



## The Mexican project 'Ruta al sol', presented in the Blood Window section of Ventana Sur, will take part in the fifth edition of Iberseries & Platino Industria

*Iberseries & Platino Industria and Ventana Sur revalidate their collaboration by bringing the fantasy and horror genre to the biggest international event of the audiovisual content industry in Spanish and Portuguese, with the aim of highlighting the niche brand of Ibero-American horror cinema.*

*'Ruta al sol' (La Tuerca Films) will take part as a feature film project in the Iberseries & Platino Industria 2025 **Co-production and Financing Forum**, in search of potential co-production, co-financing and distribution partners on a global level.*

Madrid, 11 December 2024. The Mexican project '**Ruta al sol**', presented in the **Blood Window** section of the latest edition of **Ventana Sur**, will travel to **Iberseries & Platino Industria 2025**, thanks to the collaboration agreement ratified by both events.

This alliance aims to take a step forward in its strategy by promoting the fantasy and horror genre at the biggest international gathering of the Spanish and Portuguese-speaking audiovisual content industry, with the aim of fostering the creativity and talent of emerging Ibero-American horror films on a global scale.

**Ventana Sur** is the main market for audiovisual content in Latin America, organised by the Marché du Film - Cannes Film Festival, in coordination with the INCAA (National Institute of Cinema and Audiovisual Arts of Argentina). The 2024 edition, which ended last Friday in the city of Montevideo, was joined by the ACAU (Uruguayan Film and Audiovisual Agency).

**Blood Window**, one of the most relevant and consolidated sections of Ventana Sur, is a promotional platform for Latin American filmmakers specialising in fantastic, science fiction and horror films. The programme has included outstanding feature film projects in development, post-production and market premiere stages, as well as round tables and conferences to explore and position the genre on the world map.

'**Ruta al sol**', selected and distinguished with several awards at Ventana Sur for its approach and quality, will participate in the Co-Production and Financing Forum of the fifth edition of **Iberseries & Platino Industria**.

It is a feature film project scripted and directed by **Jorge Leyva Robles** ('Más amaneceres', 'Mis demonios nunca juraron soledad', 'Almas en la penumbra'), produced by **Lilia Velazco Valle**, from La Tuerca Films (Mexico).

'**Ruta al sol**' is backed by previous selections at the Sitges Fanpitch of the Sitges Film Festival and at the BIFF Market of the Brussels Fantastic Film Festival. It was also part of the Co-Production Meeting at the Guadalajara International Film Festival - FICG 38, where it received several awards.

QUINTA EDICIÓN



**Synopsis:** A dangerous game of survival begins when Sara, a preacher who doubts her faith, and her friends, a deconstructed rebel and a witty dreamer, must confront a savage pagan, whose ancient and disturbing secrets could unleash the Last Judgement.

**Daniel de la Vega**, film producer and juror at Blood Window said: *'Ruta al Sol combines solid folk horror storytelling with international projection. Its innovative approach to themes of faith and survival, together with Mexican talent, makes it an ideal proposal for Iberseries & Platino Industria, where it could stand out as a benchmark for genre cinema in Ibero-America'*.

The **Iberseries & Platino Industria Co-production and Financing Forum**, an activity supported by **ICEX España Exportación e Inversiones**, will once again facilitate connections with co-production, co-financing, dissemination and distribution partners on an international level, with a singular focus on projects that serve to strengthen ties between Europe and Latin America.

The aim is to promote the growth of projects with a high standard of production and to strengthen co-production models between relevant actors in the audiovisual sector on both sides of the Atlantic.

Project managers will have the opportunity to meet with producers, creatives, financiers and sales agents, among the accredited professionals. The Forum organisers will draw up a personalised agenda of one-to-one meetings with those interested in the selected projects.

**Iberseries & Platino Industria** will hold its fifth edition from **30 September to 3 October 2025**, once again at **the Matadero Madrid** cultural centre, organised by **EGEDA** and **Fundación Secuoya**, in collaboration with **FIPCA**, with the support of **Comunidad de Madrid**, **Ayuntamiento de Madrid** and **ICEX España Exportación e Inversiones**, and the sponsorship of **Madrid Film Office** and **Film Madrid**.

More information: [www.iberseriesplatinoindustria.com](http://www.iberseriesplatinoindustria.com)

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