



## Hola Mexico Film Festival 2010 Preview

**By: Noah Sanders**

May 6, 2010 – 3:20 pm

Share this Article!

Like 4 people like this.

En Español

Over the course of the last three or so years, the Bay Area has been a difficult local for the oft-times amazing cinema of Mexico. Cine Acción and the International Latino Film Festival, for a variety of reasons, have both faded in to oblivion. Yes, last year San Francisco was lucky enough to have the inaugural edition of the San Francisco Latino Film Festival, and of course this years San Francisco International Film Festival had a trio of near-excellent Mexican films (*Northless*, *Alamar*, and *Presumed Guilty*). But still, with such a ripe love of film within San Francisco and its surrounding areas, Mexican film often gets a short stick.

Thus, it is downright incredible that the Hola Mexico Film Festival is swinging in to our city this fine weekend with a finely curated selection of Mexican film. Currently considered to be the largest fully Mexican-dedicated festival in the world, Hola Mexico Film Festival presents a selection of films curated by the festival's founder, Samuel Douek. The films in the festival this year explore the intimate relationships between father and son (Pedro Gonzalez-Rubio's *Alamar*), the corruption riddling Mexico and its police force (Diego Munoz Vega's *Bala Mordida*), and much more all in the wake of the Mexico's upcoming bicentennial.

The festival takes place entirely at Landmark Embarcadero One.

Our fine city has been dry of good Mexican cinema for a good while now, but Hola Mexico Film Festival presents a fine opportunity to immerse yourself in the diverse films of the country.

For you enjoyment, Mission Loc@l's recommendations:

### 1. *Alamar*, d. Pedro Gonzalez-Rubio

In the wake of accolades and honors bestowed upon it at the SFIFF this year (Gonzalez-Rubio took home the New Director's Award) it seems a moot point to heap more praise on the film. The story of three generations of men, fishing away a summer on the Mexican Caribbean deserves the praise it has been garnering and more. Using a mixed narrative-documentary style, Gonzalez-Rubio creates an ethereal, near wordless, portrait of a humanity's communion with both nature and itself. *Alamar*, thought at times lacking in weight, is a gorgeous, touching way to wile away a sunny afternoon.

Showtimes:

Friday, May 7, 7:00PM

### 2. *Perpetuum Mobile*, d. Nicolas Pereda

In the words of film website *Twitch*'s Todd Brown, *Perpetuum Mobile* "is a film in which nothing ever

