

# Sana, Sana

**A film by Adam Holguin**  
Official Electronic Press Kit (2023)



626-226-6719



adam.andrew.holguin@gmail.com



adam-holguin.com



## Logline

When a journalist's investigation brings him back to his small, East LA, hometown, his story becomes intertwined with the past he left behind.

## Synopsis

15 years ago, Arturo Jurado left his small hometown, vowing to never return. A survivor of childhood abuse, and constant bullying for his homosexuality, Arturo is now an investigative journalist in Civil Rights Justice.

Years later, Arturo returns to Mission Park after learning that his underfunded local high school has partnered with a new, mysterious, LGBTQ Non-Profit charity. Upon arrival, Arturo discovers that the heads of the organization are none other than the same men who bullied him as a child.

**Sana, Sana (2023)**

Genre: Drama

Running Time: 32 minutes

Shot on: Arri Alexa Mini

Aspect Ratio: 2.39:1

Release Format: HD; UHD

Shooting Format: 23.976 FPS;  
Stereo

Languages: English, Spanish

Country of Origin: United States  
of America

Filming Locations:

El Sereno, CA  
All Souls Church, Alhambra, CA  
Loyola Marymount University,  
Los Angeles, CA  
Playa Vista, CA

Completion Date:  
February 15<sup>th</sup>, 2023



## Meet the Cast



### Andrew Galindo as Arturo Jurado

Born in East LA, Arturo spent the early 2000s being bullied and harassed by older classmates for being queer. Arturo, like many gay people during the time, had no rainbow flag that made him feel safe or included. In order to survive, Arturo looked to a darkness within, and found strength from his source of pain. At a very young age, Arturo learned to weaponize his trauma.

Years later, Arturo is now a gay civil rights journalist who left his hometown of Mission Park and never looked back. Arturo's journey led him onto a successful road of combatting injustices wherever he went. He's ruthless in his pursuit for exposing inequality. He's developed a reputation for having teeth, a stark contrast to the powerless little kid who was left beaten most nights after school.

Arturo is portrayed by Mexican American actor, Andrew Galindo. On developing the character, Andrew was determined to accurately reflect the truths of those who endured homophobia, hate crimes, childhood abuse, and PTSD. A gay man himself, Andrew felt it important to portray the humanity of Arturo's vulnerability, but also the reality of a man caught between revenge against those who wronged him, or letting go of the trauma which became so essential to his identity and source of power.

Andrew is best known for his commercial work on projects like *68 Whiskey* (2020), *Mayans M.C.* (2019), and *Shameless* (2011).

Theatrically trained, Andrew is passionate about the performance arts. Outside his commercial work, he regularly performs at Boston Court Pasadena.

## Meet the Cast Continued



### **Marissa Pistone as Angelica**

A small-town reporter, keeper of the chisme, and Arturo's best childhood friend.

Marissa is a Mexican American actress, best known for *Philophocia: or the Fear of Falling in Love* (2019), *4/20 Massacre* (2018), and *Dog Bowl* (2015).

Marissa has worked commercially in various feature films, as well as short films, voice over roles, and theatre productions.



### **Daniel Stevens as Jacob**

The charismatic head honcho of No Voice Unheard who has personal ties to Arturo and his traumatic history.

Jacob is an American actor best known for *What's My Name Again?* (2023), *White Now Please* (2022), and *Strangers* (2022).

He also voice acts, appearing in various Netflix productions such as *Who Killed Sara* (2021), *Dark* (2017), as well as the videogame *Phantasy Star Online 2*.

## Meet the Cast Continued



### Joey Heyworth as Ryan

A fellow spokesperson, and Jacob's diplomatic, right-hand man who also has ties to Arturo's past.

Joey is a British American actor, best known for his roles in *Fetish* (2022), *My Landlord Wants Me Dead* (2023), and *Bite Size Halloween* (2020).

He has an accomplished stage actor who has appeared at the Stoneham Theatre and Burning Coal Theater.



### Dolores Cruz as Sister Ines

A community leader and mother figure to Arturo.

Dolores is a Mexican American actress and voice over artist who has appeared in projects such as *Mayans M.C.* (2018), *Castle* (2009), *Spidey and His Amazing Friends* (2021), and *The Mandalorian* (2019).

She is also a published author (*Look Around*) and teaches dance at Pasadena Community College.

## Meet the Director



Adam Holguin was born and raised in El Sereno, CA. In 2018 he attended and graduated from Lesley University with a BA in Creative Writing and a BFA in Filmmaking.

He later attended Loyola Marymount University where he graduated in 2022 with an MFA from the School of Film and Television, specializing in Writing and Directing.

