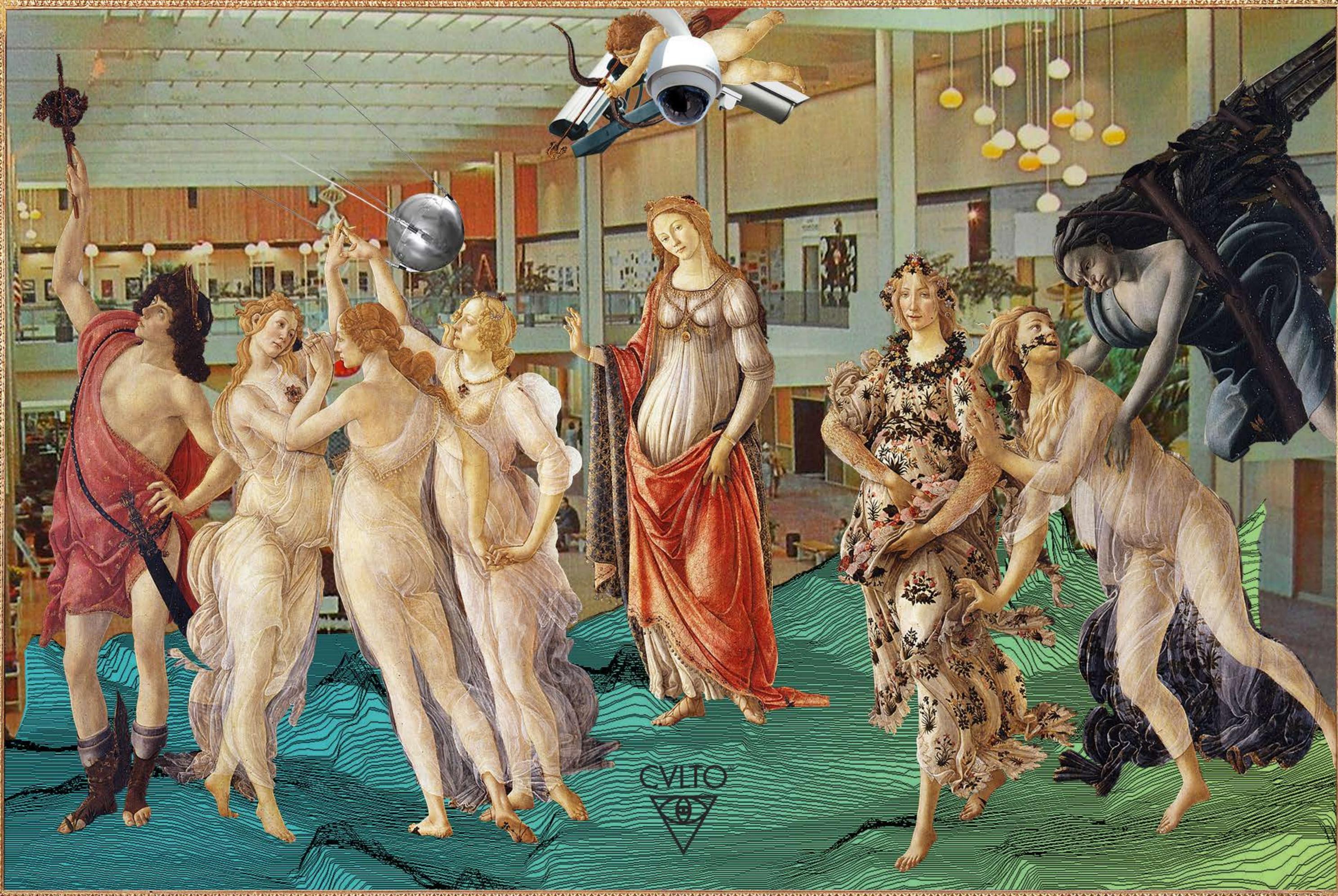


EROS UNCHAINED

A DOCUMENTARY SERIES ON THE MAGICAL ORIGINS OF ADVERTISING



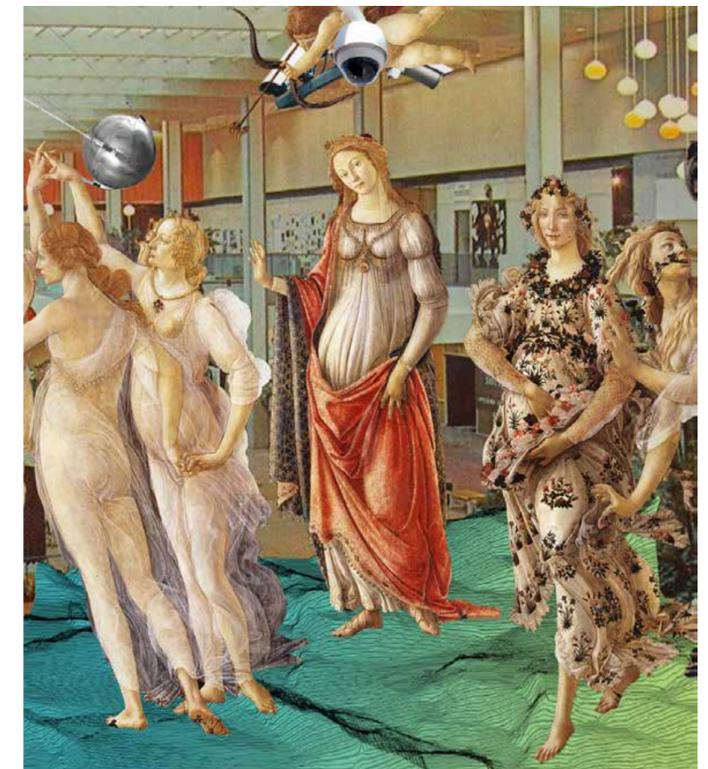


Our Project.

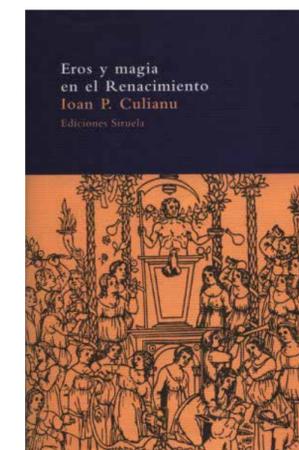
Is it possible to affirm that our social reality is a kind of spell, an incantation produced by advertising and the media, and therefore that these disciplines are modern forms of magic?

These and other questions will be addressed in our documentary *Eros Unchained*, a series with which we intend to make a historical journey on the influence of magic—and in particular Renaissance erotic magic—in advertising, public relations, and modern media. Halfway between an academic documentary and a popular audiovisual work, *Eros Unchained* will unravel the profound influence of erotic magic in the modern media establishment, thus