



## **La Bruja: A Witch from the Bronx**

Directed by Felix Rodriguez

Documentary, 50 minutes, 2005

Art, labor and family blend in this intimate documentary about performance artist Caridad de la Luz, better known as "La Bruja". Born and raised in the Bronx, this daughter of Puerto Rican immigrants takes the number 6 train to downtown Manhattan where she performs at popular New York City venues. But opportunities are scarce and she struggles to make ends meet in an industry where "to keep it real" often means to work for free.

La Bruja is not alone in her struggle. Her husband, G-Bo, is a music producer and DJ that sacrifices his own career to work full-time, take care of their two kids and help La Bruja with her music album. This documentary is a celebration of La Bruja's perseverance to gain visibility and recognition in the entertainment industry and her family's unconditional support.

Third World Newsreel

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## About the Filmmaker

**Felix Rodriguez** received his Masters of Fine Arts in Dramatic Writing from the Tisch School of the Arts at New York University. He has worked as camera operator, editor, producer, writer and director for, WNET, ABC, NBC, fx and non-profit organizations throughout New York City. He is the recipient of the Gay Men's Health Crisis' James Baldwin/Julia De Burgos Award for giving the ballroom community hope and life through his video productions.

Felix is the executive producer of Ajamu Productions, a member of the National Association of Latino Independent Producers, Third World Newsreel, Creek & River Co., Ltd, and a volunteer for Off the Hook - a program which allows teenagers from Red Hook, Brooklyn to act, write and produce their own plays. Felix is currently directing and producing public service announcements for agencies such as the Bronx Aids Services and the Hispanic Aids Forum.

*"Felix saw me struggling and said: I gotta film this! And I said: Sure ... we're friends. Let it roll. I was scared to share something so personal but I think Felix did a great job. I just hope it inspires everybody to follow their dreams, regardless of your age. Let that child be free! I'm happy that my struggle has been worth it. I'm, by no means rich, but I am happy."*

-La Bruja



## **Presentations**

NY International Latino Film Festival, NYC July 2006

La Bruja interview and clips on Latination, WWOR My 9 in NYC August 2006

ANF Short Film Collective presents Latino Cinema, Brooklyn, NY January 2007

Collective Unconscious, NYC February 2007

Pace University, NYC March 2007

Creatively Speaking at Brooklyn Academy of Music, Brooklyn NY March 2007

## **Upcoming Screenings**

Setting The Stage, Interview of La Bruja featuring clips of doc, PBS April 2007

Viva Voz, Interview of La Bruja featuring clips of doc, V-me Channel Thirteen April 2007

El Ateneo Puertorriqueno, Old San Juan, PR June 2007



*"You gotta feel love, feel positive and be empowered." –La Bruja*

### **What people are saying about performance artist La Bruja**

“La Bruja is bold, brilliant, beautiful, and very BRONX! ... La Bruja, the activist, is the voice of the people, a voice that is fearless.”

-La Diva Latina Magazine

“La Bruja or the "good witch" has been casting a spell over audiences in the New York underground scene since 1997. Armed with a spirit of good will and an uncanny ability to connect with people of all creeds, La Bruja has also enchanted audiences in Europe, the Caribbean and across the United States. Her words invoke an eclectic mix of conscious, relevant, life affirming emotions that pierce the inner soul of women, men, and children alike.”

-Arts USA

“Inhabiting a cross section of somewhere between intellectual goddess, streetwise shortie and old school witchcraft, La Bruja is an enchantress of the highest caliber - stirring up a plenty pot of poetry and music and a steaming hot agenda for social change.”

- Urban Latino Magazine