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Cinevolve nabs 'La Fama' rights

Film is Palacios' foreign-language Oscar entry

By Gregg Kilday

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Cinevolve Studios has acquired worldwide distribution rights to Alejandro Bellame Palacios' "El Tinte de la Fama" (The Color of Fame), Venezuela's entry in the Academy Awards' best foreign-language film category.

"La Fama" follows Magaly (Elaiza Gil) who, pressured by her husband, Arturo (Alberto Alifa), enters a TV contest for Marilyn Monroe look-alikes, hoping to win the prize of \$25,000 to help them overcome their precarious financial situation. In the process of becoming the screen legend, Magaly suffers an identity crisis that mimics the life of the mythical blonde.

The deal, which encompasses all domestic and international rights for theatrical (excluding Venezuela), home entertainment, television, Internet and new media, was negotiated by Cinevolve CEO Arik Treston and president Nicole Ballivian and Totem Films. A limited theatrical release is planned later this year, with a home entertainment release to follow.

"We are very proud and thrilled to be distributing this wonderful title," Treston said. "It's a closer look at a culture that isn't that dissimilar from ours, despite the political tensions between our two countries."

"I wanted to tell the story of a Venezuelan Marilyn Monroe, a local story with a universal appeal that could be understood anywhere," Palacios said. "Through Cinevolve, this film, a metaphor for Venezuela's identity crisis, will have the chance to spread a little bit of our culture to many corners of the world."

Cinevolve was founded in 2007 by a collective of independent filmmakers and entertainment industry professionals to fill a niche as an innovative, filmmaker-friendly distributor offering feature films, documentaries and special-interest product through a variety of distribution channels.