



LUIS ALBERTO BARRERA

VISUAL DIRECTOR / VISUAL CONTENT CREATOR / ART DIRECTOR

anuel 15min

ANUEL

TICKETMASTER.COM

LEGENDS NEVER DIE

USA TOUR

APR 28 ORLANDO, FL	MAY 07 HIDALGO, TX	MAY 20 WASHINGTON, DC
APR 29 MIAMI, FL	MAY 12 LOS ANGELES, CA	MAY 21 CHARLOTTE, NC
APR 30 FORT MYERS, FL	MAY 13 ONTARIO, CA	MAY 26 READING, PA
MAY 05 DALLAS, TX	MAY 14 SAN JOSE, CA	MAY 27 NEWARK, NJ
MAY 06 HOUSTON, TX	MAY 18 CHICAGO, IL	MAY 28 NEW YORK, NY

TICKETS ON SALE AT
ticketmaster

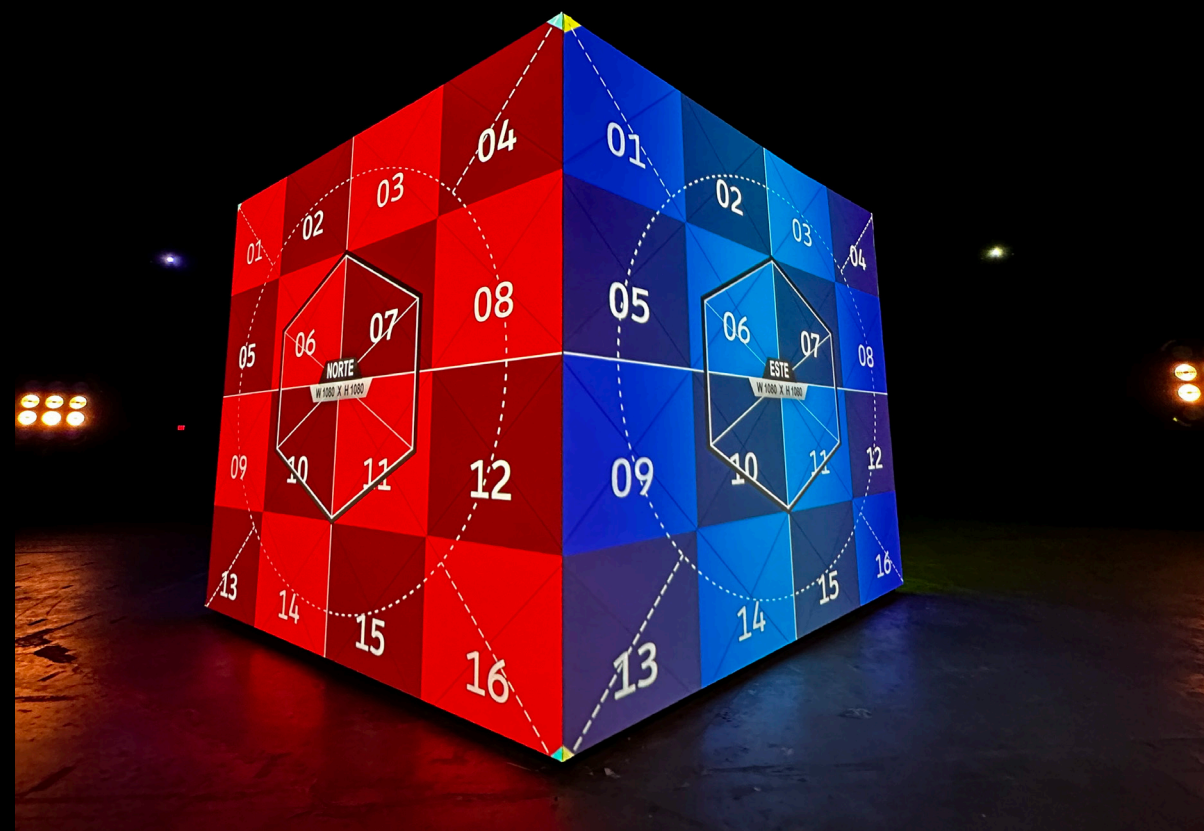
Real Hasta La Muerte



LEGENDS NEVER DIE / all presentations sold

You are part of the creative and technical team on the 2023 tour

Born Emmanuel Gazmey Santiago, Anuel AA is best known for spearheading the Latin trap movement. Since dropping his studio album *Real Hasta La Muerte* in 2018, Anuel AA has logged hit song after hit song on the Latin music charts. While 2018 proved to be a big year for Anuel AA and his album *Real Hasta La Muerte*, which debuted at number 51 on the Billboard 200 and reached number one on the Top Latin Albums & Latin Rhythm Albums, he has since logged impressive collaborations with Daddy Yankee, Karol G, Ozuna and many others. The trap star announced tour dates for his 2022 *Las Leyendas Nunca Mueren* world tour, which is named after his third studio album that debuted at No. 1 the Latin charts. Whereas Anuel AA hit smaller to mid-sized venues on his *Real Hasta Muerte* tour, the Puerto Rican rapper will be taking the stage at arenas across the country in 2023.



Jaeger-LeCoultre

The way we have to face each project is very particular, but even better when those of us who carry it out get as personally involved as the three examples, among many others, that we share in this article.