Adam's stories emphasize the human condition, greyness within morality, behaviorism, and quiet moments that allow audiences to question ethical norms.

As an independent filmmaker, Adam finds it important to craft bold, challenging projects that emphasize the importance of artistic expression, and highlight shifting beliefs in culture and representation.

## Director's Statement

*Sana, Sana* is a story about healing. It's about a wound that never healed, a wound time forgot, or maybe even ignored. One that festered into a longing to become the hate that created it in the first place. Thematically, I wanted to touch upon the power old wounds have over us, and how healing happens because of hurting, rather than in spite of it.

The story is set in the fictional Mission Park, which is an amalgamation of very real places such as El Sereno, Cypress Park, Alhambra, and Highland Park. I wanted to base the story on something I knew well, as I was born and raised in El Sereno before I was relocated to Pasadena, CA. It was important for me to tell a story about a person of color from this world, who was of it, but did not feel apart of it.

Touching upon this heritage was a priority. Growing up every Latino kid knew the words: *Sana Sana collita de rana*. In English they are "heal, heal, tail of a frog". What follows, "*Si no sanas hoy, sanarás mañana*" concludes with "*if it you don't heal today, then you'll heal tomorrow.*"

I developed *Sana, Sana* after reflecting on my own feelings of being an outsider in my own hometown, and how muddied the concept of "home" and "belonging" feel when one has always felt one foot in, one foot out. Along with that sentiment, I also wanted to tell a story about the unspoken reality of hidden bigotry and homophobia that was societally acceptable for so long in such a world. For me, it was important to touch upon the undeclared truth that such hate never went away, and still lingers in the shadows within many people.

I aimed to tell a story that felt essential; a story about what to do with the things that have hurt you, especially when these things are from your home. When confronted with hate, revenge, control, redemption, and justice, it was important for me to focus on the power of **Change**. For you can't believe in change if you don't believe in **Forgiveness**.

**Adam Holguin**  
**Writer and Director**



## Meet Mission Park



Authenticating the town of Mission Park, which is one of the most important characters of the film, took precedence. I did not want to portray a “dirty” or “gritty” place, but rather a distinct culture heavy with mythos and tradition. A place that evoked municipality while still retaining the quaintness and comforts of home.

Los Angeles’s portrayal in Hollywood cinema has become incredibly white-washed, with most people thinking of places like Santa Monica, North Hollywood, Westwood, and Sunset BLVD, when it comes to the LA experience. It was integral to represent LA as I knew it, drawing inspiration from the towns of Boyle Heights, Cypress Park, El Sereno, and other Hispanic barrios Hollywood has forgotten.

Such inspirations for the film’s syntax and cultural connections stemmed from movies like *Stand and Deliver* (1988), *American Me* (1992), *La Vida Loca* (1993), and novels like Junot Diaz’s *Drown* and Justin Torres’s *We the Animals*.

## Experience the Sound

Another priority of the project was to create a soundtrack that captured the tone of the film, as well as the heritage Mission Park represented. Utilizing warm, wooden acoustics, through the sounds of ronrocos, charangos, and nylon stringed classical guitars, the music of *Sana, Sana* embarked to tell the story of Arturo Jurado through the sounds of the culture he came from.

Inspired by classical Mexican music, South American folk, and elements of Latin rock, the music especially drew inspiration from legendary musician Gustavo Santaolalla. Santaolalla is best known for projects such as *The Motorcycle Diaries* (2004), *Brokeback Mountain* (2005), *Babel* (2006), and *The Last of Us* (2013), and served as the film's muse.

Rich with tremolo strumming, haunting melodies, and soft, tepid, strings, the goal was to create a sound that felt poignant, heavy, haunting, and unquestionably beautiful.

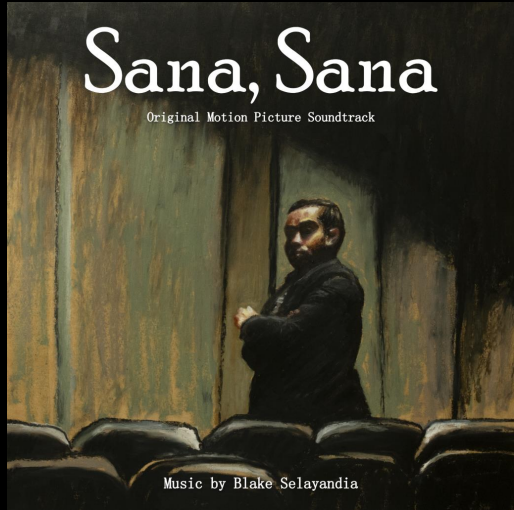


Promotional Material



Official Theatrical Poster  
 – design by Ash Escott

Original Motion Picture Soundtrack cover art  
 – design by Kyra Anastasia Kabler





## Track Listing

1. Coming Home
2. The Journalist
3. Arturito
4. Old Friend
5. No Voice Unheard
6. Lago de Orina (Piss Lake)
7. Perdido
8. Rainbow Beads
9. Who I am
10. This isn't Goodbye

## Meet the Crew

### **Oscar Martinez - Director of Photography**

Oscar is a Mexican-American Cinematographer based out of Los Angeles. An alumni of Loyola Marymount University, Oscar has a BA from the School of Film and Television. Since graduation, Oscar has worked in the camera and electric department for six feature films and has worked commercially as Director of Photography for branded content in beauty, food, and educational brands.



