

# The Museum of Modern Art

West 53 Street, New York, N.Y. 10019 Circle 5-8900 Cable: Modernart

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.

\* \* \* \* \*