

The VortiZen.



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The mysterious art of “making people feel” is a never ending adventure, which demands looking inside and then outside in order to really picture all the parts that together, create harmony in movement. By connecting with ourselves the spark jumps, lighting the ideas which put energy in motion. That is how the VortiZen is born. The epicenter of the emotions and talent to create. It’s an ascending force which feeds itself from the inside out, opening up to make virtuous collaborations. Those collaborations are not casual. They are rooted in affinities. In looking at the world with optimism, with believing that everything we can do can be beautiful and constructive, with not believing that we are the owners of the truth, but observers of the truth.

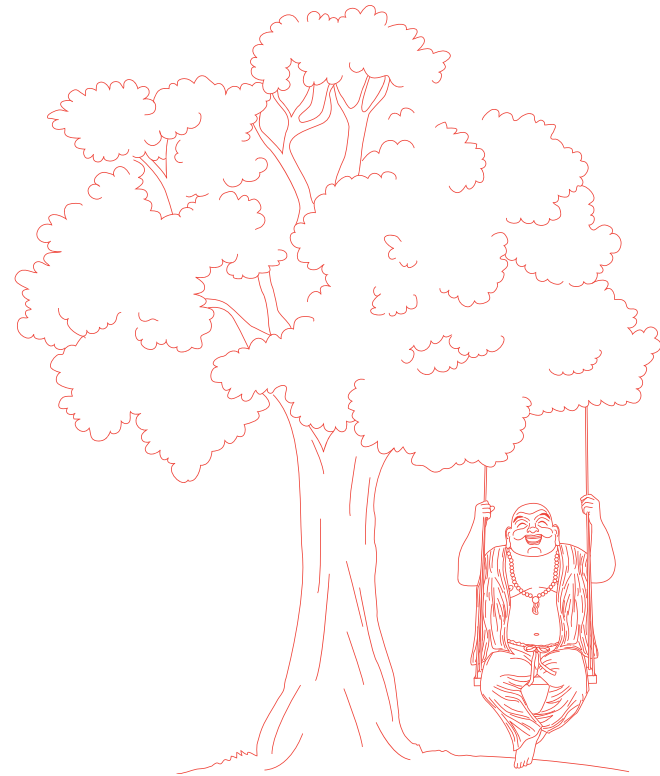
- Zen Entertainment.





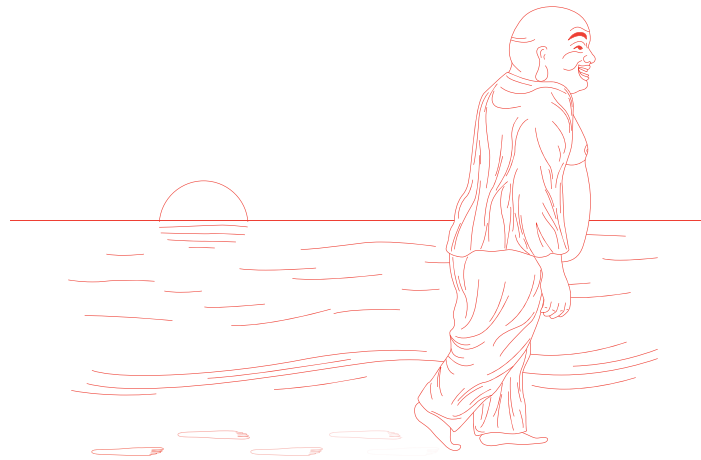
**With the flap of its wings, a butterfly
can provoke a hurricane.**

There is nothing small which isn't connected with the big. There is no ordinary format, no brand without potential. At *Zen Entertainment* we see opportunities in all windows. Each project, regardless of its dimension, can transform something, be it in the advertising category, in a way of thinking and even in a performance. Call it the internet, below the line, 360, a documentary, a short film, a movie. Call it a zeppelin or small butterfly.



A tree is as big as its roots.

A tree can't hold its trunk, branches, leaves, flowers and fruit without big roots. Living under the surface of our conscious the experience nurtures the present and makes it lushy, serving as the foundation and reference to know where we come from and where are we going. In 2001 a seed was planted which today manifests itself in the *Zen Entertainment* tree, a flourishing tree with more than 30 years of accumulated experience.

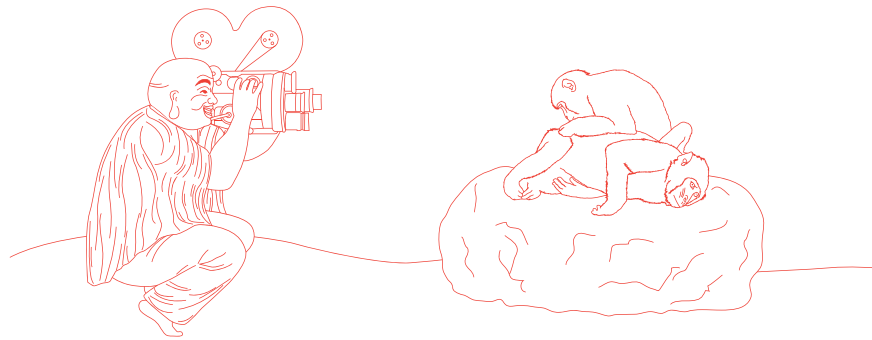


When walking take firm steps with light footprints.