offering a new perspective for the study of a subject that, in our opinion, is of capital importance to understand this historical moment.

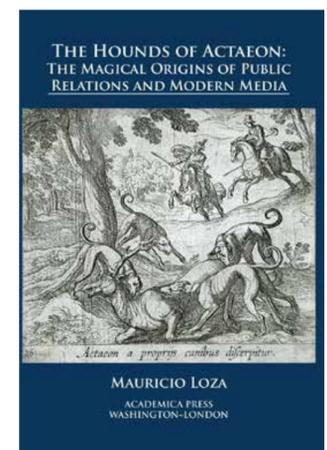
We will use as reference two books that deal with the subject: *Eros and Magic in the Renaissance* by the Romanian historian Ioan Petru Culianu, where it was first suggested that psychology and modern media arise from the magical arts of the Renaissance, and *The Hounds of Actaeon* by the Colombian writer Mauricio Loza that develops and updates Culianu's thesis presenting the most recent phases of the media landscape of the 20th and 21st centuries in magical terms.



Eros Unchained
Official poster of the documentary series
CVLTO, 2021



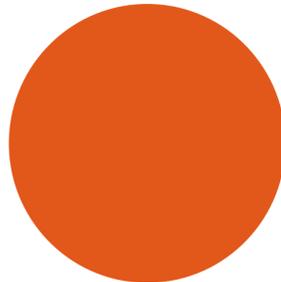
Eros y Magia en el Renacimiento
Ioan P. Culianu
Ediciones Siruela, 1999



