

FOR IMMEDIATE RELEASE

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For further information please contact:

Jacqueline Rush Rivera, Director of Programming

The Cine Las Americas Media Arts Center

press@cinelasamericas.org

Tel: (512) 535-0765

For **film stills** please visit:

www.cinelasamericas.org

Cine Las Americas presents the Texas premiere of EL METODO (THE METHOD) on September 6th – a one time only engagement.

Austin, TX - From the screenwriter of VANILLA SKY and THE SEA INSIDE, Cine Las Americas presents EL METODO (THE METHOD), a film by Marcelo Piñeyro.

When and where:

September 6th at 7:30PM

Regal Metropolitan 14

901 Little Texas Lane

Austin, Texas 78745

Admission is \$8.00 (cash or check please.)

About the film:

EL METODO (THE METHOD)

a film by Marcelo Piñeyro

Argentina/Spain/Italy, 2006, in Spanish with English subtitles

Not Rated, Color, 35mm, 115 minutes

a Palm Pictures Release

Director Marcelo Piñeyro, Screenwriters Mateo Gil and Marcelo Piñeyro, based on the play "El Método Grönholm" written by Jordi Galcerán, Starring: Eduardo Noriega, Najwa Nimri, Eduard Fernández, Pablo Echarri, Ernesto Alterio, Natalia Verbeke, Adriana Ozores, Carmelo Gómez

Synopsis:

Seven of the corporate world's elite gather in pursuit of the top job at Dekia Corporation. What begins as a normal job interview quickly unravels as candidates fall prey to THE METHOD, a psychologically brutal recruiting system in which only one can remain.

Reviews:

The question as to how far a corporate drone would go to land a high-level position at a multinational corporation is explored in Argentinean director Marcelo Piñeyro's backstabbing boardroom drama that takes its name from a mysterious human-resources strategy imported from the United States as a means of choosing the best man for the job. As the time for a decision draws near, the streets of Madrid are awash with anti-globalization protesters; and the tension between job applicants Carlos (Eduardo Noriega), Nieves (Najwa Nimri), Fernando (Eduard Fernández), Ana (Adriana Ozores), and Enrique (Ernesto Alterio) comes to a head. As the corporate lackeys engage in an increasingly dehumanizing series of psychological games and scorching betrayals, the choice of who will ultimately take the reigns of the coveted position will ultimately depend on which applicant is willing to employ the most diabolical techniques of manipulation.

~ Jason Buchanan, All Movie Guide

The sum total of this gamesmanship is a suspenseful, funny film that touches on a corporation's responsibility to society, the price of ambition, the persistence of workplace sexism, the destructive competition between women, and why it's a good idea to take an extra shirt to your next interview.

– New York Times

Official Site and Trailer:

<http://www.palmpictures.com/film/the-method.php>

Winner of 2006 GOYA Awards for Best Screenplay - Marcelo Piñeyro & Mateo Gil and Best Supporting Actor – Carmelo Gómez

*Winner of 2006 Cinema Writers Circle Awards for Best Screenplay - Marcelo Piñeyro & Mateo Gil
and Best Supporting Actor – Carmelo Gómez*

About the director :

Marcelo Piñeyro completed Cinematography Studies at the School of Fine Arts, at the University of La Plata. In 1980 he associated with Luis Puenzo in "Cinemanía", an advertisement production company that in very short time became a leader in Latin America. In 1984 he was Executive Producer of *The Official Story*, the only Latin American movie to win an Oscar as Best Foreign Movie, among other innumerable awards.

Director's filmography:

Tango Feroz (Wild Tango), 1993
Caballos Salvajes (Wild Horses), 1995
Cenizas del Paraíso (Ashes from Paradise), 1997
Plata Quemada (Burnt Money), 2000
Argentina Vivo 2001 , 2001
Kamchatka, 2002

EL METODO, (THE METHOD)

Credits: Directed by Marcelo Piñeyro; Writers: Jordi Galcerán, Play; Mateo Gil & Marcelo Piñeyro, Screenplay; Executive Producer: Ricardo García Arrojo; Producers: Gerardo, Francisco Ramos, Alicia Telleria; Cinematographer: Alfredo F. Mayo; Editor: Iván Aledo
Original Music: Frédéric Bégin, Phil Electric; Production and Costume Designer: Verónica Toledo; Cast (in credits order): Eduardo Noriega: Carlos, Najwa Nimri: Nieves, Eduard Fernández: Fernando, Pablo Echarri: Ricardo, Ernesto Alterio: Enrique, Natalia Verbeke: Montse, Adriana Ozores: Ana, Carmelo Gómez: Julio