



STARRING
ROLE

**LEIRE BRAVO
RUIZ**

WRITTEN AND
DIRECTED BY

**KAREN JOAQUÍN
& ULIANE TATIT**



JUANITA

A PRODUCTION BY **AGUACATE & CALABAZA FILMS** WITH THE SUPPORT OF **THE CATALAN INSTITUTE FOR CULTURAL COMPANIES**

JUANITA **LEIRE BRAVO RUIZ** JUANITA'S MOM **LAURA GÓMEZ** SOUND **MARTA ESTIVILL** SOUND DESIGN **LA FÁBRICA DE CARBÓN** COLOR GRADING **NOEMI LALLAVE**

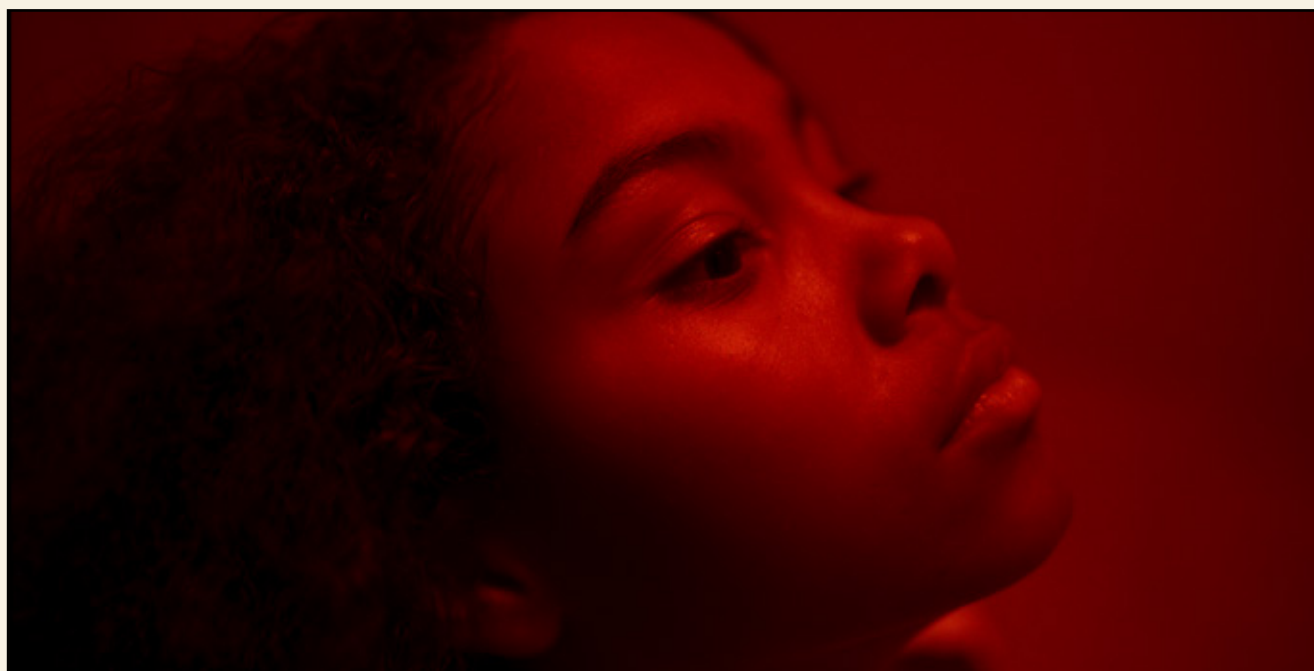
COSTUME DESIGN **AYLA KERVAREC** ASSISTANT DIRECTOR **ÀGATA TANTIÑÀ I VIDAL** EDITING **YURI PÁRAMO, KAREN JOAQUÍN & ULIANE TATIT** PRODUCTION DESIGN **MARÍA JOSÉ MIRANDA**

LINE PRODUCER **UXIA CAMPO** ORIGINAL SOUNDTRACK **SHADAN KOOHBOR & DANIEL D'MEZA** CINEMATOGRAPHY **MIRIAM OUCHI** DELEGATE PRODUCER **SANDRA GARCIA**

DELEGATE PRODUCER **JORGE VELASCO** PRODUCER & EXECUTIVE PRODUCER **NÚRIA VELASCO** SCREENPLAY AND DIRECTION BY **KAREN JOAQUÍN & ULIANE TATIT**

FACT SHEET

TITLE	JUANITA
FORMAT	SHORT FILM
GENRE	DRAMA (COMING OF AGE)
LANGUAGE	CATALAN
DURATION	20 MIN
TARGET	+7
SCREENPLAY & DIRECTION BY	KAREN JOAQUÍN & ULIANE TATIT
PRODUCER AND EXECUTIVE PRODUCER	NÚRIA VELASCO