The Hounds of Actaeon
Mauricio Loza
Academica Press, 2020

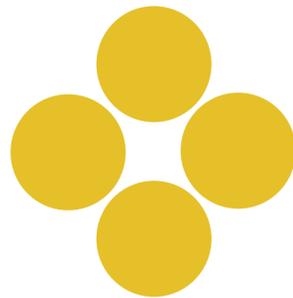
Coagula

Rubedo or Reddening



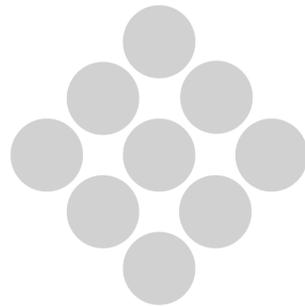
Classic Greece

Citrinitas or Yellowing



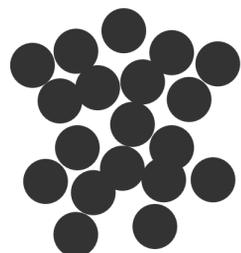
Catharism & Italian Renaissance

Albedo or Whitening



Animal Magnetism, Psychoanalysis, Advertising & Propaganda

Nigredo or Blackening



Digital era & Media warfare

Solve

Structure & Synopsis.

Welcome to *Eros Unchained*, a documentary about the influence of erotic magic in advertising and media. To structure our narration we will resort to the myth of the fall and to alchemy. Our story will be told as an “inverted alchemical epic” in which we move away from the philosopher’s stone, the golden age of magic, as we simultaneously move forward in time and “fall” into the present day.

With this structure in mind, we have divided this documentary into four parts that run opposite to the normal alchemical sequence, that is, instead of leading to philosophical gold, they lead to the *nigredo*, the most undifferentiated and darkest state of matter which, in our analogy, corresponds to the darkest form of magic. Thus, *rubedo*, the step prior to achieving the philosopher’s stone, would correspond to classical Greece; *citrinitas* or yellowing, to the Italian Renaissance; *albedo* or whitening, to animal magnetism, psychoanalysis and advertising; and finally, *nigredo* or blackening, to the applications of erotic magic to media warfare and the digital world.

In this downward journey the first period (*rubedo*/Greece) acts as the great coagula where the system of erotic magic configures itself as a harmonious whole, and the last period (*nigredo*/present day) as the great solve, where knowledge has been sub-specialized until it has atomized in the luminous darkness of our time.

Who are we?

Gabriel García Muñoz / Director & screenwriter

I studied Fine Arts at the Complutense University of Madrid and worked for thirteen years as an advertiser, graphic designer, illustrator and art director in the private sector. In 2018 I decided to leave any relationship with advertising to found CVLTO, a design studio exclusively dedicated to underground cultural projects, as well as CVLTO TV, its audiovisual branch, where we create short genre films, music videos and documentaries about alternative philosophy.

Mauricio Loza Niño / Screenwriter & consultant

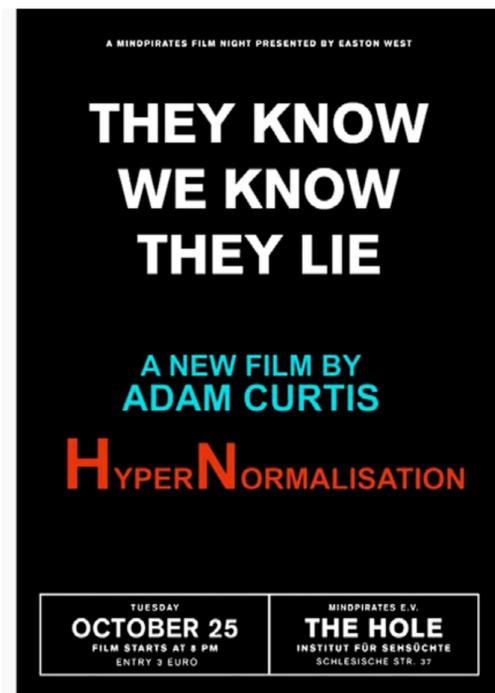
I was born in Bogotá, Colombia, where I studied graphic design at the UJTL. For two decades I have worked as a designer and more recently as an independent writer and researcher. I have published a book of criticism of transhumanism entitled *Contra el Transhumanismo* (2018) and *The Hounds of Actaeon* (2020) with Academica Press in Washington. I am currently preparing a volume on the topologies of sovereignty and an essay on the architectural aspects of the work of J.G. Ballard.

Gabriel and Mauricio met fortuitously on academia.edu while Gabriel was looking for information about the influence of magic in advertising and media with the intention of making a documentary on the subject. After getting to know each other they decided to join forces and extend the focus of the project to tell a story that will take us from the origins of Western magic in ancient Greece, through the Renaissance, the medicine and psychology of the eighteenth and nineteenth centuries, to advertising, public relations and the social networks of our time.

