

ESTUDIO MARISCAL

PRESS KIT

CALLE 54 THE FILM

Promotion campaign for Fernando Trueba's film.

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We designed the image of the promotion campaign for Trueba's film, highlighting the talent and virtuosity of the jazz musicians that star in it.

The film *Calle 54*, a musical delight in which Fernando Trueba brought together musicians from diverse generations and latitudes who left their mark on Latin jazz.

For Estudio Mariscal, the most interesting thing about this commission was that it brought together movies and jazz, two areas which have traditionally had an excellent, productive relationship with graphic design. There is a tradition of record covers and films on jazz which, over time, have created a look of their own. This tradition, the atmosphere and the climate of the film set the creativity of the campaign. Its image expresses the virtuosity of the musicians with their instruments.

As a whole, the campaign manages to express the aspect of bringing together the talents that are featured in the film, while highlighting the individuality of each of them.

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related projects cómic chico & rita, calle 54 club, mariscal sketches







