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THE 17TH CINE LAS AMERICAS INTERNATIONAL FILM FESTIVAL PRESENTS

Las Movies: The Films of Efraín Gutiérrez

The 17th Cine Las Americas International Film Festival honors the life and work of a pioneer of Mexican American cinema in Texas with this special presentation of the films of Efraín Gutiérrez.

PROGRAM:

Wednesday, April 23 - 4 PM

PLEASE DON'T BURY ME ALIVE / POR FAVOR NO ME ENTIERREN VIVO

1976, 81 min.

Director in attendance

Thursday, April 24 - 4 PM

CHICANO LOVE IS FOREVER / AMOR CHICANO ES PARA SIEMPRE

1976, 101 min.

Director in attendance

Saturday, April 26, - 4 PM

¡RUN, TECATO, RUN!

1979, 86 min.

Opening with the documentary short LA ONDA CHICANA (1976) and featuring a conversation with filmmaker Efraín Gutierrez and author Gregg Barrios.

All films presented at the Marchesa Theatre in 35mm restored prints courtesy of the UCLA Film and Television Archive.

6226 Middle Fiskville Rd Austin, TX 78752. Phone (512) 454-2000

Individual tickets are \$8

Tickets available at www.cinelasamericas.org and at the Box Office of the Marchesa on the day of the screenings.

About Efraín Gutierrez

Raised on San Antonio's West Side, Efraín Gutierrez is a political activist, director and actor in theater and film. During the 1970s he directed and starred in the three feature-length films considered by many the first independent Chicano feature-length films made in Texas. The films broke the Mexico City monopoly in Spanish language theaters, while outselling Hollywood blockbusters as Gutierrez travelled the State with his films. After a two-decade hiatus Gutierrez made the 2000 feature film *A Lowrider Spring Break En San Quilmas*, and the children's film *Barrio Tales: Tops, Kites and Marbles* in 2008.

About the films

La onda chicana

Efraín Gutiérrez

USA, Documentary, 1976

17 min, 16mm, Color

Spanglish

Documenting *La Revolucion Chicana*, the film records a portion of an open-air concert in Port Lavaca, Texas, on July 4, 1976. The concert, which showcased Spanish-language rock and popular Tejano music, featured Little Joe y la Familia, Chacha Jimenez y Los Chachos, Snowball & Company, La Fabrica, Esteban Jordan, and other pioneers of Tex-Mex sound. Gutiérrez was one of the first to coin the term "Tejano" and define this music, but decided to make a statement through his insistent use of the word "Chicano." This action linked the concert and music to the Chicano civil rights movement, which limited the film's distribution at the time of its release.

Please, Don't Bury Me Alive!

¡Por favor no me entierren vivo!

Efraín Gutiérrez

USA, Crime/Drama, 1976

81 min, 16mm, Color

Spanglish

Alejandro Hernández has just buried his brother, who died in Vietnam. Caught between inadequate education and scant job opportunities, Alejandro drifts into a life of crime, mostly small theft, whereupon an undercover police officer sets him up for a heroin deal. Alejandro then faces a biased judicial system, receiving a ten year sentence, while another character, the son of a wealthy businessman, receives probation for a similar offence. By the end of the film, Alejandro has become aware of the social inequities facing him, while also realizing that he has made bad choices that do not look ahead to the future of his own community.

Producer: Efraín Gutiérrez
Production Companies: Chicano Arts Enterprises
Screenwriter: Sabino Garza
Cinematographer: David Pena
Editor: Jack Landman
Cast: Efraín Gutiérrez, Josefina Faz, David Moss, Abel Franco, Oscar Escamilla, Jose Armando de Hoyos, Margarita Armando de Hoyos

Amor chicano es para siempre

Chicano Love is Forever

Efraín Gutiérrez
USA, Drama, 1977
101 min, 16mm, Color
Spanglish

Set in the barrios of the west side of San Antonio, AMOR CHICANO ES PARA SIEMPRE portrays the relationship of a young married couple as the husband struggles to work full time at a gas station and take classes at Trinity University. Balancing work, college, and marriage, they clash as the husband's machismo and self-sacrifice is pitted against the wife's desire for agency and companionship. The film is the second of three low-budget feature films produced and directed by Gutiérrez in the 1970s.

Producer: Efraín Gutiérrez
Production Companies: Chicano Arts Enterprises
Screenwriter: Sabino Garza
Cinematographer: David Pena
Editor: Efraín Gutiérrez
Music: Henry Balderrama
Cast: Efraín Gutiérrez, Tina González, Carolina Villaloin, Henry Baldarama

Run, Tecato, Run

Efraín Gutiérrez
USA, Drama, 1979
86 min, 16mm, Black & White
Spanglish

Filmed in Texas and California, RUN, TECATO, RUN depicts a junkie's efforts to get off heroin in order to reclaim and raise his daughter. Based on true incidents, the film explores the connections between the Vietnam War, drug addiction, and crime, juxtaposing these against Mexican-American family, culture, and spirituality. RUN, TECATO, RUN is the last of three low-budget social problem films by Gutiérrez.

Producer: Josefina Faz

Production Companies: Chicano Arts Enterprises
Screenwriter: Efraín Gutiérrez
Cinematographer: Josefina Faz, Efraín Gutiérrez
Editor: Efraín Gutiérrez
Sound Design: Steve Jordan
Music: Steve Jordan, Rio Jordan
Cast: Efraín Gutiérrez, Arturo Castillo, Josie Gutiérrez, Mona-Lisa Gutiérrez

About the 17th Cine Las Americas International Film Festival - April 22-27, 2014

CLAIFF17 will present over 80 screenings of contemporary Latino and indigenous cinema of the Americas, presenting films from over 25 different countries at the Alamo Drafthouse Village, the Marchesa Hall and Theatre, the Emma S. Barrientos Mexican American Cultural Center, and St. Edward's University. For more information visit www.cinelasamericas.org

About Las Movies

Cine Las Americas honors the tradition and continuity of Mexican American cinema, screening work that represents different aspects of the Mexican American experience in cinema.

The intention of this recurrent series is to challenge audiences to reconsider cultural representations and stereotypes, and to inspire young filmmakers to renew the themes that are relevant to Mexican American culture in their work.

Cine las Americas launched *Las Movies* on October of 2013 with a series of free screenings dedicated to the work of Austin-based filmmaker Hector Galán.

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Cine Las Americas is a multi-cultural, 501(c)3 non-profit organization based in Austin Texas. The mission of Cine Las Americas is to promote cross-cultural understanding and growth by educating, entertaining and challenging diverse audiences through film and media arts.

This project is funded and supported in part by the City of Austin through the Cultural Arts Division believing an investment in the Arts is an investment in Austin's future. Visit Austin at NowPlayingAustin.com