

THE LATIN WORLD

LATINX MOVEMENT

The “X” coopts the male-o and female-a promoting the idea of equal gender in industry and culture by using a gender neutral suffix.



When the **National Hispanic Media Coalition** converged in protest on an Oscars luncheon in February, the focus was on bringing attention to Latino/as in executive positions. Unlike the African American community, which took a short position by awards campaigning, the Hispanics took a **long position on equal representation in the executive Hollywood ranks**. This long view may benefit from an expanded vision of the “LatinX” population, which I have paraphrased with the “X” in brackets, signalling a variable of ethnicities and languages that are Latin derivative.

Forging an expanded point of view, the **talent package** for **Stomach franchise** is conceived as a way to promote a next-level Latin(X) movement, with casting choices that showcase rich diversity in the Latin population. By including Latin(X) faces and voices, above and below the line, the influence can be proactive, showcasing a more inclusive Hollywood where talent opportunities merge with stories still missing from the horizon.



A collision of multiculture and gender defines the Kaleidoscope Network, which can include distribution across two major and potentially two minor Latin(X) markets, with a collateral mission to empower, entertain and unite discrete Latin(X) segments into a majority number, escalating market dynamics for diverse and underserved female content consumers and creators.

Latin(X) Demo

Expanded version of “X,” using brackets – including gender equality, but also representing populations in Latin America, Latin Europe, Latin Asia and Latin Africa, whose official language is **Spanish, Portugues, French, Italian, Romanian and Catalan**, across the geographies of North, Central and South Americas, Europe, Africa, Asia and Oceania.

LATIN AMERICA

Population: 626 Million

Geography: 20 countries in North, South and Central America and the Caribbean and 13 dependencies

LATIN EUROPE

Population: 185 Million

Geography: 9 countries including Portugal, Spain, Andorra, France, Monaco, Italy, San Marino, Vatican City, Malta and 1 dependency, Gibraltar

LATIN ASIA (bi-directional immigration-emmigration)

Population: 4.5 Million

Geography: includes Latino populations in Phillipines, Japan, Korea, China, India and Australia as well as Asian-Latino diasporas in the Americas

LATIN AFRICA (French and African French as primary or secondary language)

Population: 24 Million (French), 120 Million (African French), 1.2 Million (Spanish and Portuguese)

Geography: 26 Francophone countries across the African continent with Equatorial Guinea speaking Spanish, Portugues and French

STOMACH MOVIE LATIN(X) CASTING



Laura San Giacomo,
Italian American



Sofia Vergara,
Columbian American



Raquel Welch,
Bolivian American



Sebastian Stan,
Romanian American



Angelina Jolie,
French American



Shawn Mendes,
Portuguese Canadian



Selena Gomez,
Mexican American



Timothee Chalamet,
French American



Ricky Martin,
Puerto Rican



Maxi Iglesias,
Spanish



Darren Criss,
Philipino American



Rudy Mancuso,
Brazilian American