



February 21, 2014  
**FOR IMMEDIATE RELEASE**  
Media contacts:  
**Yani Perez / IATI Theater**  
212-505-6757 / [yani@iatitheater.org](mailto:yani@iatitheater.org)

## IATI THEATER BRINGS BACK FOLLOWING ITS INTERNATIONAL TOUR **MONTERA**

*"A play that gives voice to the silenced forever."*  
WRITTEN AND PERFORMED BY LOREN ESCANDON

9 PERFORMANCES ONLY

### SHOW LISTINGS:

April 3–13, 2014

IATI Theater, 64 E. 4<sup>th</sup> Street (Bowery / 2<sup>nd</sup> Ave.)  
@8pm/Apr: Thu 3; Fri 4; Sat 5; Wed 9; Thu 10; Fri 11;  
Sat 12  
@3pm/Apr: Sun 6; Sun 13  
Tickets: \$25 general admission, \$20 students and seniors, TDF accepted.  
Box office: 212-505-6757, [www.iatitheater.org](http://www.iatitheater.org)  
Recommended for matured audiences.  
Running time: 60 minutes.

Press contact: Yani Perez, [yani@iatitheater.org](mailto:yani@iatitheater.org)

Press Previews Performance:  
Friday, March 28, 2014

New York, NY – After an international tour to Cuba, Spain and Russia, **Montera** comes back to New York for a two-week run at **IATI Theater** (East Village, 64 E. 4<sup>th</sup> Street). The one-woman show that deals with the theme of prostitution is written and performed by Loren Escandon and directed by Marisol Rozo. Performances to this multiple award winning show will commence on Thursday, April 3<sup>rd</sup> and continue through Sunday, April 13<sup>th</sup>, with a press preview on **March 28**. This New York run will count with HABLA HBO SERIES creator, director and producer Alberto Ferreras as Guest Director.

**Montera** follows the adventures of La Guiri, exhibiting the human side of the most dehumanized profession. With comedy and fearlessness, her story confronts physicality, experiences, beliefs and dreams. How does society view such a person once she has exposed her soul? This piece is a human analysis of the oldest profession throughout history. She, La Guiri, fearlessly carries the audience through stimulating observations. Ultimately, society's duality between the blame and victimization of women is challenged.

This show opened in New York on July 28, 2012 as part of IATI's festival Performing Arts Marathon (**PAM**), which earned the show multiple ACE and HOLA recognitions, including Best Solo Award. Since then the show has travelled to the Official Selection of the SOLO Festival in Russia, the 15<sup>th</sup> International Theater Festival in Havana, Cuba, as well as a very successful season in "Se abre el Telon" Madrid, Spain. Always getting rave reviews.

**Montera gives a voice to the silenced forever.**

~Yadira Herrera Estrada ~  
Perro Huevero, Cuba

## **Montera Announcement Release / Page 2**

International Colombian Actress and Ballerina **Loren Escandon** has performed in the stages of Russia, Spain, Peru, France, Chile, Colombia, Cuba and New York. She has worked with such prestigious choreographers as Gustavo Herrera, Ivan Tenorio and Clara Carranco, and such remarkable directors as Ma Zhengongh (China), Everett Dixon (Canada), Jorge Holovatuck and Debora Astrosky (Argentina) and Gustavo (Chile). Loren is the lead actress of the Web-novela *Madres & Comadres*, produced by Sears, and she is part of the cast HABLA WOMEN Produced by HBO Latino. *She is the award recipient of the ACE and HOLA awards 2013 best solo actress for MONTERA.*

Actress, writer and director based in Spain **Marisol Rozo** is the winner for best direction of the XI National Competition Theater for City Stage Female Directors Torrejón de Ardoz- Madrid. She has also directed the XIII and XIV National Competition Gala. She has worked with directors like David Ottone, Ricard Salvat, Tino Fernández, Pablo Vergne, Sergio Cabrera, Álvaro Rodríguez, Federico Restrepo, Antonio Rodríguez, Carlos Jaramillo, and Jorge Muñoz. She is the Co-Founder of the theater company Dragones en el Andamio (2005). Under her direction this company, has created multiple plays like "3xques" by Quim Monzo, "Constructores de Imperios o el Schmürz" by Boris Vian, "Venecia" by Jorge lodging, and "El gato que andaba a su aire" by Rudyard Kipling.

Writer and filmmaker **Alberto Ferreras** is a New York based writer and filmmaker. He is known for his award winning novel "B as in Beauty"—published in the U.S., Spain and Italy—, and for "Habla", a documentary series created for HBO Latino in 2003. Ferreras is also one of the creators of "El Perro y el Gato" a bilingual children's animated show for HBO Family and "Madres y Comadres" the first web-novela produced by Kmart for the Hispanic market of the U.S. Ferreras has directed numerous advertising campaigns, and he is currently a contributor for Vanity Fair Spain. His film adaptation of the Colombian novel "Que Viva la Música" directed by Carlos Moreno and produced by Dynamo in Colombia, will premiere in 2014. He also has written and directed several theater projects, among them *Vanálisis*, *En Una Noche tan Linda Como Esa* and *My Audition for Almodovar*. Ferreras is also a frequent guest speaker at the Smithsonian Latino Center, and has lectured at Wellesley and Dartmouth College.

Graduate of New York City College of Technology with a degree in Lighting Systems Technology from the department of Entertainment Technology, **Miguel Valderrama**'s most recent NY credits include: *Once on this Island* (Riverdale Art Performance Space), *Taking a Chance in America* (Ellis Island Museum), *Paso del Norte* (Theater for the New City) and *Pawn Shop Accordions* (NY International Fringe Festival), *Light of Night* (IATI Theater). He has also worked as the director of lighting for TeatroStageFest. Some of his lighting designs also include music concerts, TV, Video, film, fashion, architecture and wide variety of corporate events.

Tickets for **Montera** can be purchased online at [www.iatitheater.org](http://www.iatitheater.org)

We welcome all press for listings, reviews and/or interviews. Please contact Yani Perez at [yani@iatitheater.org](mailto:yani@iatitheater.org) for press inquiries.

**IATI THEATER** (International Theater Arts Institute) is a New York-based, not-for-profit performing arts organization established in 1968, dedicated to perform and promote contemporary Latino heritage through full productions in theatre, music and dance, as well as staged readings and workshops, serving as a bridge between artists and underserved communities in its New York home, on national and international tours. The company makes arts accessible to all audiences, addressing contemporary issues of broad human interest and framing them in a strong cultural context of social impact that motivates introspection and social awareness. IATI is also devoted to the emergence of new artistic talents in the disciplines of theater, music, and dance, providing the training and encouraging fulfilling their dreams.

# # #