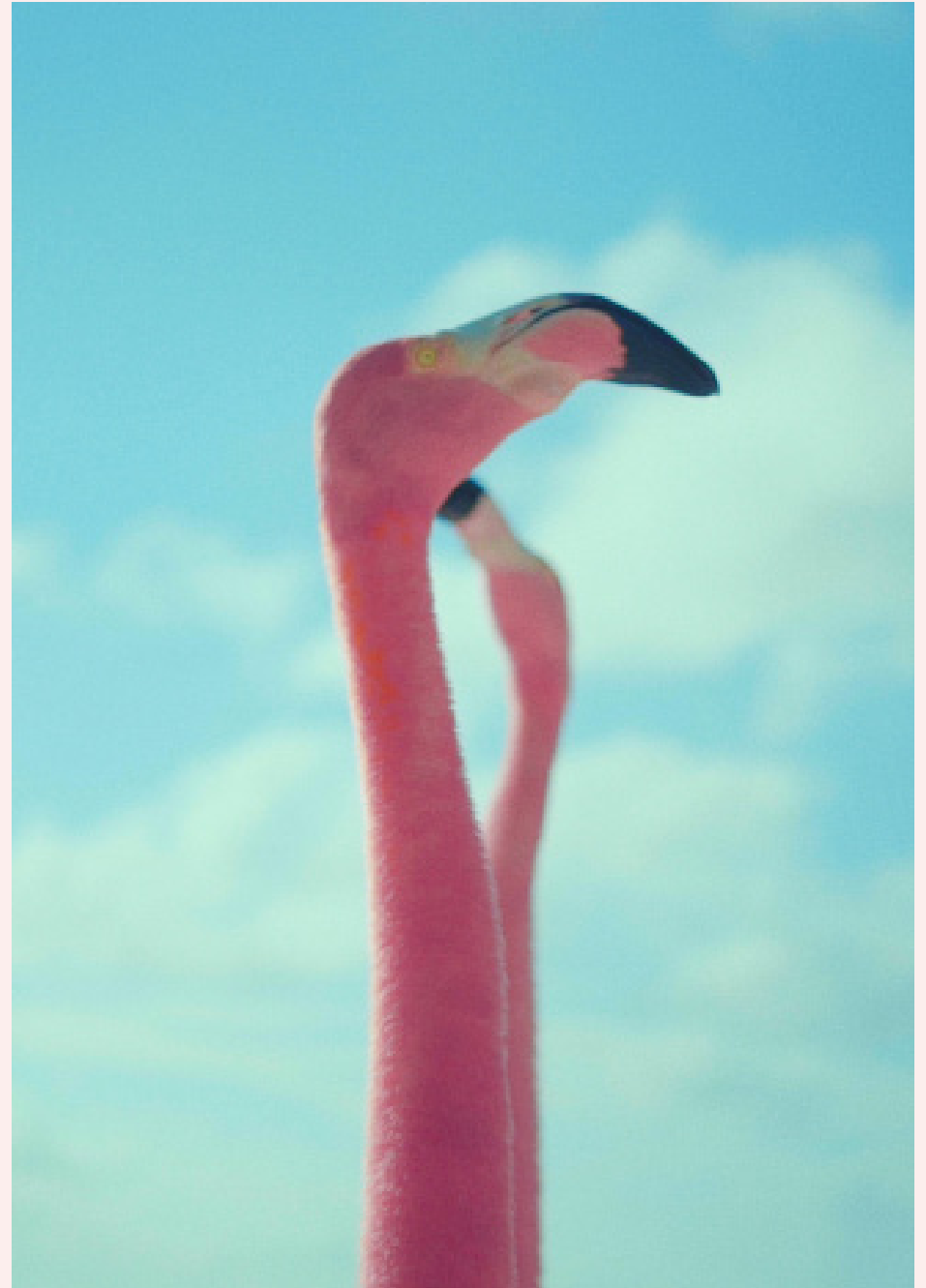
He then decided to enter **ESCAC** (Barcelona's most prestigious film school) where he graduates in filmmaking in 2015 and meets Gerard Rodriguez. During those years, he combines his studies with jobs and gigs in the industry as assistant director.

In 2016, he moves to Madrid to start working in the prestigious advertising production company Antiestático, where he worked as a director for commercials and spots.

In June 2017, he returned to Barcelona to found Japonica Films alongside producer.

Now, he's the Head of Development at Japonica, writing his own projects such **Aurora**, his first feature, and supervising all the projects at the company.

At the same time, he Works as freelance director for other production companies and is founder member of **AUM Studio**, a film collective created to shoot arty and risky projects.