Working to entertain has its environmental implications and we are conscious about it. Some time ago, in alliance with the Bandera Ecológica Foundation, we decided to erase the *carbon footprint* that our productions leave. How? Recycling wastes, calculating monetarily how much is the cost of each carbon dioxide ton emitted. Doing this, we can translate the equivalent of that figure to neutralization projects and other social and environmental causes. Today, we know that each time that we move, we do it from A to *Zero*.

<http://www.youtube.com/watch?v=wf17XvjFBko>

ZERO  **FOOT
PRINT**
LOW CARB PRODUCTIONS



Reality is the mother of entertainment.

Did you ever see a monkey pulling the lice off another? Even though film and the digital world stimulate us, the truth is, *nature* is superior technology. That's why she doesn't need the "pause" or "replay" buttons... or does she?...



**Water adapts to the container
that holds it.**

Each project allows us to quench our thirst for learning, proposing and discovering. The size of the screen never defines the possibilities of what we imagine inside it... be it a feature film, a documentary, commercial, corporate video or post-production, each opportunity becomes a vehicle to transport *IDEAS* that *transform*. That's why we believe that formats and budgets are the containers to fill with the water of *creativity* and technique.



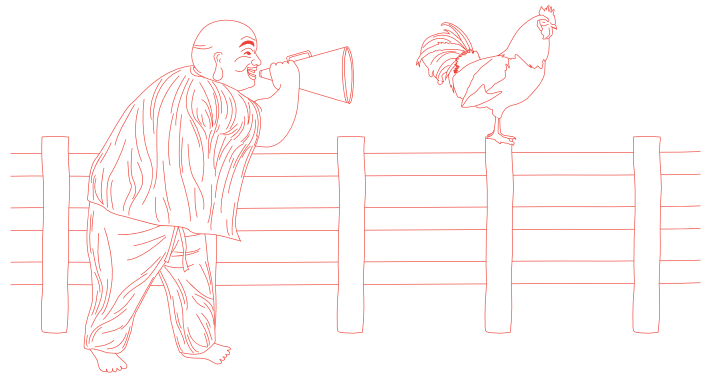
**Everything depends on the lens which
with it's seen.**

The world is focused or blurry, plain or deep, beautiful or ugly... depending on how you want to see it, it's one or the other. At the end of the day, for *Zen Entertainment*, beauty cannot be questioned because it's simply beautiful and beautifly *simple*.



The sea is fed by many rivers.

We know that in order to reach the profoundness of a vision, springs of *talent* are needed. Today we can be 5 persons writing a script and tomorrow hundreds of people submerged in its production. We *constantly* surround ourselves with top of the line professionals to make the size of our ideas come true.



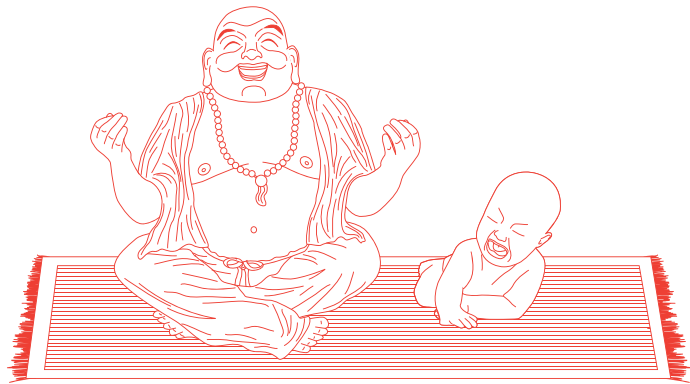
**As without night there is no dawn,
change is the only constant.**

Change implies movement, and movement doesn't stop or wait for anyone. If we're not attentive, we can wake up in the past. Everyday we have the privilege of opening our eyes, boarding the world and participating of all its possibilities in order to contribute something significant. That's why at *Zen Entertainment*, we have our eyes open to keep our lens fresh, so that we can be one frame ahead of the tendencies.



**In the competition we're not the rabbit
or the turtle.**

We're in another competition, the one with ourselves. Each project has to take us to new places, make us uncomfortable in a positive way and primarily, *challenge us...* be it as a rabbit, turtle or any other animal with legs, wings or fins.



In the “caos” of production, keep your Zen.

A production is a pressure cooker that each and every minute tests the nerves of the people who work on it. Although on our case, the probabilities of having something go out of plan are remote, you can always have a “weather day” in the caribbean. Someone who doesn’t enjoy coping with crying babies, late actors, delayed permits, cold coffee and inexact weather reports, probably wasn’t born to see and interpret life through a lens. He (or she) who keeps its *Zen* will always do good work.



Zentertainment.



www.zenentertainment.tv

Phone: (506) 2289 2476

Fax: (506) 2289 2391