



UTAMA Social Media Kit

Thank you for helping spread the word about the theatrical release of **UTAMA** starting on **November 4!**

Below you will find sample copy for social media and newsletters as well as links to videos, graphics, and stills that you can use. If you have any questions or need something you're not finding in the kit, don't hesitate to reach out to Haya at haya@kinolorber.com.

General Information:

Utama opens **November 4, 2022** at Film forum in New York City before expanding to select theaters.

The best link to use in all communication is: bit.ly/utamafilm

Trailer, poster, presskit, images, and social media assets can be [downloaded here.](#)

Twitter: @KinoLorber, @A_laoyza_grisi

Instagram: @KinoLorber, @Alejandro.loayza.grisi

Facebook: @kinolorber, @kinolorberinc

TikTok: @kinolorber
Hashtag: #UTAMA

Calls to action for social posts:

#UTAMA opens 11/4 at @FilmForumNYC before expanding to select theaters nationwide:
bit.ly/utamafilm

#UTAMA opens 11/4 at @FilmForumNYC + 11/11 at @laemmle in LA before expanding to
select theaters nationwide: bit.ly/utamafilm

Alejandro Loayza Grisi's #UTAMA is coming to theaters starting November 4: bit.ly/utamafilm

Sample social media posts:

Bolivia's Official Submission to the Academy Awards and Sundance Grand-Jury Prize Winner
Alejandro Loayza Grisi's #UTAMA opens on 11/4 at @FilmForumNYC in NY and 11/11 at
@Laemmle in LA before expanding: bit.ly/utamafilm

Bolivia's Official Submission to the Academy Awards, Alejandro Loayza Grisi's #UTAMA is "a
powerful tale of survival" (@THR/@HollywoodReporter). Opens 11/4 at @FilmForumNYC
before expanding to select theaters: bit.ly/utamafilm

Sundance Grand-Jury Prize Winner #UTAMA "offers the audience a relatable connection with a
way of life which is on the verge of extinction." (@Screendaily) Opens 11/4 at @FilmForumNYC
before expanding to select theaters: bit.ly/utamafilm

Alejandro Loayza Grisi's #UTAMA is "a visually beguiling effort, donned with an original filmic
idiosyncrasy, from a promising storyteller." (@Indiewire) Opens 11/4 at @FilmForumNYC in
before expanding to select theaters: bit.ly/utamafilm

Alejandro Loayza Grisi's #UTAMA is "more than just a coffee-table-book view of indigenous
culture; it's a powerful and cautionary tale of survival in a dying world."
(@THR/@hollywoodreporter) Opens 11/4 at @FilmForumNYC before expanding to select
theaters: bit.ly/utamafilm

Alejandro Loayza Grisi's #UTAMA "sublime, quietly elegiac character study that looks quite
unlike anything else." (@variety) Opens 11/4 at @FilmForumNYC before expanding to select
theaters: bit.ly/utamafilm

Sample newsletter copy:

In the arid Bolivian highlands, an elderly Quechua couple has been living a tranquil life for
years. While he takes their small herd of llamas out to graze, she keeps house and walks for

miles with the other local women to fetch precious water. When an uncommonly long drought threatens everything they know, Virginio and Sisa must decide whether to stay and maintain their traditional way of life or admit defeat and move in with family members in the city. Their dilemma is precipitated by the arrival of their grandson Clever, who comes to visit with news. The three of them must face, each in their own way, the effects of a changing environment, the importance of tradition, and the meaning of life itself. This visually jaw-dropping debut feature by photographer-turned-filmmaker Alejandro Loayza Grisi is lensed by award-winning cinematographer Barbara Alvarez (Lucretia Martel's *The Headless Woman*) and won the Grand Jury Prize (World Cinema Dramatic) at the Sundance Film Festival.

Utama opens Friday, November 4 at Film Forum in NYC and Friday, September 23 at Laemmle Theatres in Los Angeles before expanding to select cities nationwide: bit.ly/utamafilm