DIRECTOR OF PHOTOGRAPHY // GUILLERMO POLO

Guillermo Polo is a director of photography and camera operator working in film and video production since 2005. He operated the camera for the short film "That Wasn't Me" by Esteban Crespo, which was nominated for the 2014 Academy Awards and has received 94 international prizes since its release. Since 2012, he has been based in Los Angeles and after finishing his studies at the renowned **UCLA**. Polo manned the camera operator for the movie "Appetites" produced by Daniel Frisch, co-producer of "The Hostel" and "Grindhouse" by Quentin Tarantino. As a director of photography, he has signed several documentaries, music clips and short films in Europe and the United States. In 2013, his work brought him Europe with the American band Alter Bridge to shoot the tour documentary as DP. Polo has also shot short films "**The Lift**", "**The Astronaut**", "**Leading Lady**" and "**Nowhere Hours**", and at the moment he is working for the production company Pictures doing cinematography for a documentary called "Be the Ball" by Erik Lang, starring Samuel L. Jackson and Bill Murray. Polo enjoys developing a visual universe where the colors of American landscapes are observed from his European perspective. Apart from his productions, he is always portraying the quotidian scenes of American life in which the characters and locations behave harmoniously in his unique aesthetic approach. His photos remind us of the worlds of artists such as Stephen Sore or William Eggleston, which were in the past strongly influenced by the American painter Edward Hopper.

www.guillermo-polo.com

<http://www.imdb.com/name/nm3971101/>

PRODUCTION DESIGNER // CARLA FUENTES

Perhaps subconsciously, Carla Fuentes is painting the **aesthetic life of a whole generation** of youth. A sketcher and illustrator, Fuentes is also known as Littleisdrawing, and is quickly filling up the walls of new art collectors. One of the few Spanish artists to participate in the 'Obey Icon Tour' organized by the artist Shepard Fairey, and one of the youngest to appear in '**Illustration Now**' from the Taschen publishing house, she has also worked for brands such as Nike, Kling, Pull&Bear, Women's Secret, Bimba & Lola, Myspace, and, recently, Absolut Mode Society. Her works have been published in magazines such as Esquire, Vogue, Naif Magazine, Union Mag (Japan), and Nylon, as well as in newspapers like Le Monde and El País (Spain).

www.littleisdrawing.com

EDITOR // YAGO MUÑIZ

Yago Muñiz is an editor with wide-ranging experience in the industry of Spanish cinema. Among his works as an editor, his standout pieces include the well-known documentary, "**Sons of the Clouds**", produced by **Javier Bardem**, as well as his last feature film directed by Fernando León de Araño, "**Política: Manual de Instrucciones**", and the fiction by Juana Macías "Planes para Mañana". Beyond that, Muñiz has been the assistant editor for many of Julio Médem's films such as "Ma ma", "Room in Rome", "Sex and Lucia", and "The Basque Ball".

<http://www.imdb.com/name/nm1122962/>



PRODUCTION COMPANIES

LOS HERMANOS POLO

Los Hermanos Polo is a film company created by the union of two brothers with the aim of producing fiction projects and creative documentaries for an international audience. Both filmmakers, Guillermo and Javier have experience in making films that can easily find their place in the industry as you can notice with their feature documentary “**Europe in 8 Bits**” that was world premiered at **IDFA**, their short film “**The Lift**” that was shown at the **Miami International Film Festival** or their other two films “**El Olivo Amarillo**” and “**On the Border**” that have traveled the world.

Their productions have been broadcasted on TV in numerous times and countries and they are now preparing two more features.

www.loshermanospolo.com

JAPONICA FILMS

Japonica Films is a film production company. But it is also a development laboratory and a launching pad for extraordinary projects. In other words, a home for the creators and their works. Japonica develops and produces innovative projects written and directed by young talents who have not yet had the opportunity to demonstrate what they are capable of. It is run by young executive producer Gerard Rodriguez and creative director Frank Lucas.

Despite our youth, we have great experience in the entertainment industry, having developed their careers between Barcelona, Madrid and Los Angeles. We are based in Barcelona but we produce with an international vision.

Our projects currently in development have won several awards and selected in many forums such as MAFIZ, Sunny Side or San Sebastián and our short films have participated in **more than 50 international and national film festivals** such as **Berlinale, Calgary, Chicago, Sarajevo, Seminci** or **Malaga**.

The Mystery of the Pink Flamingo is our first feature film.

www.japonicafilms.com



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**Stills and extra material available for download
on www.japonicafilms.com/pinkflamingo**