We were invited to participate in an international team recording for a renowned European watch brand in which Lenny Kravitz and Anya Taylor-Joy participated. An amazing script with surreal overtones achieved through a projected cube on which the character of creativity and the conflict of decisions that lead to a work of art being what it is; a reflection of the human, of their experiences and decisions. Not from surprising algorithms, but from unique experiences that are the product of the journey of life and, above all, of emotion.

Reference Link:

<https://www.youtube.com/watch?v=LXxVXo3Gk6I&t=23s>



PREMIOS HEAT 2021-23

VISUAL DIRECTOR / STAGE DESIGNER

THE HEAT LATIN MUSIC AWARDS ARE AN ANNUAL AWARDS SHOW, USUALLY TAKING PLACE IN EARLY JUNE, THAT HONORS THE YEAR'S GREATEST MUSIC STARS, VOTED FOR BY THE PUBLIC WATCHING AT THE HTV CHANNEL. THE SHOW OFFERS NUMEROUS GUESTS AND MUSICAL PERFORMANCES.

REFERENCE REQUIRED IN THE
THE MUSICAL SCENE.

A MEGA PRODUCTION
IN A HEAVENLY ENVIRONMENT
SUPPORT ALL ARTISTS
PARTICIPANTS



HEAT LATIN MUSIC AWARDS™

PREMIOS HEAT 2023

Artistas en escena

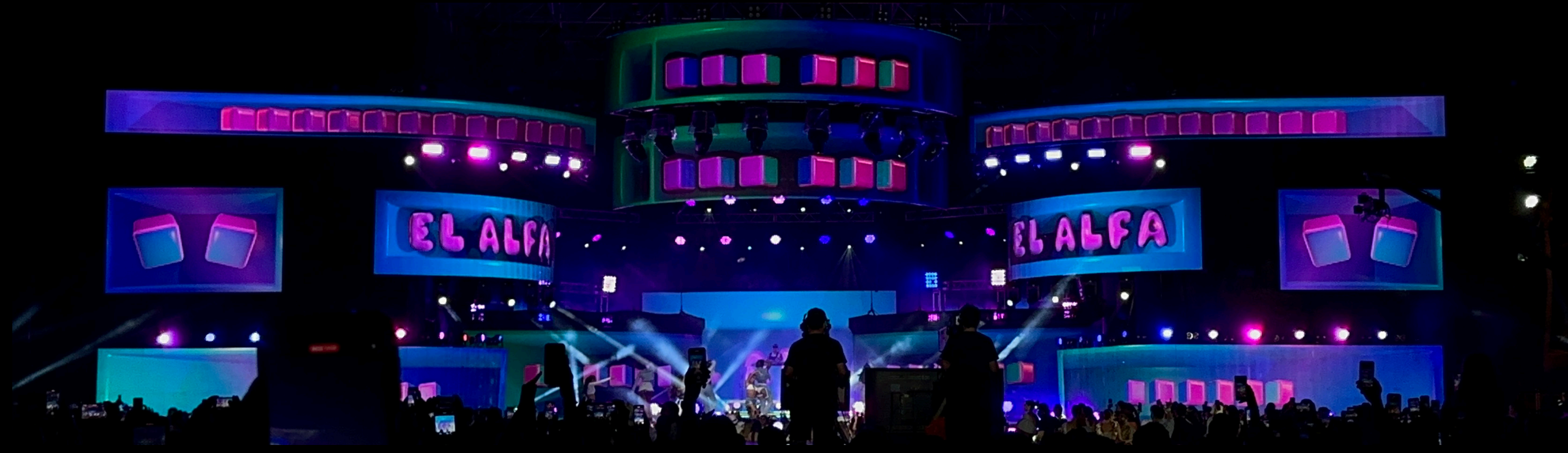
Anuel AA

El Alfa

Grupo Niche

Mau y Ricky

Entre Otros

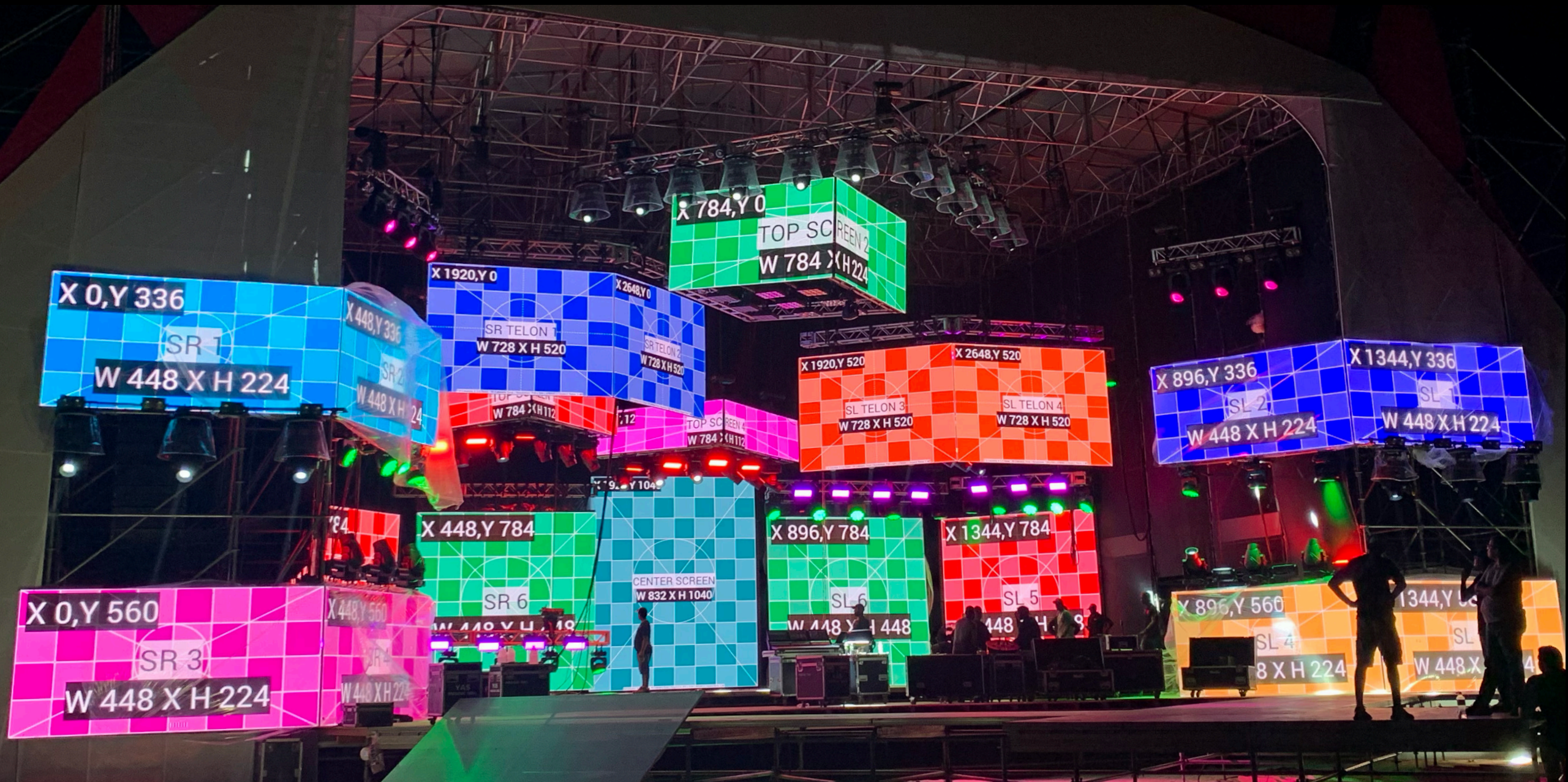




PREMIOS HEAT 2022

Artistas en escena

Carlos Vives / Fonseca / PZK / Ryan Castro / Dekko / Greicy Rendon entre otros.

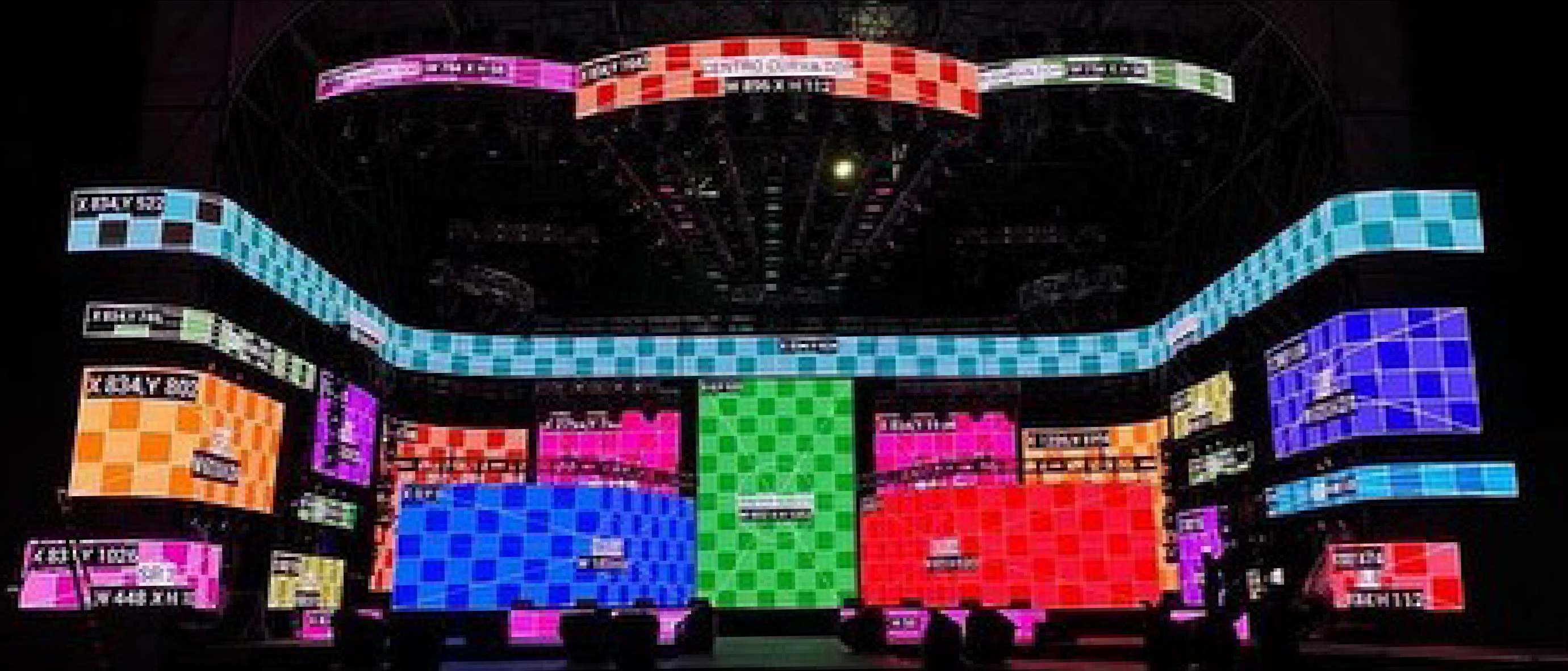




PREMIOS HEAT 2021

Artistas en escena

Gloria Trevi / Anitta / Arcangel / Paola Jara / Jessi Uribe / Mike Bahía / Farina y El Alfa entre muchos otros.





