



## A troop of wooden toys arrive to Santa Fe to promote a film

The Venezuelan toymaker Mario Calderon is a frequent guest of the International Folk Art Market, his imaginary full of nostalgia, fantasy and Venezuelan traditions has received a strong support at Santa Fe. This year, Mario Calderon will visit us for the fifth time, although this time he will not only bring his dancing “Devils”, he arrives with a very special project, mixing documentary, fiction and animation: The Toymaker Film.

Oscar Quintero, co-director of the Film asserts, “The Toymaker is the life of Mario Calderon told by his own creations, a love story for those handmade toys which feed fantasy”.

“Games are a universal language. When we are children, toys contribute to our development and raise imagination. Many toys nowadays do not stimulate children’s creativity and many of us have lost the creative freedom of playing. The Toymaker film is a tribute to handmade toys. An invitation to play and free fantasy, cultivate curiosity and keep alive our inner child” explains Marzel Avila the second part of this duo of directors.

The Toymaker is a production of Araguato Films and UV Audiovisuales, and counts with a talented team of more than 15 artists, from animators and VFX experts to musicians, editors, producers, art and photography directors who want to bring to life a handmade universe created by Mario Calderon.

Oscar Quintero comments “Even though The Toymaker is ready to be filmed, the critical economic and political situation of our country (Venezuela) is threatening the project

because of the difficulties we have to find financing for the Film” this is why the Toymaker Film with Mario Calderon’s support is exploring alternative sources for financing, including crowdfunding. “We believe that in these difficult moments it is important to promote positive aspects of our country, our culture, our capacity to work and our creativity. All these elements are a part of the life and work of Mario Calderon” explains Marzel Avila.

Through the different social networks and the webpage [www.toymakermovie.com](http://www.toymakermovie.com) the enthusiastic filmmakers show the progress of this interesting project which mixes handicrafts and movies, also they show a way of receiving extra support.

Marzel Avila adds, “Santa Fe is one of the most important platforms of the world to promote the work of the popular artists there, they give real value to handicrafts, culture and traditions. That is why in a near future, we would like to release our film in this city, since we aim to make a “handicraft” out of this film, a cinematic reinterpretation of the popular art”.

FB: thetoymakermovie

IG: ToymakerMovie

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Youtube: TheToymakerFilm