J U A N I T A

DIRECTED BY KAREN JOAQUÍN, ULIANE TATIT

SCREENPLAY KAREN JOAQUÍN, ULIANE TATIT

PRODUCER & EXECUTIVE PRODUCER NÚRIA VELASCO

DELEGATE PRODUCER JORGE VELASCO

DELEGATE PRODUCER SANDRA GARCÍA

CINEMATOGRAPHY MIRIAM OUCHI

ASSISTANT DIRECTOR ÀGATA TANTIÑÁ I VIDAL

CASTING ANNA SANTAMARIA

EDITING KAREN JOAQUÍN, ULIANE TATIT, YURI PÁRAMO

COLOR GRADING NOEMÍ LALLAVE

ORIGINAL MUSIC SHADAN KOOHBOOR, DANIEL D'MEZA

SOUND MARTA ESTIVILL

SOUND DESIGN LA FÁBRICA DE CARBÓN

LINE PRODUCER UXIA CAMPO

PRODUCTION DESIGN MARIA JOSÉ MIRANDA

COSTUME DESIGN AYLA KERVAREC

MAKE UP ARTIST MARINA HIDALGO



THE CAST

JUANITA

LEIRE BRAVO

JUANITA'S MOM

LAURA GÓMEZ

JUANITA'S DAD

JUAN JOSE PERALTA

MARINA

JOANA BELMONTE

NATALIA

SOFIA BORDON

PHARMACIST

ELI IRANZO

WAITRESS

ALBA MENDOZA

ROGER

MAGÍ CASTELLVÍ

MARC

ALEIX LINARES

ORIOI

AIRALD SOBREVALS

JUANITA

STORYLINE

A 12-year-old Latina girl tries to grow up under the expectations of female beauty, despite living in Barcelona. Before a pool party, Juanita must confront something that has been growing with her: **the hair on her legs.**



SYNOPSIS

Juanita is a twelve-year-old girl born in the Dominican Republic who now resides in a small city next to Barcelona, where Catalan is the main language. Like many girls from Latin America, she dreams of growing up with the freedom of European women.

Expectations become contradictory when, even in the seemingly open-minded Europe, she feels that her body does not fit in with the beauty standards expected for women.

When invited to a pool party, *Juanita* realises that even her attitude cannot save her from being dragged by social pressure, and she ends up doing whatever it takes to try to get rid out of her main insecurity: **the hair on her legs.**

Her friends, her crush, her mother; everyone has an impact on her decisions. However, for *Juanita*, who always wears long pants, even in summer, not shaving before the party feels unthinkable; not because she has carefully thought about what she wants to do, but because she believes it's the only option.



DIRECTION MEMO

Juanita carries traumas that still knock on our door: the trauma of growing up as a girl under the beauty standards still imposed on women. We've all been teenagers and can closely relate to her story.

We were part of that transitional generation where being a feminist in Latin America wasn't cool. Supporting women was acceptable, but calling yourself a feminist? Never say that out loud. Our ultimate example of freedom in that regard was always the European woman, for whom we believed these expectations didn't exist. But to find out that even in modern cities beauty stereotypes are still a reality we girls and women continue to face.

We also come from the perspective of being immigrants, navigating a new culture and language. Naturally, we both dealt with the insecurities that begin to emerge during pre-adolescence; height, body shape, acne, and of course, body hair.

Telling the story of "JUANITA" was a need for us because it reflects not only our own story, but also our sisters and friends. Something that seems simple at 12 years old can become a defining trigger in the women we grow up to be.

In the end, each of us faces our own reality, but like Juanita, we're all trying to figure it out. We don't want to tell women what to do.

JUANITA serves as a highway: you choose whichever road you want, and you can make a U-turn whenever you need to.

DIRECTORS BIO

Karen Joaquín (Dominican Republic) and Uliane Tatit (Brazil) are two directors who migrated to Barcelona in 2018. They met at the film school ECIB, and since then, they have been best friends and supportive partners in each other's directing projects.

With "*O que me parta un rayo*", Karen won the Best New Filmmaker Script Award at the Sitges Film Festival. Uliane, with "*As duas en punto*", was part of the Official Selection at the Mecal Film Festival.

JUANITA is a personal short film inspired by both of their experiences while growing up, and it resonates deeply with them as women and immigrants.

Karen Joaquín and Uliane Tatit

Writers & Directors of JUANITA



PRODUCTION BIO

AGUACATE & CALABAZA FILMS is an independent production company created by Núria Velasco and Jorge Velasco. They develop and produce films, tv shows and entertainment programs. All of them with the same objective, to create projects with a high cultural value, focusing on the general public.

For entertainment, they've produced two seasons of "*La Travessa*", the adventure reality show that premiered successfully on 3Cat platform.

As part, they've produced fictions such as the TV show "*Buga Buga*" and their first feature film "*L'Home dels Nassos*", an international co-production with France, directed by *Abigail Schaaff*.

Nowadays, they are developing the film "*L'Aviadora*", a movie about the first woman pilot in Catalonia; the TV show *LIA*; and they will premiere soon the film "*Cowgirl*", a rural comedy.