

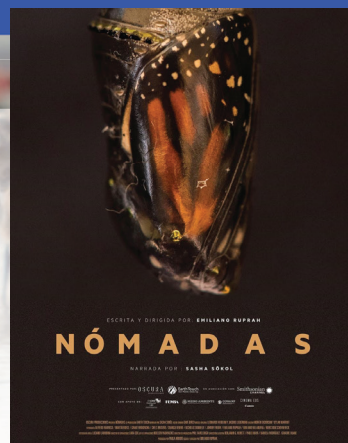
Synopsis & Goals: *Nómadas*, or the English translated Nomads, is a classic natural history film that illuminates the natural beauty of wildlife in Mexico. It is the first all-Mexican production of a blue-chip natural history film. The narrator takes viewers on a journey into the lives of different species, providing storylines rich with scientific information, and also highlighting the importance of open borders. In creating this film, writer and director Emiliano Ruprah showcases Mexico's rich biodiversity, particularly to Mexican audiences, and to shed light on important conservation issues. He hopes to inspire other wildlife films to be made in Mexico by Mexicans, and to engage government officials in Mexico, local NGOs and conservation organizations.

Case Study: Nomadas/Nomads

(2020) 81 minutes

Creative Design: The filmmakers capture high-quality imagery of the vast immensity of Mexico's protected natural areas to inspire a feeling of awe. They also captured dramatic, action-packed scenes that hook audiences into caring for the animals and the struggles they face. By following individual animals within their communities, the animals become relatable characters and the deliberate use of anthropomorphism elicits empathy for the animals' plight. A Mexican female actress narrates with an emotive style, and sound design enriches the natural sounds.

Collaborative Model: There are limited nature documentaries that feature Mexico's rich biodiversity and they are typically made by outside producers. The filmmakers in *Nómadas* were adamant in their choice of an all-Mexican team. Together with biologists, Ruprah trained his cinematographers in ethical wildlife filmmaking. During production, they lived with the local guardians of protected wildlife areas, sharing ideas and supporting the local economy. The team worked with government agencies such as Comisión Nacional de Áreas Naturales Protegidas (CONAMP) and Secretariat of Environment and Natural Resources (SEMARNAT), and collaborated with FEMSA, the Smithsonian Channel and Earth Touch.



Outreach Strategies: Distribution and outreach have been greatly impacted by the COVID-19 pandemic. Thus far, *Nómadas* has screened at the Druk International Film Festival, Tagore International Film Festival, Seoul Guro International Kids Film Festival (GUKIFF), International Nature Film Festival, and IFF Ekotopfilm – Envirofilm. The theatrical release in Mexico is delayed. The Smithsonian Channel created a U.S. version of the film, "Epic Animal Migrations", which was broadcast in the U.S. in August 2020. The film team are in talks with CONAMP to screen the film to indigenous populations who live in Mexico's natural protected areas. A website, social media platforms, and other resources are underway.