### **Araceli Aviles - Producer**

Araceli is a Mexican-American Producer from East LA. An alumni of Loyola Marymount University, Araceli has an MFA for Writing and Producing for Television from the School of Film and Television. For the past five years, Araceli has worked as a freelance writer and associate producer, with experience in producing behind the scenes as well as on set.



### **Sofia Garza-Caraccia - Unit Production Manager**

Sofia is a current student at Loyola Marymount University's School of Film and Television. A candidate for a Bachelor of Fine Art, Sofia's on set talents range from production management to art design. Her responsibilities as a Unit Production Manager, as well as other hands-on positions, have given her an experienced eye for detail. A natural problem solver, Sofia shines in her devotion to uphold a smooth set.



## Meet the Crew Continued

### **Abrielle Florita - 1<sup>st</sup> Assistant Director/ Health and Safety Supervisor**

Abrielle is a current student at Loyola Marymount University's School of Film and Television with an emphasis in Screenwriting. As a rising undergraduate, she has strong interests in both concept development and production, and has experience as an AD, UPM, and Assistant Producer. On set, Abrielle is focused on maintaining a smooth production and has an eye for coordination, timeliness, and flexibility.



### **Giulia Mello - Production Designer**

Giulia is a current student at Loyola Marymount University's School of Film and Television. Her priorities are all things visual design and takes particular enjoyment out of imbuing the heart of a story through it's set design and visual look. Currently her focus is in Production Design, but Giulia also has experience in the fields of Assistant Directing, Screenwriting, and the Grip and Electric department.



### **Blake Selayandia - Composer**

Blake is a Los Angeles based film composer who's worked in Film/Television for the past five years. Dedicated to creating honest, emotion-driven, experiences, Blake's emphasis is in applying dynamic soundscapes with rich, cultural, significance. Trained in guitar, piano, drums, and programs such as Ableton Suite and Logic Pro, Blake excels with his unique scores and creative approach to songwriting.



## Complete Crew Credits

Written and Directed by  
Adam Holguin

Produced by  
Adam Holguin  
Sim Sagiroglu  
and Araceli Aviles

Director of Photography  
Oscar Martinez

Unit Production Manager  
Sofia Garza-Caraccia

Line Producer  
Araceli Aviles

1st Assistant Camera  
Simon Moore

2nd Assistant Camera  
Yashira Ponce  
Joaquin Perez-Nogueiras

Digital Imaging Technician  
Zhihao Hu

Gaffer  
Alex Burdick  
Thomas George

1st Assistant Director  
Abrielle Florita

2nd Assistant Director  
Kosuke Saito

Production Designers  
Sofia Garza-Caraccia  
and  
Giulia Mello

Costume Designer  
Brittany Vassar

Make Up Artist  
Sofia Garza-Caraccia

Art Designer  
Joseph Kennedy

Stunt Coordinator  
Johnny Wang

Key Grip  
Red Jitar

Grip & Electric Department  
Kendra Lee  
Eshank Modi  
Giulia Mello  
Shaswat Punjabi  
Grace Stromatt

Health and Safety Supervisors  
Abrielle Florita  
Sofia Garza-Caraccia

Transportation Services  
Blake Selayandia  
Roman De La Cruz  
Paul Holguin

Assistant Producer  
Brandon Estrella

Set Photographer  
Kosuke Saito

Promotional Art Design  
Ash Escott  
Kyra Anastasia Kabler

Sound Recordist  
Eric Eldridge

Sound Designer  
Tim Miller

Additional Sound Engineering  
Mason Brown  
Dan Brown  
Megan Duncan

Edited by  
Adam Holguin

Colorist  
Kevin Tie

Original Score by  
Blake Selayandia

Contact!



<https://www.instagram.com/adamholguinfilmworks/>



[www.adam-holguin.com](http://www.adam-holguin.com)



<https://vimeo.com/adamholguinfilmworks>



[adam.andrew.holguin@gmail.com](mailto:adam.andrew.holguin@gmail.com)



626-226-6719