Stylistic References.

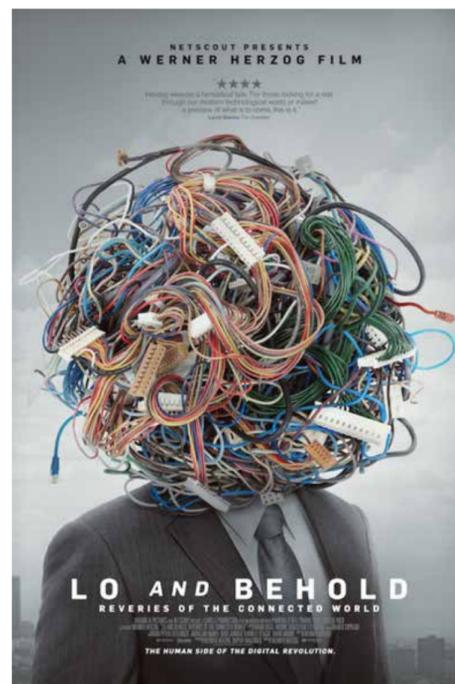
HyperNormalisation (2016)

Adam Curtis



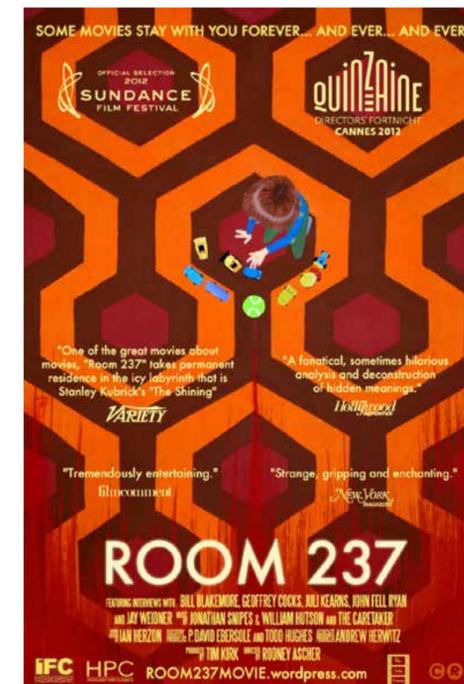
Lo and Behold, Reveries of the Connected World (2016)

Werner Herzog



Room 237 (2012)

Rodney Ascher



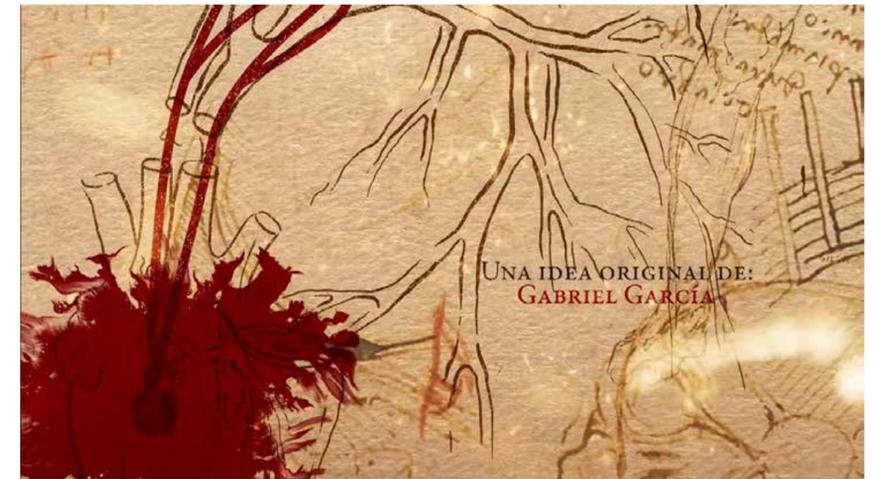
Movie frames.



1. Frame of the *Eros Unchained* presentation video.



2. Frame of the *Eros Unchained* official trailer.



3. Main credits of the documentary



4. Frame from *Rubedo*, first episode of the series.



5. Frame of *Citrinitas*, second episode of the series.



6. Frame of *Albedo*, third episode of the series.

Credits

Designed by Gabriel García
& Mauricio Loza for:

