THE SECRET FORMULA (LA FORMULA SECRETA) - Mexico, 1966

Direction, screenplay, photography and editing by Ruben Gamez
Commentary: Juan Rulfo
Music: Vivaldi, Stravinsky, Velasquez
A Trans-National, Robin Von Joachim film
English subtitles
Black and white
Running time: approximately 60 minutes

LA FORMULA SECRETA is a personal expression of certain aspects of the life in Mexico today and evokes the oppression and poverty of the country people.

"...a surrealist style inspired by L'AGE D'OR...some truly astonishing images (the scaffolding of priests and seminarists, the latter chewing the hands of the former until the blood runs and until they fall to the ground like ripe pears), a truly Mexican obsession with death, and an anti-yankee violence of rare virulence..." -- POSITIF, Oct. 1966

Director Ruben Gamez, who is 35 years old, made short films for advertising before directing LA FORMULA SECRETA, his first medium length film, which won the First Prize at the Festival of the Experimental Film at Mexico City.

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