Le Vian in Venetian Hotel Las Vegas.

Le Vian is a family-owned jewellery company with a long history, dating back to the 15th century. As purveyors of fine jewelry, Le Vian had earned such a reputation that in 1746, Nadir Shah, one of Persia's most powerful rulers, chose them to safeguard the collection of jewelry he had amassed, including the famous Koh-i-Noor diamond. . A rich history, through the centuries. We carried out the visual production for this event that exuded glamor and shine.



ADP MEETING of the MINDS

Opening Remarks Dave Greenberg
Opening Remarks Karen Rogers
Fireside Chat Marie Black & Karen Rogers
Innovating for the Worker and Workplace Sreeni Kuttan, Emily Adams & Naamla Lariolare
Service by You, For You Tara Allbritton
Keynote Speaker Beama Saint John
Closing Remarks Dave Greenberg

ADP
MEETING
of the MINDS
Boldly Ahead



ADP
MEETING
of the MINDS
Boldly Ahead

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ADP Meeting of the Minds is ADP's premier user conference for enterprise clients with 1000+ employees. Content tracks are being developed for HCM professionals in the areas of payroll, benefits, RE, HRIS, compliance, talent, workforce management, executive insights and more. In collaboration with the city government

CONGRESO FUTURO 2023

We were in charge of innovating in the contents of the scenographic concepts of the 2023 version of the Future Congress.

The Future Congress is an event held in Chile¹ where recognized people in some field of study, both scientific and humanistic, expose the public about problems that society faces, or will face in the future. It is organized by the Challenges of the Future Commission of the Chilean Senate, the Chilean Academy of Sciences and the Government of Chile.





WorkWave

For nearly 40 years, WorkWave has been building best practices into its market-leading field service and last mile software solutions to allow best-in-class companies to grow their business, service their customers and maximize their money. Its solutions empower service-oriented companies to reach their full potential through scalable, cloud-based software solutions that support every stage of a business life cycle, including marketing, sales, service delivery, customer interaction and financial transactions. WorkWave is a trusted partner for thousands of customers across a wide variety of industries, including pest control, lawn care, cleaning, HVAC, plumbing and electrical, and last mile delivery. WorkWave's award-winning culture and solutions have been recognized in the SaaS Awards, the Cloud Awards, the American Business Awards, the NJBIZ Best Places to Work Awards, and the Stevie Awards for Great Employers.

WE ARE

WORKWAVE

PartPac RealGreen TEAM Software slingshot

COALMARCH ServiceBot ServMan taskeasy.

RouteManager Service Financial Services

CTR LED | PCM

NOTES A

It is a pleasure to be here this morning representing the amazingly talented Product and Engineering teams at WorkWave.

The graphic behind me is not just a business vision. This is essentially a blueprint for product development. Our Product Development team was formed from the combination of several companies with independently developed products and the technology, and to me and each product component.

The challenge was to apply multiple design strategies to improve and enhance our products with quality and with highest levels of quality.

The team began to see the benefits of this strategy over the last few months.

We've improved our overall team morale already worked to Traffic and Business Service, new line of products.

We've implemented various practices to increase reliability and to bring additional financial services with



NOVONORDISK

We developed the concept, realization and execution of visual content that above all was attractive and innovative.

Novo Nordisk A/S is a Danish pharmaceutical company. It arose from the merger of the Danish companies Novo Industri A/S and Nordisk Gentofte A/S in 1989. It is one of the leading companies in the insulin and diabetes care segment in general.

Novo Nordisk is an international company that produces its products in 7 countries, with offices or subsidiaries in 76 countries. It employs more than 40,300 people worldwide and its products are sold in 179 countries.

DON OMAR

A great of Latin music, not only of the urban. A complete artist who takes care of every detail of his staging and is emerging as a benchmark when talking about performance in Spanish. We were in charge of concretizing his imaginary and we worked side by side with his team, the director of the transmission, Marcelo Gamma @thinkinglion_ who is the genius that surprises us at the Latin Grammys, Lo Nuestro Awards, La Musa Awards among others many. All this for a global transition for the @pandora platform

Live Audience: 3 BILLION

Show Reference Link:

<https://pandoraliveelpulsodonomar.splashthat.com/>

<https://www.donomar.com/don-omar-se-consolida-como-el-nuevo-billonario-de-pandora/>

<https://www.youtube.com/watch?v=A6JFnqN8iB8>

<https://www.youtube.com/watch?v=rDi5A33Abc0>



MUSE AWARDS

We were honored to be selected for the Musa Awards 2022, the Latino composers hall of fame event, and to give such an important award a visual. On this occasion, Juanes, Emanuel, Jose Feliciano, Residente and other great composers performed.

