

***CARMONA***  
***ILLUSTRATION & DESIGN***

## SECTIONS:

- EDITORIAL
- BRANDING
- ILLUSTRATION
- PRINT-MAKING

- EDITORIAL

The Latin American Culture Festival Vive Latino ("El Vive Latino") is a rock and various alternative music genres festival held annually since 1998 (except 1999 and 2002), at Foro Sol, Mexico City, organized by OCESA. To date there have been 14 previous editions. In 2004, El Vive Latino will hold its fifteenth edition.

Through its previous editions, consolidated music groups of mass appeal and emerging bands with lower commercial distribution have graced its stage. As its name suggests the festival focuses on the participation of Latin American musicians, but it has gradually been incorporating groups and soloists from other regions and other languages.

Its growth and consolidation have made El Vive Latino the biggest rock festival in Latin America. El Vive Latino has become a prestigious stage for all Latin American music acts to showcase their sound to the more than 70,000 spectators per day.

The "Intolerable Stage" is a space for attendees to have the opportunity to meet bands that otherwise go unnoticed, some of them because of their buzz at the moment, and others are there because of their role in the underground scene. This stage is open to new sounds, mergers, jazz, progressive rock, sonic experiments, etc.

The festival also holds art shows, graffiti, scenic proposals, and emerging artistic expressions. From the beginning, the cultural market "El Chopo" has been an important part of the landscape. Since 2010, "Vive Verde" has been the festival's way to go green and promote an ecological friendly conscience.

The "Ambulante Stage" was integrated in 2011, as an extension to the Ambulante Film Festival projecting specifically music documentaries and full features.

Previously known for being the two most intense days in Latin American Rock held in Mexico City, since 2010. The festival extended its reach, adding a third day. And in 2014 we are adding a fourth day to the festival.

The the social media presence El Vive Latino Festival has:

+1.2M on Facebook  
+476K on Twitter  
+62K Subscribers and +25 Million plays on YouTube  
+89K on Instagram  
14 editions, over 600 bands, and more than 2 million attendees

This is El Vive Latino, Welcome.



OCESA AND CERVEZA INDO  
OFFICIAL SPONSORS  
PRESENT



# VIVE LATINO XV

The Latin American Music Culture Festival  
March 27 - March 30. Foro Sol, Mexico City

"Vive Latino is the simple premise of mixing several rock expressions at the same time"  
for more info visit [www.vivelatino.com.mx](http://www.vivelatino.com.mx)

**THU**  
27TH

AFI (A Fire Inside)  
Atto and the Majestics  
Copper Gammis  
Diplo  
Estelares  
Hello Seahorse  
Jessica Hernandez and the Deltas  
Juan Soto  
Komodo  
La castaneda  
La Santa Cecilia  
Liquits  
Los Bunkers  
Los Choclock  
Los Esquizitos  
Los Infierno  
Los Inmortales  
Los Planetas  
Mad Profesor  
Nine Inch Nails  
Odiseo  
Of Montreal  
Onda Vaga  
Pablito MX  
Pato Watson  
Simpson Ahuevo  
Sonido San Francisco  
The Burning of Rome  
The Cavernarios  
Un Dia de Octubre  
Vicente Gallo  
Zurdok

**FRI**  
28TH

Alex Otaola and Iraida Noriega  
A Love Electric  
Ana Tijoux  
Arcade Fire  
Autoramas  
Banda Baston  
Banda Bostik  
Caballeros del Plan G  
Camila Moreno  
Carlos Marks  
Charlie Montana  
Coctel Galactico  
Como Asesinar a Felipes  
Daniel Maloso  
Dani Umpi  
El Freaky  
Ely Guerra  
Fermin V  
Furland  
Helado Negro  
Juana Molina  
Jumbo  
LA  
Lep Justi  
Los Tres  
Love of Lesbian  
Lunice Machingon  
Mooi  
No te va a Gustar  
Pedropiedra  
Pellejos  
Rusko  
RSVB  
Sr Bikini  
Tako  
The Polyphoric Spree  
Twenty One Pilots  
URSS

**SAT**  
29TH

Aurora  
Callate Mark  
Calle 13  
Carlos Mendez  
Carmen Costa  
Ceci Bastida  
Chancha Via Clubz  
Circuito Coda  
Dancing Mood  
Daniella Spalla  
De la Tierra  
Diamante Electrico  
Doctor Krapula  
El Gran Silencio  
Ermin Kusturica and The No Smoking Orchestra  
Frikstailers  
Gaia  
Guadalupe Plata  
I Can Chase Dragons!  
Kraken  
Little Jesus  
Lori Meyers  
Los Caligaris  
Los Fascinantes  
Los Marty  
Los Tigres del Norte  
Los Tiros  
Luzbel  
Maldita Vecindad  
Motorama  
Outeracional  
Quantic  
Reino  
Rey Pila  
Seis Peatonos  
Siete Catorce  
Sonido Matinez  
Sonido Sonoramico  
Technicolor Fabrics  
Torreblanca Vintage

**SUN**  
30TH

2 Many DJ's  
Alarta Kamarada  
Amandiitita  
Bungalo Dub Feat Lengualerta  
Carnavale di Vendetta  
Che Sudaka  
ChocQuillo Town  
Clubz  
Consulado Popoular  
DJ Rashad and Spinn  
DJ Rapture  
El Chavez  
Enanitos Verdes  
Fito Paez  
Javier Estrada  
Juana Fe  
Julietta Venegas  
Kakkaddafakka  
La Bien Querida  
La Gusana Ciega  
La Ley  
Lao  
La Vela Puerca  
La Vida Boheme  
Los Cafres  
Los Fontana  
Los Rastrillos  
Placebo  
Proyecto Maconha  
Radaid  
Rebel Cats  
Royal Club  
Sangre Maiz  
Saoko Silverio  
Sonido La Changó  
Sonido Superchango  
Standstill  
The Sexican  
The Wookies  
Troker  
Zoe



THIS IS "EL VIVE LATINO" XV EDITION  
March 27 - March 30 2014  
Foro Sol, Mexico City  
[www.vivelatino.com.mx](http://www.vivelatino.com.mx)



**VIVELATINO XV**  
FESTIVAL IBEROAMERICANO DE CULTURA MUSICAL

XV Latin American Music Culture Festival  
March 27th - March 30th

**VIVE LATINO XV**

**THURSDAY 27th:**  
AFI (A Fire Inside) · Atto and the Majestics · Copper Gammis · Diplo · Estelares · Hello Seahorse · Jessica Hernandez and the Deltas · Juan Soto · Komodo · La castaneda · La Santa Cecilia · Liquits · Los Bunkers · Los Choclock · Los Esquizitos · Los Infiernos · Los Inmortales · Los Planetas · Mad Profesor · Nine Inch Nails Odisseo · Of Montreal · Onda Vaga · Pablito MX · Pato Watson · Simpson Ahuevo · Sonido San Francisco · The Burning of Rome · The Cavernarios · Un Dia de Octubre · Vicente Gallo · Zurdok

**FRIDAY 28th:**  
Alex Otaola and Iraida Noriega · A Love Electric · Ana Tijoux · Arcade Fire · Autoramas · Banda Baston · Banda Bostik · Caballeros del Plan G · Camila Moreno · Carlos Marks · Charlie Montana · Coctel Galactico · Como Asesinar a Felipe · Daniel Maloso · Dani Umpi · El Freaky · Elis Paprika · Ely Guerra · Fermin V · Furland Helado Negro · Juana Molina · Jumbo LA · Lep Justi · Los Tres · Love of Lesbian · Lunice Machingon · Mooi · No te va a Gustar · Pedropiedra · Pellejos · Rusko · RSVB · Sr Bikini · Tako · The Polyphoric Spree · Twenty One Pilots · URSS

**SATURDAY 29th:**  
Aurora · Callate Mark · Calle 13 · Carlos Mendez · Carmen Costa · Ceci Bastida · Chancha Via · Clubz · Circuito Coda · Dancing Mood · Daniella Spalla · De la Tierra · Diamante Electrico · Doctor Krapula · El Gran Silencio · Ermin Kusturica · and The No Smoking Orchestra · Frikstailers · Gaia · Guadalupe Plata · I Can Chase Dragons! · Kraken · Little Jesus · Lori Meyers · Los Caligaris · Los Fascinantes · Los Marty · Los Tigres del Norte · Los Tiros · Luzbel · Maldita Vecindad · Motorama · Outernacional · Quantic · Reino · Rey Pila · Seis Peatonas · Siete Catorce · Sonido Matinez · Sonido Sonoramico · Technicolor Fabrics · Torreblanca Vintage

**SUNDAY 30th:**  
2 Many Dj's · Alerta Kamarada · Amanditiiti · Bungalo Dub Feal Lengualerta · Carnavale di Vendetta · Che Sudaka · ChocQuilo Town · Clubz · Consulado PopouiarDj Rashad and Spinn · Dj Rapture · El Chavez · Enanitos Verdes · Fito Paez · Javier Estrada · Juana Fe · Julieta Venegas · Kakkmiddafakka · La Bien Querida · La Gusana Ciega · La Ley · Lao · La Vela Puerca · La Vida Boheme · Los Cafres · Los Fontana · Los Rastrillos · Placebo · Proyecto Maconha · Radaid · Rebel Cats · Royal Club · Sangre Maiz · Saoko Silverio · Sonido La Changa · Sonido Superchango · Standstill · The Sexican · The Wookies · Troker · Zoe

[WWW.VIVELATINO.COM.MX](http://WWW.VIVELATINO.COM.MX)

**Banamex** **Doritos** **Coca-Cola** **movistar** **VANS OFF THE WALL** **TROJAN**





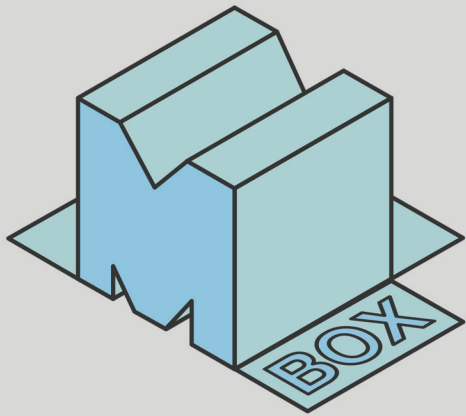
COFFEE · TEA · SMOOTHIES

COFFEE LAB CAFE  
1212 University Blvd.  
Dallas, TX 75205

214.456.7890  
www.coffeelabcafe.com

<b>COFFEE</b>		<b>TEA</b>	
Regular Joe (12oz) different blend brewed daily	\$1.50	Hot (12oz)	\$2.00
Up All Night (12oz) daily blend · single shot of espresso	\$1.75	On the Rocks	\$2.00
On the Rocks (16oz) Slow drip coffee brewed cold and served on ice · topped with whipped cream	\$2.00	Green Tea · Black Tea · English Morning · Mint · Ginger · Lemon	
The Breakup Brew (16oz) daily blend · single shot of espresso · a mountain of whipped cream · with chocolate or charamel drizzle · and a small cookie... awe!	\$3.75		
<b>ESPRESSO</b>		<b>SMOOTHIES</b>	
All espresso drinks come in: Tall (12oz) - \$3.25 · Grande (16oz) - \$3.75 · Venti (24oz) - \$4.50		16oz -	\$3.75
Espresso Yourself double · triple · quad shot		22oz -	\$4.50
Late Night Latte espresso · steamed milk · light foam		*add a scoop of protein - \$1.00 extra *fruit combos - \$.50 extra	
Late Night Latte on the Rocks espresso · cold milk · served over ice · topped with whipped cream		How to order your smoothie 1. choose your flavor fruits: Chocolate · Vanilla · Mango Strawberry · Banana mixed berries	
Cap and Gown Cappuccino 1/3 espresso · 1/3 steamed milk 1/3 foam		2. Tell us if you want it made with: orange juice · yogurt · or skim milk	
Mocha Chocalata espresso · mocha · steamed milk topped with whipped cream		3. With or without protein	
Mocha Chocalata on the Rocks espresso · mocha · milk · served over ice · topped with whipped cream		<b>BAKED GOODS</b>	
Cramming Caramel Macchiato espresso · steaming milk vanilla flavored syrup drizzled charamel		\$1.75 - \$2.25 bagels · scones · muffins croissants · cookies cinnamon rolls made fresh daily	
		<b>I WANNA BE HEALTHY... KINDA</b>	
		No freshman 15 for me... Cup of fruit \$3.00 Cup of seasonal fruit in 6oz cup	
		Studying for the bar... Granola bar \$2.50	
		I gotta pass this class... Parfait \$3.50 Fruit · yogurt · granola · layered in a cup	
		Coffee Lab Café 1212 Univesity Blvd Dallas, TX 75025	
		214.456.7890 www.coffeelabcafe.com	

• BRANDING



• • ILLUSTRATION











•• PRINT-MAKING