What are Musa Awards?

Latin music industry leaders came together on October 18, 2012 at the Marlin Hotel in Miami Beach to establish the Latin Songwriters Hall of Fame, which is dedicated to educating, honoring, and celebrating life and music of the best Latin songwriters and songwriters in the world. Along with the Masterclass In The Round series, workshops and scholarships, one of the many functions of the Latin Songwriters Hall of Fame is to recognize those whose work represents a spectrum of the most beloved songs in Spanish and Portuguese.

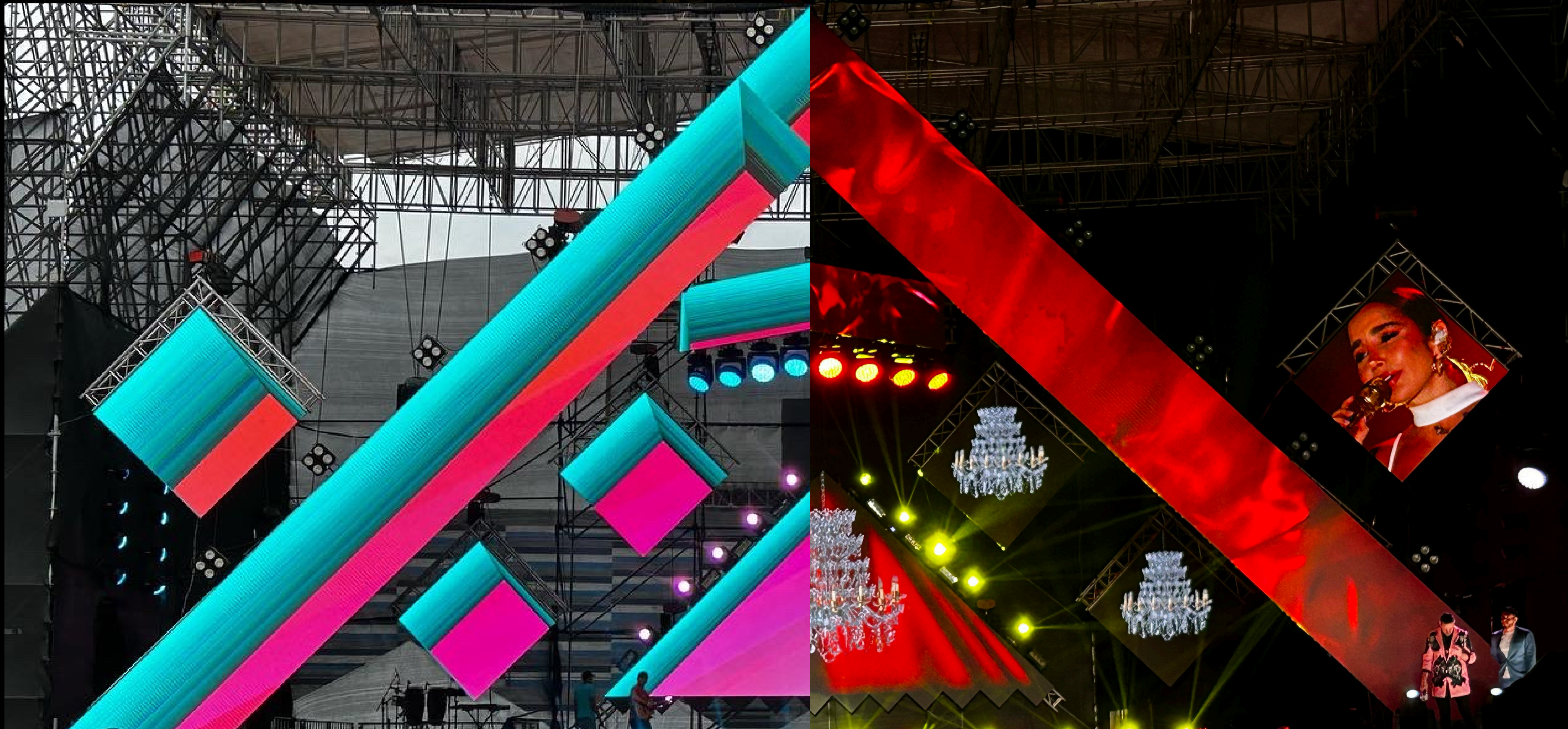
Each year, the Latin Songwriters Hall of Fame presents a list of songwriters at the LA MUSA AWARDS Induction Gala who have been recognized around the world. These members are selected from the pantheon of living and posthumous Latin music greats and also honor those who have had a significant impact on the evolution, development and perpetuation of Latin music, language and culture.



HEAT FESTIVAL.

CREATIVE DIRECTOR
VISUAL CONTENT
STAGE DESIGN

Two examples are made for Ecuador, the city of Guayaquil more precisely. They are the HEAT Festival and Teletón Ecuador for which we develop from the Stage to the content of each show. Our Partner from @monthlightchile were in charge of specifying our ideas to plans and assembly of lights. The quantity and quality of the participating artists in addition to the hours of transmission were spatially a challenge to give each performance a particular character. From romantic to surreal settings to colorful environments full of rhythm and action. Both shows far exceeded the expected audiences and repercussions, being two very satisfactory cases from their creation, implementation and staging.





TELETON ECUADOR

**CREATIVE DIRECTOR
VISUAL CONTENT
STAGE DESIGN**

DREAMVERSE NYC

A historic event where the most expensive NFT in the world made by Beeple was presented and at a value of US\$ 69,000,000 we carried out from the design of the stage to the content of the entire sample.

While this event was far from subtle, it somehow managed to simultaneously veer away from being ostentatious. With a series of NFT art exhibits curated by a group of some of the most prolific crypto artists of all time, culminating in a rave headlined by Alesso, this was undoubtedly one of the most popular NFT.NYC events and a nice way to close. out of the week.

PRESS

<https://www.youtube.com/watch?v=BPakhZGM05E>

<https://nfts.wtf/dream-verse-by-metapurse-closes-nft-nyc-with-a-bang/>

<https://medium.com/metapurse/dreamverse-nyc-where-nfts-make-landfall-7219609faa1f>

OFFICIAL SITE

<https://www.dreamverse.life/>

https://twitter.com/Dreamverse_life

WINNER bizbash.com

BizBash is a leading resource for meeting and event professionals looking to stay up-to-date on the latest industry news, get inspired, learn something new, and expand their network. It's simply where event pros go.

WINNER - Best Fair/Festival: Dreamverse

WINNER - Best Reimagined Event Experience: Dreamverse

WINNER - Best Use of Special Effects at Events: Dreamverse

<https://www.bizbash.com/production-strategy/event-production-fabrication/article/22671143/winners-of-bizbashes-10th-annual-event-experience-awards>





Festival Internacional de la Cancion de Viña del Mar 2019-20

Live audience: 250 Million people Per Season

Info Link:

https://es.wikipedia.org/wiki/Festival_Internacional_de_la_Canci%C3%B3n_de_Vi%C3%B1a_del_Mar#Transmisiones_televisivas

<https://www.13.cl/festivaldevina>

Position:

Visual Director, Visual Player, Visual Content Designer, Visual Content Creator.

In this particular show, Luis is in charge of the design and creation of each of the visual elements of the tv show, which will be projected on the set during the 7 days of the festival. This includes overture ceremonies, program showlook, sponsors show look, folkloric and international competition. Along with that in the previous months, he works on the creation of the content that accompanies the presentations of the folkloric and international competition, where he seeks to represent the identity of each participant as well as their identity characteristics according to the country they represent. On the other hand, Luis works with both channels in charge of the transmission to coordinate the reception of all the material from sponsors that will be exhibited on the festival screens and also advises the national and international artists crew who appear in the 6 days of the festival.

Also during the show he performs the work of visual director which gives him the authority to decide and coordinate what content is shown during the show and at what time.

In the 6 days of the festival he has worked with artists such as **Ricky Martin, Maroon 5, Backstreet Boys, Wisin & Yandel, Ana Gabriel, Raphael, Ozuna, Marc Anthony, Marco Antonio Solis, Bad Bunny among others.**

Description of the show:

The Viña del Mar International Song Festival (also Viña Festival) is a musical contest organized by the municipality of Viña del Mar, Valparaíso Region, Chile. Since February 21, 1960, the event takes place every year during the month of February at the Quinta Vergara Amphitheater, with the exception of the 2021 and 2022 edition, which was canceled due to the coronavirus pandemic that affected the world.¹ It is considered the largest and most important music festival in the American continent, and the longest and most relevant Spanish-speaking festival in the world.

The event takes place on a stage that has a capacity for 15,000 spectators and is broadcast live on radio, television and online platforms, achieving tuning records with an estimated audience of around 250 million people. Through television, the event reaches the entire American continent, much of Europe, North Africa and Australia; while via streaming to the whole world. It moves millions of dollars in terms of sponsorships, associated television programs, advertising and tourism.

The contest invites countries from all over the world in 2 categories, folk and international, each of the participants competes for the precious silver seagull, and a cash prize. Great music artists have competed on that stage, such as Shakira in 1993, and have used that great platform as a kickoff for their careers.

Since its LX edition, the organization, production and transmission of the Viña Festival is in the hands of the alliance made up of Televisión Nacional de Chile, Canal 13 and Fox Networks Group Latin America, who won the contest for transmission until 2027 for almost USD \$ 400 million.







FESTIVAL INTERNACIONAL
DE LA CANCIÓN DE VIÑA DEL MAR
2019
2020

VINA 19

EL FESTIVAL LATINO MÁS GRANDE DEL MUNDO

DOMINGO 24 DE FEBRERO	LUNES 25 DE FEBRERO	MARTES 26 DE FEBRERO	MIÉRCOLES 27 DE FEBRERO	JUEVES 28 DE FEBRERO	VIERNES 01 DE MARZO
 WISIN & YANDEL	 RAPHAEL	 MARC ANTHONY	 MARCO ANTONIO SOLÍS	 BACKSTREET BOYS	 BAD BUNNY
 FELIPE AVELLO	 DINO GORRIELLO	 JANI QUEVAS	 JORGE ALÍS	 MAUFICO PALMA	 EDUCO OLINDAGO
 SEBASTIÁN YATRA	 YURI	 DAVID BISBAL	 CARLOS RIVERA	 CAMI GALLARDO	 BECKY G

VINA 20

EL FESTIVAL LATINO MÁS GRANDE DEL MUNDO

DOMINGO 23	LUNES 24	MARTES 25	MIÉRCOLES 26	JUEVES 27	VIERNES 28
 RICKY MARTIN	 MON LAFERTE	 ANA GABRIEL	 PABLO ALBORÁN	 MAROON 5	 OZUNA
 STEFAN KRAMER	 JAVIERA CONTADOR	 ERNESTO BELLONI	 FUSIÓN HUMOR	 PAUL VÁSQUEZ "EL FLACO"	 PEDRO RUMINOT
 PEDRO CAPÓ	 FRANCISCA VALENZUELA	 PIMPINELA	 LUCIANO PEREYRA	 POR CONFIRMAR	 DENISE ROSENTHAL
					 NOCHE DE BRUJAS



LATIN GRAMMY / CELEBRA ELLAS Y SU MUSICA

Univision Networks

Position: Led content Designer, Led content Creator

Description of the Show:

For the first time, a special program dedicated to celebrating women in the recording industry was held. More than 20 artists from various generations re-covered on stage at Latin GRAMMY Celebrates Ellas y su Música. Thalía, Becky G, Chiquis, Vikki Carr and more took us on an unrepeatabe musical journey.

Live Audience: 5,9 Million people Per Season

Official Web link:

<https://www.univision.com/shows/latin-grammy-celebra-ellas-y-su-musica>

Show Reference Link:

<https://www.youtube.com/watch?v=Y5guR3g-EDU>

<https://www.youtube.com/watch?v=OEfwt0q1P9c>

<https://www.youtube.com/watch?v=7RVu2Ft7pTw>

<https://www.univision.com/shows/latin-grammy-celebra-ellas-y-su-musica/fotos-presentaciones-de-latin-grammy-celebra-ellas-y-su-musica-fotos>







CREAMFIELDS CHILE

Position: Visual Director, Screen Content creator and VJ. 15 editions
Since 2004 - 2023

Show Description:

Creamfields Chile is an electronic music festival held annually in November in Santiago de Chile.

The first edition of Creamfields Chile was held in 2004 with an attendance of 12,000 people in Ciudad Empresarial and is currently being held at Club Hípico. Chile was the second Latin American venue of the festival and over the years it has become the largest electronic festival in the country and due to the fall of Creamfields BA it became the largest venue in America where audiences from all over the world attend annually. South America.

Among the large number of artists we can highlight some of great popular renown such as Armin van Buuren, David Guetta, Calvin Harris, Tiësto, Dimitri Vegas & Like Mike and others of underground genre such as Richie Hawtin, Sven Väth, The Chemical Brothers among others. .

Official Link:

<https://www.creamfields.cl/>

Info reference Link:

https://es.wikipedia.org/wiki/Creamfields_Chile





Creamfields 
CHILE







Mira Quien Baila 2019 & 2022/Univision Networks

Position: Led content Creator, Visual Content Designer.

Live audience: 12 Million people Per Season

Description of the show:

The seventh season of Mira quién baila, also known as Mira quién baila All Stars, premiered on Univision on January 6, 2019 and ended on February 10, 2019.

Javier Pozo and Chiquinquirá Delgado returned as the show's hosts. Danyara Torres returned as judge. Casper Smart and Yuri replaced Joaquín Cortés and Lola Cortés as judges.

The season features two past contestants from season 4: Pedro Moreno and El Dasa. The winner, Clarissa Molina, received \$25,000 for her chosen charity.

Info Link:

[https://en.wikipedia.org/wiki/Mira_qui%C3%A9n_baila_\(season_7\)](https://en.wikipedia.org/wiki/Mira_qui%C3%A9n_baila_(season_7))

Reference Link:

<https://www.univision.com/shows/mira-quien-baila/performances>









Nuestra Belleza Latina 2018/ Univision Networks
Position: Led content Creator, Visual Content Designer.

Description of the show:

The last season of NBL (Sept. 23, 2018 – Dec. 2, 2018) reached 15.8 million Total Viewers 2+ and ranked as the #1 reality series on all of television, regardless of language, in primetime during its full run with U.S. Hispanics and Bilinguals. NBL was also the #1 entertainment program, regardless of language, among U.S. Hispanics on Sunday night*. Live audience: 15,4 Million people Per Season.

Info Link:

<https://corporate.univision.com/press/2021/09/09/univisions-popular-reality-competition-nuestra-belleza-latina-returns-to-dominicos-en-familia/>







TELETON USA 2019 / Univision Networks

Live Audience: 15,4 Million people

Position: Led content Designer, Led content Creator

Description of the Show:

Annual TV program with 17 hours of continuous programming, responsible for raising funds for the care and rehabilitation of children with disabilities.

Official Web link:

<https://www.univision.com/shows/teleton-usa>

Show Reference Link:

<https://www.univision.com/shows/teleton-usa/alejandra-espinoza-el-dasa-y-leslie-grace-unieron-sus-voces-en-el-gran-opening-de-teleton-usa-video>

<https://www.univision.com/shows/teleton-usa/una-cancion-convertida-en-himno-teletonusa-vibro-con-la-magica-interpretacion-de-solo-le-pido-a-dios-video>





**REDBULL INTERNACIONAL BATALLA DE LOS GALLOS
FINALES MUNDIALES 2015 / 2021
TOTAL EVENT (WIP) 2021 : 861.000.000**

FINAL MUNDIAL BATALLA DE LOS GALLOS REDBULL 2015 / 2021

Content development and execution of Batalla de Gallos, an international Redbull competition that in 2015 and 2021.

In this project, the stage design, the creation of visual content and its live execution on LED screens were carried out.

Link:

2015

<https://www.youtube.com/watch?v=cU7C7Fhz4us>

2021

https://www.youtube.com/watch?v=QOwN_SNsMG8&t=6921s







Final Nacional USA 2020:

Execution of live visual content, for the streaming show, held in Miami, in October 2020.

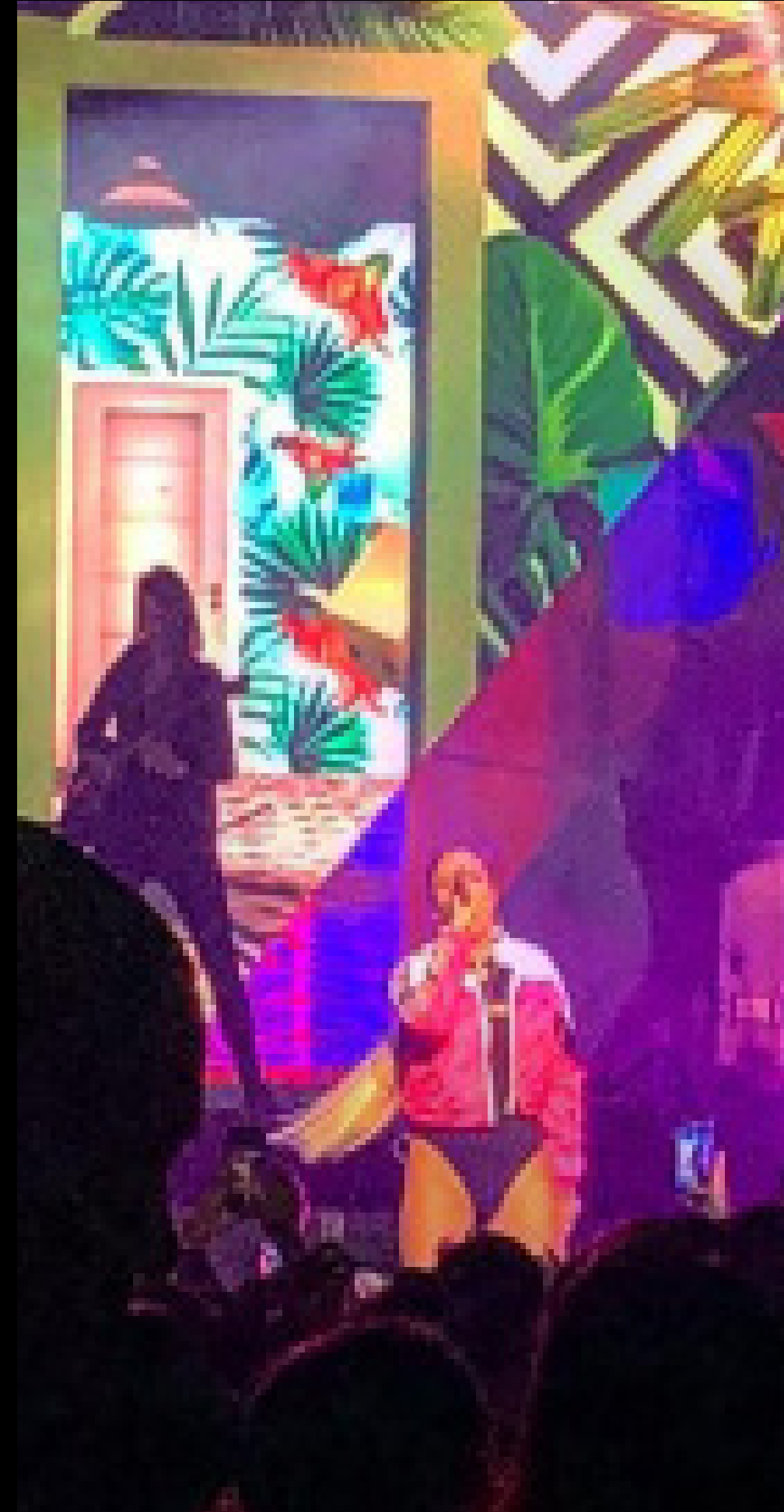
<https://www.youtube.com/watch?v=G95LLdsja3>



**ARTISTAS
DESARROLLO VISUALES**

**ANUELA A 2023
LUNAY / FARINA / KAMM 2021
KAROL G / 2018
NICKY JAM / 2017**

**BETO CUEVAS / 2014
ALKILADOS / 2016
FRANCISCA VALENZUELA / 2015
NICOLE / 2014 -2020
JAVIERA MENA /2016**





2021
PREMIOS LO NUESTRO / UNIVISION
LATIN GRAMMY / UNIVISION

SPECIAL NUMBERS FOR THE BEGINNING OF THE
SPACE PROGRAMMING OF EACH PRIZE



MALUMA
ESPECIAL MICHELOB ULTRA

Link:

[Bhttps://www.youtube.com/watch?v=8iCG5-pM4xY](https://www.youtube.com/watch?v=8iCG5-pM4xY)



OTHER PROJECTS

- COPA AMERICA SOCCER DRAW
- PRIZES IN THE LIMA PERU AREA
- SOUTH AMERICAN YOUTH GAMES OPENING AND CLOSING CEREMONY

